

# January 2015

New Products / Promotions / Programs



| Sunday                                                                                                                                                    | Monday                                                              | Tuesday                                                     | Wednesday                                               | Thursday                                                                  | Friday                                                    | Saturday                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------------------|
| <b>"Timing, perseverance, and ten years of trying will eventually make you look like an overnight success."</b><br><b>— Biz Stone, Twitter co-founder</b> |                                                                     |                                                             |                                                         | <b>1 Happy New Year</b><br><small>Offices &amp; Warehouses Closed</small> | <b>2</b>                                                  | <b>3</b><br>Did you download and install the Agent Toolbox update? |
| <b>4</b><br>Isaac Newton Born, 1643                                                                                                                       | <b>5</b>                                                            | <b>6</b><br>Sherlock Holmes Born, 1854                      | <b>7</b><br>First U.S. Presidential Election Held, 1789 | <b>ASM 2015</b>                                                           |                                                           |                                                                    |
| <b>11</b>                                                                                                                                                 | <b>12</b><br>Author Jack London Born, 1876                          | <b>13</b>                                                   | <b>14</b><br>Revolutionary War Ends (1784)              |                                                                           |                                                           |                                                                    |
| <b>18</b>                                                                                                                                                 | <b>19 MLK Day</b><br><small>Offices &amp; Warehouses Closed</small> | <b>20</b><br>First Flight of the Supersonic Concorde (1976) | <b>21</b>                                               | <b>22</b><br>MID-MONTH<br>Commission Statements Mailed                    | <b>23</b>                                                 | <b>24</b>                                                          |
| <b>25</b><br>First Winter Olympics Held, 1924                                                                                                             | <b>26</b>                                                           | <b>27</b><br>National Geographic Society Founded (1888)     | <b>28</b>                                               | <b>29</b><br>Baseball Hall of Fame Established (1936)                     | <b>30</b><br>END OF MONTH<br>Commission Statements Mailed | <b>31</b>                                                          |

## New Products

- Red Lion™ H.D. Multi-Purpose Citrus Towels**
  - Towel Size: 8" x 12" / 90 Towels..... 74609
  - Sell Sheet (1 pg)** ..... **LIT74609**
- Red Lion™ Stainless Steel Cleaner Wipes**
  - Towel Size: 9.5" x 12" / 40 Towels ..... 74610
  - Sell Sheet (1 pg)** ..... **LIT74610**
- Red Lion™ Graffiti Wipes**
  - Towel Size: 9.5" x 12" / 40 Towels ..... 74611
  - Sell Sheet (1 pg)** ..... **LIT74611**
- Red Lion™ Graffiti Barrier**
  - 1 Quart..... 74625
  - 1 Gallon ..... 74626
  - 5 Gallons ..... 74627
  - 55 Gallons..... 74628
  - Sell Sheet (1 pg)** ..... **LIT74625**
- Red Lion™ High Performance Safe-Acid Cleaner**
  - 1 Quart..... 74615
  - 1 Gallon ..... 74616
  - 5 Gallons ..... 74617
  - 55 Gallons..... 74618
  - Sell Sheet (1 pg)** ..... **LIT74615**

## Congratulations on your anniversaries!

|               |          |                          |
|---------------|----------|--------------------------|
| Rod Glockner  | 42 years | January 8 <sup>th</sup>  |
| Aaron Safford | 5 years  | January 16 <sup>th</sup> |
| Chris James   | 17 years | January 5 <sup>th</sup>  |
| Dean Anderson | 29 years | January 13 <sup>th</sup> |
| Ed North      | 26 years | January 25 <sup>th</sup> |
| Dave Davies   | 5 years  | January 16 <sup>th</sup> |
| Bill Jones    | 11 years | January 1 <sup>st</sup>  |

## Reminders & Extras

- Sandler Sales Tip!
- Sandler TACTICS - Weeks 1 to 4

## Marketing Material (Promotions / Programs)

- NEW Red Lion™ Chemical Combo Paks**.....ONGOING
  - Graffiti Wipes and Graffiti Barrier
  - Sell Sheet (1 pg)** ..... **LIT40017**
  - H.D. Multi-Purpose Citrus Towels & S/S Cleaner Wipes
  - Sell Sheet (1 pg)** ..... **LIT40018**
- Special Value Tray and Bin Assortments Promotion**  
 \$55 Tray Assortments, \$195 40 Hole Bin Assortments, \$295 80 Hole Bin Assortments .....ONGOING
- FREE Slide Rack Promotion**  
 Buy Any 3 Trays and Get A FREE Slide Rack!.....ONGOING
- Electrical/Cutting Tool & Lube Combo Paks**...ONGOING
  - Fusion Seal Electrical Wrap and Toolbox.....8833
  - Screw Extractor Assortment & Toolube.....40000
  - SAE/USS Combo Drill & Tap Set & Cutting Wax.....40001
  - CIC 200™ Pro™ Drills and Toolube.....40002
  - Hole Cutter Assortment & Cutting Wax.....40003
  - Metric Combo Drill & Tap Set & Cutting Wax.....40004
  - PDF files are available on the agent toolbox.
- Obsolete Product Program (OPP) "Cash for Trash"**  
**Brochure & order form (4 pgs)**..... **LIT21259**
- Customer Loyalty Discount Program** .....ONGOING
  - Use designated order form, see agent toolbox.

## Customer Incentives (Programs / Promotions)

(Commercial Accounts Only - See Rules & Procedures for Details)

- Continuity Program**
  - Remington Knife Set ..... 162965 – 162970
- Customer Promo – Clothing**
  - Red Button-down Long Sleeve Shirt
  - Sizes (S to 4XL): ..... 162963RedS – 162963RedXXXXL
- Customer Promo – Item**
  - Stainless Steel Coffee Tumbler (Thermos brand) ..... 162962
- Giveaway** (See Agent Toolbox for all Giveaways)
  - DOOHICKEY™ Key Tool..... 167671

## PROMOS & SPECIALS

**GRAFFITI COMBO PAK** P/N 40017  

 Did you download and install the Agent Toolbox update?

**WIPES COMBO PAK** P/N 40018  

 Did you download and install the Agent Toolbox update?

**\$55 Tray Assortments**  
**\$195 40 Hole Bins**  
**\$295 80 Hole Bins**  

 Special Value Assortments

**Purchase ANY 3 Tray Assortments**  
**Get A FREE Slide Rack!**  

 Free Slide Rack: P/N 1238

**CUTTING TOOL & LUBE COMBO PAK** P/N 40002  

 6 Combo Paks to Choose From! See Agent Toolbox.

**Free up the "Hidden Value" of your obsolete inventory and surplus stock!**  

 Obsolete Product Program "Cash for Trash"

**Customer Loyalty Discount Program**  

 Terms and Conditions