

Date: March 20, 2013
Subject: April 2013 New Products/Promotions
From: Marketing



New Products

- Red Lion™ Cherry Impact Industrial Hand Cleaner**
 - 120 fl. oz. Soap 74471
 - 18 fl. oz. Soap 74472
 - Dispenser for 120 fl. oz. Soap 1830
 - **Sell Sheet** (1 pg) [LIT74471](#)
- Lighted Pick-up Tools (only sold as a set)**
 - Blue Handled Tool with Magnet and
 - Red Handled Tool Without Magnet 66324
 - **Sell Sheet** (1 pg) [LIT66324](#)
- Replacement Cutting Wheels (2 pack)**
 - For all Tight Spaces Tubing Cutters 54669
 - **Sell Sheet** (1 pg) [LIT8900](#)



Product Promotions

- \$MART Buys** EXP 4-30-13
- Special Value Tray and Bin Assortments**
 \$55 Tray Assortments, \$195 40 Hole Bin Assortments,
 \$295 80 Hole Bin Assortments ONGOING
- GO RED Program!**
 Maintenance Efficiency Center (MEC) with Go Red Bonus!
 • **Brochure** (4 pgs) [PF-GORED](#)
- Insecticides "Product Focus"**
 • **Brochure** (4 pgs) [PF-INSECTICIDES](#)
- Drain Maintenance**
 • **Brochure** (4 pgs) [FORM100](#)

Customer Promotional Programs (Commercial Accounts Only)

- Microfiber Wind Shirt - Navy Blue
 - **Customer Promo** 162928S-162928XXXXL
- Adidas® Golf Men's Performance 1/2-Zip Training Top - Navy Blue
 - **Customer Promo** 162929S-162929XXXXL
- Shoe Shine Kit - Silicone Gel
 - **Giveaway** 167660

Marketing Material/Literature - New or Updated

- Marketing Materials Line Card** (2 pgs - New) [LITMKTG](#)
- Titanium Nitride Coated Drill and Taps & Burs** (8 pgs - Update) .. [PF-TiN](#)

Branded Agent Clothing

- White S/S Golf Shirt 162921S-XXXXL
- White Oxford L/S Shirt 162897S-XXXXL
- Fleece Jacket 162925S-XXXXL

Reminders & Extras

- Combo Paks
- Obsolete Product Program (OPP)
- Customer Loyalty Discount Program

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

MARCH 2013						
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						

**GO
RED!
PROGRAM**

MAY 2013						
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	

APRIL 2013