



SUBJECT: 2012 Continuity Programs

DATE: December 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**

December 2012 – Rules and Procedures

(See Standard Promotion Rules No. 6000)

1. The NFL Zippo Lighters continuity program runs from July 1st thru December 31st, 2012. See the order form for P/Ns and for selecting from the 32 NFL teams. This month, there will also be a "Promo Liquidation", see the 2 page order form for details.
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

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				
167653XXXL/XXXL				
167652	CIC Logo Magnets (Pair)	\$42.00	–	–

2012 Continuing Promos (Giveaways)

167657	CIC Carabiner Light - <i>Giveaway</i>	\$2.00	–	–
167656	CIC Bottle Opener - <i>Giveaway</i>	\$2.75	–	–
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