

# Products easier seen are easier sold... and YELLOW JACKET® is a brand promise made boldly.

YELLOW JACKET® blue and yellow attract attention to the broadest spectrum of HVAC service tools in the industry. For your business these are the stand-out colors of a brand promise of reliable performance and value. When industry professionals visit you for solutions ranging from evacuation to

recovery, they can easily see the colors they know for the quality they want.

To guide your customers in the right direction and add more to your bottom line, the YELLOW JACKET merchandising program includes everything you see here and more to come.



## Point of Sale **2017** Merchandising Program

# For bigger numbers in the black... start with blue and yellow.

Order online at [www.yellowjacket.com/pos](http://www.yellowjacket.com/pos), call your local YELLOW JACKET sales agent, or fill out the form below and fax it to (800)322-8684.

### SELECTION CHART

UPC#	Item	Quantity
10029	Overlays (24" wide x 32" high); Headers (24" wide x 10" high)	
10030	Slat wall kit (4 overlays/1 header)	
10033	Pegboard kit (4 overlays/1 header)	
10033	Header (24" wide x 10" with mounting tape on back)	
19068	Reorder cards (package of 50)	
10018	Vinyl banner (60" wide x 20" with rope and grommets)	
10009	"Environmentally Friendly" window sticker (6" diameter)	
10008	Hose rack (for up to twenty seven 1/4" and 3/8" hoses)	
10003	Current large HVAC Catalog	
10095	Training DVD	
10025	Photo, Logo & Brand Guidelines USB	

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

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

## 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.



## Easy-to-spot, easy-to-display packaging for many products

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



Hose rack



Clamshell Packaging



24" wide x 32" high backwall overlay sections with 24" wide x 10" high headers (kits include 4 overlay panels and one header).

Reorder card hangs behind last product on an individual rack.

## Promoting yourself

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



60" wide x 20" high vinyl banner



6" round window stickers

## Training videos that educate

"How-to" training videos and quick tips that teach how to work smarter and 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.



## Photo and logo resources that simplify

Complete logo, photo and catalog files for your creative team.

Color Palette

Color Name	HEX	CMYK	RGB	LAB
Yellow Jacket Blue	#0056b3	100% 0% 0% 0%	0 84 183	39.12 64.91 118.43
Yellow Jacket Yellow	#fcd700	0% 100% 0% 0%	255 215 0	112.48 54.91 92.34
Yellow Jacket White	#ffffff	0% 0% 0% 0%	255 255 255	100 100 100
Yellow Jacket Grey	#808080	0% 0% 0% 100%	128 128 128	39 39 39
Yellow Jacket Red	#e31a1c	0% 0% 100% 0%	235 27 29	63.52 35.11 90.86
Yellow Jacket Green	#008000	0% 100% 0% 0%	0 128 0	50 100 0