CHROMATE® INDUSTRIAL CORP.

Date: June 22, 2012
Subject: July 2012 New Products/Promotions
From: Marketing

JULY 2012

New Products

1. SDS Max Hammer Drill Bits
- a. Sizes 1/2" to 1-1/2" ..... 77079 – 77103
- b. Quick Change Adaptors ..... 77104 – 77105
- c. 5-Piece Set 8807
- d. Tray Assortment 17065

2. Spline Shank Hammer Drill Bits (Single Point)
- a. Sizes 3/8" to 2" ..... 77106 – 77147
- b. Tray Assortment 17066
- c. Tray Assortment 17067

3. Spline Shank Hammer Drill Bits (Quad Point)
- a. Sizes 5/8" to 2" ..... 77148 – 77171
- b. Tray Assortment 17068
- c. Tray Assortment 17069

4. Hammer Core Drill Bits
- a. 1-3/4" to 5" ..... 77172 – 77182
- b. Pilot/Centering Bit 77179
- c. SDS Max Shank Adaptor 77180
- d. Spline Shank Adaptor 77181
- e. Extension 77182
- • ***Brochure*** *(8 pgs)* ***LIT77079***

5. Bristle Brush Assortment 17694
- • ***Sell Sheet*** *(1 pg)* ***LIT17694***

6. Shark Utility Knife 66507
- a. Serrated Utility Blades (5 pack) 66508
- b. Serrated Utility Blades (50 pack) 66508-50
- c. Serrated Utility Blades (100 pack) 66508-100
- • ***Sell Sheet*** *(1 pg)* ***LIT66507***

7. 1000V Insulated Screwdriver Set
- a. 18 Piece Set with Pouch 8029
- b. Individual Bits ..... 83150 – 83167
- • ***Sell Sheet*** *(1 pg)* ***LIT8029***

8. Heat Stress Responder Kits
- a. Small Cabinet (Plastic) 85095
- b. Large Cabinet (Metal) 85096
- • ***Sell Sheet*** *(1 pg)* ***LIT85095***

Product Promotions

1. **$MART BUY$** ..... EXP 7-31-12
   - Kep Nuts ..... 6901 – 6920
   - CIC 200™ Sure-Drive™ Metal Screws, Square Drive Pan Head Drill and Tap ..... 7050 – 7059
   - CIC 200™ Nylon Insulated Terminals, Snap Spades ..... 2759 – 2799
   - Toggle Switches ..... 29107 – 29110
   - Hammer Drive Anchors ..... 5979 – 5984
   - Raised Hub Abrasive Cut-off Wheels ..... 33814 – 33899
   - CIC 200™ Grease Fittings Assortment 7750
   - CIC 200™ Met-Tab Wire Tie Assortment 17755
2. **$MART BUY$ Summer Specials** ..... EXP 9-28-12
   - Red Lion™ Sunscreen Wipes 74531
   - Red Lion™ Bug Be Gone Wipes 74263
3. **NEW Special Value Tray & Bin Assortments - *For New Accounts***
   $45 Tray Assortments (12), $145 40 Hole Bin Assortments, $245 80 Hole Bin Assortments
4. **NEW Garden Hoses & Fittings Promo** ..... EXP 8-31-12
5. **NEW Summer Highlights** ..... PF-SUMMER
6. **Special Value Tray and Bin Assortments**
   $45 Tray Assortments, $145 40 Hole Bin Assortments, $245 80 Hole Bin Assortments
7. **A/C Blowout Promotion** ..... *Limited time offer! All items while supplies last!*
   - *Includes Rules for the A/C Blowout!*

Customer Promotional Programs

(Commercial Accounts Only)

1. NFL Zippo Lighters - *Continuity*
   - • See Order Form for Teams & P/Ns ..... EXP 12-31-12
2. Luggage Spotter - *Giveaway* 167655

Branded Agent Products

1. CIC Decal (2" Round) 167651LABEL

Reminders and Extras

1. GSA Wish List
2. Wish List
3. 2012 New Business Contest
4. Let Us Work For You (Email Blasts)
5. Obsolete Product Program (OPP)
6. Customer Loyalty Discount Program (with Form)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 INDEPENDENCE DAY OFFICES AND WAREHOUSES CLOSED	5	6	7
8	9	10	11	12	13	14
15	16 END OF MID-MONTH COMMISSION STATEMENTS MAILED	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 END OF MONTH COMMISSION STATEMENTS MAILED				

JUNE 2012

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

AUGUST 2012

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

5250-A Naiman Parkway, Solon OH 44139 • Phone: 888-567-2200 • FAX: 631-567-2418 • www.chromate.com