

April 2015

New Products / Promotions / Programs



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																		
"All progress takes place outside the comfort zone." – Michael John Bobak			1 Did you download and install the Agent Toolbox update? April Fool's Day	2	3 1/2 DAY Passover & Good Friday Offices & Warehouses Closed	4  1st U.S. Flag Approved 1818																		
5  Easter Sunday	6  ARMY DAY	7	8	9	10 U.S. Patent System Established (1790)	11 President Johnson signs the Civil Rights Act (1964)																		
12  1st Space Shuttle "Columbia" launched, 1981	13 Thomas Jefferson born, 1743 (3rd President)	14 Titanic strikes an iceberg shortly before midnight. Sinks at 2:20 am April 15th.	15 Tax Day MID-MONTH Commission Statements Mailed	16	17	18 Paul Revere's Famous Ride (1775)																		
19 Revolutionary War Begins, 1775	20	21	22  Earth Day	23	24 Arbor Day	25 Hubble Telescope launched, 1990																		
26	27	28 James Monroe born, 1758 (5th President)	29	30 END OF MONTH Commission Statements Mailed	SALES AGENT ANNIVERSARIES <table><tr><td>Lee Haywood</td><td>30 Years</td><td>4/1/85</td></tr><tr><td>Bruce Modes</td><td>30 Years</td><td>4/1/85</td></tr><tr><td>Doug Young</td><td>24 Years</td><td>4/29/91</td></tr><tr><td>Steve Stars</td><td>24 Years</td><td>4/1/91</td></tr><tr><td>Jim Pulver</td><td>15 Years</td><td>4/17/00</td></tr><tr><td>Sam Weaver</td><td>2 Years</td><td>4/16/13</td></tr></table>	Lee Haywood	30 Years	4/1/85	Bruce Modes	30 Years	4/1/85	Doug Young	24 Years	4/29/91	Steve Stars	24 Years	4/1/91	Jim Pulver	15 Years	4/17/00	Sam Weaver	2 Years	4/16/13	30 Years 4/1/85 30 Years 4/1/85 24 Years 4/29/91 24 Years 4/1/91 15 Years 4/17/00 2 Years 4/16/13
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PROMOS & SPECIALS



New Products

- Red Lion™ Antimicrobial Hand Cleaner and Sanitizer**
85 fl. oz.74629*
Dispenser (Black).....1832
• *Replaces P/N 74446
• Note: Not for sale in California
- Red Lion™ Heavy Duty Scrub Hand Soap**
120 fl. oz.74630*
18 fl. oz.74633
Dispenser (Gray).....1830
• *Replaces P/N 74445
- Red Lion™ H.D. Citrus Hand Soap**
120 fl. oz.74631*
18 fl. oz.74632
Dispenser (Gray).....1830
• *Replaces P/N 74444
• Note: Not for sale in the State of California
- Red Lion™ Magic Hand Soap**
120 fl. oz.....74458
18 fl. oz.74459
Dispenser (Gray).....1830
- Red Lion™ Cherry Impact Hand Soap**
120 fl. oz.....74471
18 fl. oz.74472
Dispenser (Gray).....1830

Red Lion™ Soaps Brochure (4 pgs) PF-SOAPS-P

Customer Incentives Q2 (Programs / Promotions)

(Commercial Accounts Only - See Rules & Procedures for Details)

- Continuity Program, Knife Set**.....162965 – 162970
- Corporate Apparel**
• New Colors For S/S Polo Shirts.....162944 & 162945
- Customer Promo**
• Power Bank "USB Charger".....162973
- Giveaway** (See Agent Toolbox for all Giveaways)
• Bicycle Survival Tool167674

Marketing Material (Promotions / Programs)

- NEW New Product Promotion**
Buy A Red Lion™ Soap, Get a Dispenser FREE!
(85 fl. oz. & 120 fl. oz. Soaps).....EXPIRES 6/30/15
- NEW Special Value Tray and Bin Assortments Promo**
\$65 Tray Assortments, \$195 40 Hole Bin Assortments,
\$295 80 Hole Bin Assortments ONGOING
- REVISED Chromate 2015 Clothing Brochure (4 pgs)**.....LIT-CLOTHING
- Spring "Seasonal Product Overview" Brochure (4 pgs)**.....PF-SPRING
- Red Lion™ Chemical Combo Paks**.....ONGOING
• Graffiti Wipes and Graffiti Barrier
Sell Sheet (1 pg)LIT40017
• H.D. Multi-Purpose Citrus Towels & S/S Cleaner Wipes
Sell Sheet (1 pg)LIT40018
- FREE Slide Rack Promotion**
Buy Any 3 Trays and Get A FREE Slide Rack!.....ONGOING
- Electrical/Cutting Tool & Lube Combo Paks**...ONGOING
• Fusion Seal Electrical Wrap and Toolbox.....8833
• Screw Extractor Assortment & Toolube.....40000
• SAE/USS Combo Drill & Tap Set & Cutting Wax.....40001
• CIC 200™ Pro™ Drills and Toolube.....40002
• Hole Cutter Assortment & Cutting Wax.....40003
• Metric Combo Drill & Tap Set & Cutting Wax.....40004
PDF files are available on the agent toolbox.
- Obsolete Product Program (OPP) "Cash for Trash" Brochure & Order Form (4 pgs)**.....LIT21259
- Customer Loyalty Discount Program**.....ONGOING

Reminders & Extras

- Sandler Sales Tip!
- Sandler TACTICS - Weeks 13 to 16