

## Custom Flyers

Reed offers custom flyers to key accounts. The flyers are done free-of-charge for the distributor. Use discretion in offering these flyers to distributors. Of course, Reps and Regional Managers are **ALWAYS encouraged** to make their own flyers using photos, text, and charts from the Reed website.

### 1. Flyers

- ? Single or double sided.
- ? Black ink on colored paper. Or, color photos and prints on white paper.
- ? 4-6 week lead time after receipt of materials\*.
- ? Electronic logo of distributor placed on flyer.
- ? Prices for tools on flyer can be listed.
- ? Proof emailed to distributor or Rep for approval.
- ? In some cases, the flyer file is sent to a Staples or CopyMax near the distributor for printing. The flyers are run and then the distributor picks them up at that local store. This saves Reed freight costs in sending flyers from our Erie office. Reed still pays for the copying costs—just saves the freight. Distributor or Rep has to pick them up.
- ? Be sure to specify date flyer is needed.

### 2. Imprinted Product Flyers

- ? Print the distributor's logo and address/phone information on the back side of an active Reed flyer such as the Tripod Flyer (#01021), HCB200/EHTP Flyer (#01162), Fire Sprinkler Flyer (#01088), among others.
- ? This option is limited to major customers, due to the expense.
- ? Quantities are to be in multiples of 500 to make this cost-effective.
- ? 2-4 week lead time after receipt of materials\* – lead time can be slower if the in-house supply of the chosen flyer is low.
- ? Proof emailed to distributor or Rep for approval.
- ? CANNOT add prices to individual tools.
- ? This option results in a professionally designed flyer with the distributor's information printed on the back only.
- ? Be sure to specify date flyer is needed.

### 3. 4-page Red & Black Flyer #01010 of Industrial Tools

- ? Print the distributor's logo and address/phone information at the top of each of 4 pages of a professionally designed, in-stock flyer that features red and black ink.
- ? The current in-stock flyer includes Tripods, Universal Dies, Segmental Dies, R811 Universal Die Head, Roll Groovers, Hinged Cutters, Steel Pipe Cutters, Tubing Cutters, Chain Vises, Cutter Wheels, Strap Wrenches, Chain Wrenches, Pipe Wrenches, and Smooth Jaw Wrenches.
- ? 1-2 week lead time after receipt of materials\*. (We keep these in stock.)
- ? CANNOT add prices to individual tools.
- ? Proof emailed to distributor or Rep for approval.
- ? Be sure to specify date flyer is needed.

Send flyers requests to Marnie Caldwell at 800-666-3691 x1110 or [mcaldwell@reedmfgco.com](mailto:mcaldwell@reedmfgco.com).

\*Materials: (1) distributor's logo (preferably emailed to [mcaldwell@reedmfgco.com](mailto:mcaldwell@reedmfgco.com)) in electronic format, (2) distributor's address information that is to be printed on flyer, (3) contact name, phone, and fax for designated person at distributor's location who will approve the flyer.