

October 2015



New Products / Promotions / Programs

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
"Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life." – Mary Kay Ash				1 BREAST CANCER AWARENESS MONTH	2 Peanuts Comic Strip first published, 1950	3 First CD & Player released, 1982
4	5 Ray Kroc born 1902	6 Thomas Edison shows 1 st Motion Picture in 1889	7 American Bandstand premiered in 1957	8	9 First 2-way telephone conversation in 1878	10
11	12 Columbus Day	13	14	15 MID-MONTH Commission Statements Mailed	16	17
18 Puerto Rico became U.S. Colony in 1898	19	20	21 Guggenheim Museum opens in 1959	22	23 iPod first revealed in 2001	24
25 Pablo Picasso Born in Spain in 1881	26 NAVY DAY	27	28 Statue of Liberty dedicated in 1886!	29 Stock Market Crash occurs in 1929	30 END OF MONTH Commission Statements Mailed	31 Halloween

REFUSE TO LOSE!
New Account Contest



Three Chances to Win a Laptop!

Be A Winner!

**Q2
Q3
Q4**

New Products

1. Mini-TAC LED Flashlights

100 Flashlight Lumens

- Mini-TAC Handheld LED Flashlight, Black.... 66295BLK
- Mini-TAC Handheld LED Flashlight, Blue..... 66295BLU
- Mini-TAC Handheld LED Flashlight, Red..... 66295R

140 Flashlight Lumens

- Mini-TAC Handheld LED Flashlight, Black..... 66296
- Mini-TAC Handheld LED Flashlight with Gooseneck and Magnetic Base, Black..... 66297

200/90/45 Flashlight Lumens

- Mini-TAC Pro Handheld LED Flashlight, Black 66298

Holster

- Hand Crafted Black Cordura Fabric..... 66296H

Brochure (8 pgs) LIT66296

New To You!

Cutting Tool and Lube Combo Pak..... 40000

- Double Edge/Spiral Screw Extractor Assortment
- Red Lion™ Toolube™ Cutting Fluid

An excellent assortment with products for both right and left hand drills. Included is a specialized Red Lion™ lubricant designed for tough metal-working applications.

Customer Incentives

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

- Customer Promo - Boxed 3 Pack BBQ Set**
 - Mad Dog Spices & Sauces 162974
- Customer Promo - American Flag T-Shirt, Red**
 - Embossed Chromate Logo & Flag. 167591R-167595R
- Giveaway**
 - Wrench Key Chain & Bottle Opener 167673
- Promo Liquidation!**
 - Auto Sun Shade • BBQ Tool Set • Cornhole Bag Toss Game

Marketing Material (Promotions/Programs/Literature)

1. **NEW!** "Autumn" MRO Seasonal Product Overview

It's time to think about getting your shop prepared as the cooler weather approaches and the days grow shorter. From hand protection, to lighting, to Red Lion™ chemicals, our Autumn Highlights feature the products that were made to handle the elements and the change in season.

Brochure (4 pgs) LITAUTUMN

2. **Special Value Assortments**

\$65 and \$95 Tray Assortments, \$195 40 Hole Bin Assortments, \$295 80 Hole Bin Assortments ... ONGOING

3. **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

4. **FREE Slide Rack Promotion**

Buy Any 3 Trays and Get A FREE Slide Rack!..... ONGOING

5. **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

Reminders and Extras

1. **Holiday Gift Program (Coming soon!)**

- New Account Contest "Refuse To Lose"
- Obsolete Product Program (OPP)..... LIT21259
- Customer Loyalty Discount Program

PROMOS, SPECIALS & LITERATURE

