



SUBJECT: 2012 Continuity Programs

DATE: August 1, 2012

☐ SALES ☐ ADMINISTRATION ☐ PROCEDURE ☐ PROMOTION ☐ PRODUCT

## 2012 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 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**

### August 2012 – Rules and Procedures

(See Standard Promotion Rules No. 6000)

1. The NFL Zippo Lighters continuity program runs from July 1<sup>st</sup> thru December 31<sup>st</sup>, 2012. See the order form for P/Ns and for selecting from the 32 NFL teams.
2. 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.
3. The costs are as follows:

P/N	ITEM	COST	AGENT AIF PRICE	LIST	MINIMUM RECOMMENDED SALES
See Order Form	NFL Zippo Lighters - <i>Continuity</i>		\$18.00	\$29.95	\$300.00
167656	CIC Bottle Opener (Stainless Steel) - <i>Giveaway</i>		\$2.75	—	—

#### Branded Agent Products

167651	CIC Hard Hat		\$6.30	—	—
167651LABEL	CIC Decal (2" Round)		\$1.20	—	—
167653S/M	CIC Hi-Visibility Vest		\$4.40	—	—
167653L/XL					
167653XXL/XXXL					
167652	CIC Logo Magnets (Pair)		\$42.00	—	—

#### Continuing Promos

167655	Luggage Spotter - <i>Giveaway</i>		\$1.00	—	—
167654	Beach Mat - <i>Giveaway</i>		\$5.65	—	—
167649	Eyeglasses/Sunglasses Retainer Strap - <i>Giveaway</i>		\$1.00	—	—
167648	Auto Cup Organizer - <i>Giveaway</i>		\$3.70	—	—

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