

Date: April 22, 2013
Subject: May 2013 New Products/Promotions
From: Marketing



New Products

1. Red Lion™ GreenWav Odor Eliminators
 - a. 32 oz. Spray 74576
 - b. 8 oz. Gel 74577
 - c. Dispenser 1820
 • [Sell Sheet \(1 pg\)](#) [LIT74576](#)
2. Red Lion™ Non-Conductive Paint - Glossy White 74029
 • [Sell Sheet \(1 pg\)](#) [LIT74029](#)



Product Promotions

1. **\$SMART BUYS\$** EXP 5-31-13
2. **Special Value Tray and Bin Assortments**
 \$55 Tray Assortments, \$195 40 Hole Bin Assortments,
 \$295 80 Hole Bin Assortments ONGOING
3. **GO RED Program!**
 Maintenance Efficiency Center (MEC) with Go Red Bonus!
 • [Brochure \(4 pgs\)](#) [PF-GORED](#)
4. **A/C BLOWOUT!**
 Limited Time Offer! While Supplies Last!
 - Includes Promo Details & Rules. EXP 9-30-13

Customer Promotional Programs (Commercial Accounts Only)

1. Light Blue Golf Shirt - Customer Promo 162927S-162927XXXXL
2. Sticky Book - Giveaway 167661
3. Microfiber Wind Shirt - Navy Blue
 - Customer Promo 162928S-162928XXXXL
4. Adidas® Golf Men's Performance 1/2-Zip Training Top - Navy Blue
 - Customer Promo 162929S-162929XXXXL
5. Shoe Shine Kit - Silicone Gel - Giveaway 167660

Marketing Material/Literature - Updated

1. [Marketing Materials Line Card \(2 pgs\)](#) [LITMKTG](#)

Branded Agent Clothing

1. White S/S Golf Shirt 162921S-XXXXL
2. White Oxford L/S Shirt 162897S-XXXXL
3. Fleece Jacket 162925S-XXXXL

Reminders & Extras

1. **GO RED... See Double! 2nd Quarter Agent Contest**
2. Combo Paks
3. Obsolete Product Program (OPP)
4. Customer Loyalty Discount Program
5. Let Us Work For You (Email Blasts)

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 MEMORIAL DAY OFFICES AND WAREHOUSES ARE CLOSED	28	29	30	31 END OF MONTH COMMISSION STATEMENTS MAILED	

APRIL 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				



JUNE 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						

MAY 2013