

# Products Easier Seen are Easier Sold...

## YELLOW JACKET® is a Brand Promise Made Boldly.

The YELLOW JACKET® blue and yellow attracts attention to the broadest spectrum of HVAC service tools in the industry. These stand-out colors represent the brand promise of reliable performance and value.

When industry professionals visit you looking for quality solutions ranging from evacuation to recovery, they will easily find the brand they know and trust.

**Guide your customers in the right direction and add more to your bottom line with the YELLOW JACKET merchandising program.**



## YELLOW JACKET® Point-of-Sale Merchandising Program

### THREE EASY WAYS TO ORDER POS:

- 1) Order online at [www.yellowjacket.com/pos](http://www.yellowjacket.com/pos)
- 2) Call your local YELLOW JACKET sales agent
- 3) Fill out the form below and e-mail to: [custserv@yellowjacket.com](mailto:custserv@yellowjacket.com)

PART #	DESCRIPTION	QUANTITY
10029	Slat Wall Kit (4 overlays 24" x 32" - order header sep.)	
10030	Pegboard Kit (4 overlays 24" x 32" - order header sep.)	
10033	Header (24" w x 10" h with mounting tape on back)	
19068	Reorder Cards (package of 50)	
10018	Vinyl Banner (60" w x 20" h with rope and grommets)	
10009	Window Decal <i>Environmentally Friendly</i> (6" diameter)	
10008	Hose Rack (holds up to 27 of 1/4" and 3/8" hoses)	
10003	HVAC Catalog	
10095	Training Videos USB	
10025	Photo, Logo & Brand Guidelines USB	

### SHIP TO:

Company \_\_\_\_\_

Attention To: \_\_\_\_\_

Address (no p.o. boxes) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address \_\_\_\_\_

# YELLOW JACKET® Point-of-Sale Merchandising Program



## Display Walls that Keep on Selling!

As YELLOW JACKET® products are sold off your peg board or slat wall display, the brand still shows with a bold backdrop and reorder card.

- #10029 Slat Wall Kit (4 Overlays 24" W x 32" H - order header separately)
- #10030 Peg Wall Kit (4 Overlays 24" W x 32" H - order header separately)
- #10033 Header (24" W x 10" H - order separately from wall kits)

## Promoting Yourself

Banners and decals that identify you proudly as an authorized YELLOW JACKET wholesaler.



#10018 Vinyl Banner 60" Wide x 20" High



#10009 Window Decal 6"

#10025 Photos and Logos USB that Simplify Complete logo and photo files for your creative team.

Color Palette

Primary Colors	Secondary Colors (Printed Specific Colors)																																
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## Easy-to-Find, Easy-to-Display Packaging for Many Products

A consistent image from package to package for cumulative high impact.



Clamshell Packaging



#19068 Reorder Card Hangs behind last product on an individual rack.



#10008 Hose Rack

#10095 Training Videos That Educate "How To" Training Videos and quick tips that teach how to work smarter and to get the best performance out of YELLOW JACKET tools.



Sales Literature that Persuades Sales literature and custom flyers that emphasize the customer benefit with clear reason to buy.

