

August 2015

New Products / Promotions / Programs



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
"Chase the vision, not the money; the money will end up following you." — Tony Hsieh, Zappos CEO, American entrepreneur				Congratulations on your anniversaries! - Max Kest 33 years August 2 nd - Mike Dantone 17 years August 28 th - Larry Andrews 8 years August 16 th - Armand Fiorucci 6 years August 18 th - Jon Brooks 6 years August 16 th	1 Did you download and install the Agent Toolbox update?	
2 Signing of the Declaration of Independence.	3	4 Coast Guard Day (Established in 1790).	5	6 NASA's Curiosity Rover lands on Mars 2012.	7	8 U.S. dollar created in 1786.
9	10	11	12 Hawaii Annexed to U.S. in 1898.	13	14 MID-MONTH Commission Statements Mailed	15
16	17	18	19 National Aviation Day.	20	21	22
23 First photo of Earth from the Moon taken in 1966.	24	25 National Park Service established 1916.	26	27	28 Martin Luther King Jr. gave 'I Have a Dream' speech in 1963.	29
30	31 END OF MONTH Commission Statements Mailed	<div> <div> REFUSE TO LOSE! New Account Contest </div> <div> </div> <div> Three Chances to Win a Laptop! Be A Winner! </div> <div> Q2 Q3 Q4 </div> </div>				

New Products

1. Breathable Poly/Latex Gloves

Excellent multi-purpose MRO gloves. Durable and form-fitting with unsurpassed value. All gloves have a 13-gauge polyester knit liner with a wrinkle finish latex palm. They are lightweight with great grip.

- Small - Red Piping 59219SMALL
- Medium - Green Piping 59219MED
- Large - Tan/Brown Piping 59219LARGE
- Extra Large - Blue/Indigo Piping 59219XL
- Sell Sheet (1 pg) LIT59219**

2. Red Lion™ Skin Care Product

Paint, Varnish and Adhesive Hand Cleaner

- PVA Hand Cleaner (15 oz.) 74512
- Sell Sheet (1 pg) LIT74512**

3. Red Lion™ Cleaner and Degreaser Product

Paint Varnish and Adhesive Pre-Moistened Cleaning Towels

- PVA Hand Cleaner (80 count) 74528
- Sell Sheet (1 pg) LIT74528**

Customer Incentives Q3

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

- Customer Promo - Boxed 3 Pack BBQ Set**
 - Mad Dog Spices & Sauces 162974
- Customer Promo - American Flag T-Shirt, Red**
 - Embossed Chromate Logo & Flag ... 167591R-167595R
- Giveaway**
 - Wrench Key Chain & Bottle Opener 167673
- Promo Liquidation!**
 - Auto Sun Shade • BBQ Tool Set • Cornhole Bag Toss Game

Marketing Material (Promotions/Programs/Literature)

1. **NEW!** Chemicals Catalog

Red Lion™ Chemical formulations provide the ultimate in performance while maintaining maximum safety for the user. Aerosols, bulk and specialty products that work better, faster and safer.

Catalog (162 pgs) PF-CHEMICALS

2. **UPDATE!** Special Value Assortment Tray Pages

\$65 & \$95 tray assortment pages have been updated, no month shown at the top of the page. ONGOING

3. 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**

4. **FREE** Slide Rack Promotion

Buy Any 3 Trays and Get A FREE Slide Rack! ONGOING

5. **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

Reminders and Extras

1. **NEW!** Sandler Training Sales Tip

2. **NEW!** Sandler Sales Tactics - Weeks 29 to 32

3. New Account Contest "Refuse To Lose"

4. Obsolete Product Program (OPP) LIT21259

5. Customer Loyalty Discount Program

PROMOS, SPECIALS & LITERATURE

CHEMICALS



ADHESIVE AND SEALER • BULK CHEMICALS • CLEANERS AND DEGREASERS
 H.D. MULTI-PURPOSE CITRUS TOWELS • POLYESTER KNIT LINED GLOVES
 POWER WASH • SPECIALTY • TOOLS • TOOLS & TOOLS

CHROMATE
 1-800-875-2200 • WWW.CHROMATE.COM

'65 Tray Assortments



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SEASONAL PRODUCT OVERVIEW



CHROMATE

GRAFFITI COMBO PAK P/N 40017



CHROMATE

WIPES COMBO PAK P/N 40018



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Purchase ANY 3 Tray Assortments!



CHROMATE

CUTTING TOOL & LUBE COMBO PAK P/N 40002



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