

DIVERSiTECH
COIL CARE CENTER



Go with the
PRO

Chemical Merchandising Program



A Program that Answers

Is my chemical display a profit center?

*Do my chemical shelves work hard for me?
Am I maximizing revenue and profits?*

Are chemicals hard to merchandise and sell?

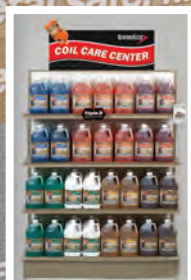
Do my shelves look like a stockroom or a showroom?

Is it hard to constantly train my staff?

Am I spending more time training than I am selling?

Is it hard to buy so many different chemicals?

*Am I spending too much time managing multiple chemical vendors?
Do I have five vendors when I really just need five products?*



FOR PROFESSIONAL USE ONLY
KEEP OUT OF REACH OF CHILDREN
See Side Panel for Additional Cautions

Registration Number
Gallon (3.78 Liters)

Answers your Questions

The DiversiTech Program Delivers!

- The DiversiTech chemical program helps you increase sales with a complete product center that is easy to use and easy for your customer to find what they need, fast!
- Unique products like Triple-D™ and Eco-Coil outperform standard coil cleaners and create loyal customers and repeat sales for you.

Merchandising That Works

- Your merchandising plan creates an eye-catching display that stands out and drives sales.
- Your DiversiTech merchandising kit gives you everything you need to create a great looking display.

Easy for Your Customers

- Newly designed product labels make it easy for contractors to find the exact product they need in your store, even without you.
- Attractive, full color labels direct your customers to the right solution every time.

Easy to Buy

- We make chemicals easy with a complete product line that offers every product you need all from one source.
- DiversiTech also offers the ease of combining your chemical program orders with pads, whips, motors, pumps and other items. No other company in the industry can Simplify the Way You Work like DiversiTech. What could be easier?



Go with the Pro Chemical Merchandising Program

Two easy ways to join:

Partner Level

What you receive:

- Merchandising kit for store
- 2 joint selling days—one with sales rep, one with DiversiTech representative
- 10% pricing discount
- Free freight on initial qualifying order
- Launch event with DiversiTech sponsored promotion
- Guaranteed sale
- One DiversiTech sponsored in-store promotion
- Additional 5% rebate if DiversiTech is only coil cleaner vendor
- NATE™ Certified Training

How to Qualify:

- Place initial qualifying order of at least \$2,000 per branch
- Order must include Triple-D, Eco-Coil, 2 other coil cleaners and Pro-Flush
- Dedicate at least 8 feet of shelf space and end cap
- Include DiversiTech chemical products in catalog or flyer (minimum ½ page)
- Maximum two coil cleaner vendors (DiversiTech and one other)
- Include promo code "CH1" with your order

Participant Level

What you receive:

- Merchandising kit for store
- Joint selling day with sales rep
- 5% pricing discount
- Free freight on initial qualifying order
- Launch event
- Guaranteed sale

How to Qualify:

- Place initial qualifying order of at least \$1,000 per branch
- Order must include Triple-D, Eco-Coil, 2 other coil cleaners and Pro-Flush
- Dedicate at least 8 feet of shelf space
- Include DiversiTech chemical products in catalog or flyer (minimum ½ page)
- Include promo code "CH2" with your order



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