

We've Got Your Back! Use this Kit to Support the Spring Promotions

In this kit, you will find a variety of point-of-purchase materials, a newspaper ad and a radio ad supporting our special springtime offers. So spruce up your store with the new P.O.P. materials and put those dollars you've accumulated in your co-op account to good use today!



Mobile (2)
LRMB-SC



Wobbler (3)
LRWB-SC



Poster (1)
LRPT-SC



Instant Savings Coupon Tear-pad (1)
LRCP-SC



Advertisement (1) (Color available on the Riccar extranet) LRAS-SC



Counter Card (1)
LRCC-SC

LRDO-SC



SPRING PROMOTION 2013 DEALER OVERVIEW

RICCAR®



HELP CUSTOMERS SPRING INTO CLEANING WITH A GREAT VACUUM AND CLEANING PRODUCTS

It's our favorite time of year: spring cleaning time! It's the best time to sell Riccar vacuum cleaners, and since a clean home is more than just a clean floor, take this opportunity to introduce your customers to Riccar cleaning products. Unlike general purpose cleaning products, Riccar cleaning products were each created to tackle a specific task. Each cleaning product falls into one of three categories: Kitchen, Household, and Floor Care. So whether your customers are trying to overcome a greasy oven, smudged windows, or a pet stained floor, Riccar has them covered. Plus, every product is color coded to coordinate with the category it fits in so it's easy to arrange an effective store display!

OFFER THE SPRING CLEANING ESSENTIALS WITH BARGAINS THEY CAN'T RESIST!

To help you close the sale this spring, we're providing special offers with every purchase! Sometimes a little added incentive is all a customer needs to be convinced. Pair these offers with a world-class demonstration and you'll have the sale in the bag.

- **Take \$50 off any vacuum under \$500 and \$100 off any vacuum over \$500.**

We are promoting this as a discount off the MSRP. Your customers will appreciate the discount, and you will make the sale while still meeting your price point.

- **Buy Any Vacuum and Get a Cleaning Product FREE.***

Anyone who buys a vacuum, gets to pick out a FREE* cleaning product.

- **Buy Any Tandem Air Vacuum and Get a FREE Handheld Vacuum and a FREE* Cleaning Product.** Consumers who buy any Tandem Air machine will get a FREE handheld vacuum, while supplies last, and a FREE* cleaning product!

- **Buy Three Cleaning Products and Get a FREE* Cleaning Product.**

Customers stopping in for a repair or those simply uninterested in purchasing a vacuum, can still take advantage of our spring promotions. With the purchase of ANY three Riccar Cleaning Products, they can choose one FREE*!

* Dry carpet cleaners (1 pound or 4 pound size) and the extractor detergents do not qualify for "free" product.

Cut a Deal without Cutting Profit! We Haven't Forgotten You.

- For every Tandem Air machine you purchase from now until April 19th, you'll receive a FREE handheld vacuum.
- For every 6 vacuums you buy at one time from now until April 19th, you'll receive a free** case of a cleaning product of your choice.
- For every 3 cases of cleaning products you buy at one time now through April 19th, you'll receive a free** case of a cleaning product of your choice.

** Limitations on "free" product apply to retailers as well as consumers. Reminder: Dry carpet cleaners (1 pound or 4 pound size) and the extractor detergents do not qualify for "free" product.