



Brand Builder

Point of Sale Program

BALDWIN FILTERS
The Right Choice



Best in Service, Coverage

We



www.baldwinfilter.com

Baldwin Brand Builder Point Of Sale Kits

For your convenience we offer three selections of pre-packaged point of sale materials. Order a kit and additional items if you need more than what is included in the kit you have selected. Complete the order form on the back of this brochure, providing shipping and billing information then submit your order using one of the options listed at the top of the order form.

KIT #1 NO CHARGE

Kit #1 contains the following items:

- 2 - Counter Mats
- 2 - POS Posters
- 10 - Note Pads
- 2 - Static Clings
- 2 - Brand Builder Decals



KIT #2 \$110

Kit #2 contains the following items:

- 2 - Counter Mats
- 2 - POS Posters
- 10 - Note Pads
- 2 - Static Clings
- 2 - Brand Builder Decals
- 20 - Pens
- 1 - Round Wall Clock
- 1 - POS Banner (3' x 5')
- 12 - Caps
- 2 - Service Stickers Rolls



KIT #3 \$250

Kit #3 contains the following items:

- 2 - Counter Mats
- 2 - POS Posters
- 10 - Note Pads
- 2 - Static Clings
- 5 - Brand Builder Decals
- 20 - Pens
- 1 - POS Banner (3' x 5')
- 12 - Caps
- 2 - Service Stickers Rolls
- 2 - Counter Stools
- 1 - Neon Clock



Brand Builder Program Items

Baldwin Filters' Brand Builder Program offers affordable point-of-sale materials to conduct a successful local marketing program while promoting your business and the Baldwin Filters brand. By selecting just the items you need, you can personalize a point-of-sale program right for your business and your budget.



Counter Mat
– No Charge –
Size: 14" x 19"



**Ag Poster
Form 816**
– No Charge –
Size: 17" x 22"



**Construction Poster
Form 817**
– No Charge –
Size: 17" x 22"



**Marine Poster
Form 818**
– No Charge –
Size: 17" x 22"



POS Poster
– No Charge –
Size: 17" x 22"



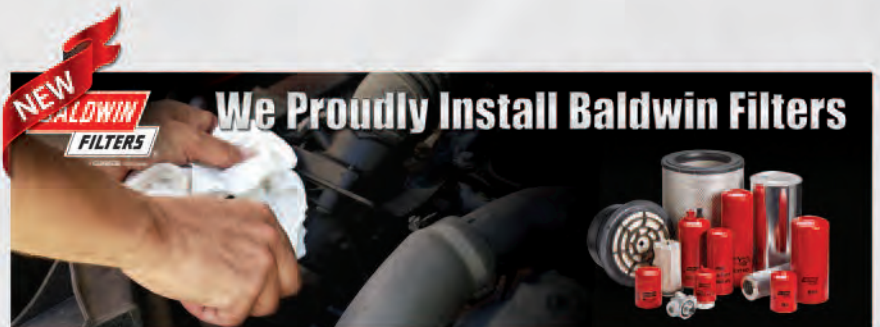
**Mining Poster
Form 819**
– No Charge –
Size: 17" x 22"



**Truck Poster
Form 820**
– No Charge –
Size: 17" x 22"



POS Banner
– \$10.00 –
Size: 3' x 5'



We Install Banner
– \$18.00 –
Size: 3' x 10'



Merchandise Display

- \$120.00 -

Size: 4' x 10'



Round Wall Clock

- \$35.00 -

Size: 13 1/2" round

Neon Wall Clock

- \$80.00 -

Size: 16" round



Note Pad

- No Charge* -

Size: 3 1/2" x 4 1/4"

*First order of 100 pads No Charge
Additional pads charged \$10 per 100 pads



Counter Stool

- \$77.00 -

Size: 30" tall



Promotional Filter Bank

- \$6.00 -

Size: 4" tall



Service Stickers

- \$2.00 -

250 Stickers per roll

This item may be ordered with regular stock orders by using part number PKG50.



