



SUBJECT: 2014 Continuity Programs

DATE: March 1, 2014

☐ SALES ☐ ADMINISTRATION ☐ PROCEDURE ☐ PROMOTION ☐ PRODUCT

2014 CONTINUITY PROGRAMS

A great continuity program that keeps your customers coming back for more... month, after month, after month! This program offers you the flexibility of selling any product line you desire and having great promotional items to offer your customers.

Each month you can have your customers anxiously waiting for you to come by and deliver their next piece of clothing, knife, tool or diecast car!

Don't fail to use this program – it works and will make money for you!

***NOT VALID FOR GSA ACCOUNTS**

March 2014 – Rules and Procedures

(See Standard Promotion Rules No. 6000)

- Customer Promos:** Clothing Program is valid throughout 2014 / Continuity Knife Set runs for 6 months. The Fleece Blanket is available until end of March 2014 / Giveaways can be ordered at any time.
- All product groups can be used to qualify for awards. All items used to qualify for an award should be sold at 15% or higher commission levels.
- Clothing Orders:** Order using CROSS or use the order form (Send order form to dmckenna@chromate.com).
- The costs are as follows:

P/N	ITEMS	MINIMUM AGENT AIF COST	LIST PRICE	RECOMMENDED SALES
Clothing				
162944 + Color + Size	Polo Shirt, Men's (6 color choices)	\$20.40	\$39.99	\$340.00
162945 + Color + Size	Polo Shirt, Women's (6 color choices)	\$20.40	\$39.99	\$340.00
162951 + Color + Size	Sport Polo Shirt, Men's (2 color choices)	\$30.00	\$49.99	\$500.00
162952 + Color + Size	Sport Polo Shirt, Women's (2 color choices)	\$30.00	\$49.99	\$500.00
162947 + Color + Size	L/S Oxford Shirt, Men's (2 color choices)	\$22.50	\$45.99	\$375.00
162948 + Color + Size	L/S Oxford Shirt, Women's (2 color choices)	\$22.50	\$45.99	\$375.00
162946 + BLK + Size	Women's Black Cardigan Sweater	\$28.80	\$45.99	\$480.00
162950 + NVY + Size	Men's Navy Blue Fleece Vest	\$23.70	\$45.99	\$395.00
162949 + BLK + Size	Lightweight Jacket, Unisex	\$30.00	\$59.99	\$500.00
162953 + BURG + Size	Heavyweight Jacket, Unisex	\$41.00	\$79.99	\$685.00
Customer Promo and Continuity Knife Set				
162937	Fleece Blanket	\$16.80	\$39.99	\$280.00
162940	3" Lil Trapper Knife (For March)	\$29.00	\$50.00	\$475.00

Giveaways

167666	Microfiber Wipe	\$2.00	—	—
167667	Gel Ice Pack	\$3.00	—	—

COMMERCIAL ACCOUNTS ONLY / PROGRAM VOID WHERE PROHIBITED BY LAW OR POLICY