

# Easy to Find...Easy to Sell!

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

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

When industry professionals visit your locations 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 MERCHANDISING POS:

- 1) Order online at [www.yellowjacket.com/pos](http://www.yellowjacket.com/pos) (additional items available)
- 2) Contact your local YELLOW JACKET® sales representative
- 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 headers sep.)	
10030	Pegboard Kit (4 overlays 24" x 32" - order headers sep.)	
10241	A2L Header (24" w x 10" h with mounting tape on back)	
19068	Reorder Cards (package of 50) - order # of pks	
10018	HVAC/R Banner (60" w x 20" h with rope & grommets)	
10009	Window Decal <i>Environmentally Friendly</i> (6" diameter)	
10008	Hose Rack (holds up to 27 of 1/4" and 3/8" hoses)	
10095	HVAC Training Videos USB	

\* Order in Eaches

#### SHIP TO:

Company \_\_\_\_\_

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

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

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

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

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



## Display Walls that Keep on Selling!

As **YELLOW JACKET®** products are sold off your peg wall or slat wall display, branding is in place 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)**

**#10241 A2L Header (24" W x 10" H - order separately from wall kits)**

**ORDER 1 HEADER FOR EVERY 2 FEET WIDTH OF WALL SPACE**

## Training & Education

### #10095 HVAC/R Training Videos USB (videos also on website)

**“How To” Training Videos  
and quick tips that teach how  
to work smarter and to get  
the best performance out of  
YELLOW JACKET® tools.**



Color Palette:

	Primary Colors				Secondary Colors (Product-Specific Colors)			
	294	122-C	552-D	white	225	646	167	585
Print Pantone								
Print CMYK	C 95 M 0 Y 0 K 5	C 0 M 95 Y 0 K 0	C 0 M 0 Y 95 K 0	C 0 M 0 Y 0 K 0	C 43 M 68 Y 22 K 0	C 25 M 13 Y 88 K 0	C 88 M 60 Y 10 K 0	C 4 M 93 Y 3 K 0
Screen HEX	#E02020	#008080	#000080	#FFFFFF	#A020F0	#000080	#800020	#800020
Screen RGB	R 15 G 32 B 32	R 0 G 127 B 127	R 0 G 0 B 220	R 255 G 255 B 255	R 164 G 32 B 255	R 0 G 0 B 127	R 136 G 42 B 16	R 4 G 238 B 4

# Creativity Made Easy

**Contact the Marketing Team**  
for quality photo and logo  
files for your creative team.

## Easy-to-Find, Easy-to-Display Packaging

**Consistent image from package to package for cumulative high impact.**



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



### #10008 Hose Rack

## Promoting Yourself

**Banners and decals that identify you proudly as an authorized YELLOW JACKET® distributor.**



### #10018 Vinyl Banner 60" Wide x 20" High



**#10009 Window Decal 6"**  
*Authorized Distributor*



Scan QR Code for  
Electronic Catalog

## Sales Literature that Persuades

**Sales literature, custom flyers and ad materials that emphasize the benefit to the customer with clear reason to buy.**