Brand Builder CD

- No Charge -

Logos and Support Graphics



Apparel & Gift Merchandise Catalog

- No Charge -

Form 225



Truck Decals

- \$25.00 -

Size: 10" x 20" set of 2

Personalization available upon request for an additional fee



Aluminum Sign

- \$20.00 -

Size: 24" x 39"



Mud Flaps

- \$20.00 -

Size: 24" x 18" set of 2



Gas Decal

- No Charge -

Size: 2 1/4" x 5"



Diesel Decal

- No Charge -

Size: 2 1/4" x 5"



Petrol Decal

- No Charge -

Size: 2 1/4" x 5"



Brand Builder Decal

- No Charge -

Size: 4 1/2" x 9"



Static Cling

- No Charge -

Size: 11" x 13"

Brand Builder Point of Sale Item Order Form

Mail or Fax Order Form to: Baldwin Filters • Attn: Tina Sayers • P.O. Box 6010 • Kearney, NE 68848-6010

• Phone: 800-822-5394 Ext. 39441 • Fax: 308-233-9424



Orders can be completed online by visiting www.baldwinfilter.com/promoitemsbrandbuilder and selecting the Brand Builder Order Form PDF

Company Name: _____ Account Number: _____

Shipping Address: _____ Contact Person: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Check one of the options below:

I wish to use my Promotional Allowance fund for my purchases (if available). I understand that I will be billed for any amount greater than my available balance of Promotional Allowance funds, or for any late fees.

Please invoice me for the amount of my purchase.

Quantities to ship:

All prices listed include shipping and handling except for the illuminated signage.

| Item | Quantity | Cost | Total | Item | Quantity | Cost | Total |
|--|----------|------------------------------|-------|--|----------|----------------------------|-------|
| Kit #1 | _____ | No Charge | _____ | Apparel & Gift Merch. Catalog | _____ | No Charge | _____ |
| Kit #2 | _____ | \$110.00 | _____ | Promotional Filter Bank (12 per case) | _____ | \$6.00 ea. \$65.00 case | _____ |
| Kit #3 | _____ | \$250.00 | _____ | Service Stickers (250 per roll) | _____ | \$2.00 roll | _____ |
| Counter Mat | _____ | No Charge | _____ | Brand Builder CD | _____ | No Charge | _____ |
| POS Poster (Form 805) | _____ | No Charge | _____ | Truck Decals (10" x 20") set of 2 | _____ | \$25.00 a set | _____ |
| Ag Poster (Form 816) | _____ | No Charge | _____ | Aluminum Sign (24" x 39") | _____ | \$20.00 ea. | _____ |
| Construction Poster (Form 817) | _____ | No Charge | _____ | Mud Flaps (24" x 18") set of 2 | _____ | \$20.00 a set | _____ |
| Marine Poster (Form 818) | _____ | No Charge | _____ | Gas Decal (2 1/4" x 5") | _____ | No Charge | _____ |
| Mining Poster (Form 819) | _____ | No Charge | _____ | Diesel Decal (2 1/4" x 5") | _____ | No Charge | _____ |
| Truck Poster (Form 820) | _____ | No Charge | _____ | Petrol Decal (2 1/4" x 5") | _____ | No Charge | _____ |
| POS Banner (3' x 5') | _____ | \$10.00 ea. | _____ | Brand Builder Decal (4 1/2" x 9") | _____ | No Charge | _____ |
| We Install Banner (3' x 10') | _____ | \$18.00 ea. | _____ | Static Cling (11" x 13") | _____ | No Charge | _____ |
| Merchandise Display | _____ | \$120.00 ea. | _____ | | | | |
| Round Wall Clock | _____ | \$35.00 ea. | _____ | | | | |
| Neon Wall Clock | _____ | \$80.00 ea. | _____ | | | | |
| Counter Stool | _____ | \$77.00 ea. | _____ | | | | |
| Note Pad (100 pads per order) Orders of 100 or more | _____ | No Charge \$10.00 per 100 | _____ | | | | |

Total _____



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