



CUT FASTER

GET MORE CUTS PER WHEEL

Receive a **FREE** tactical knife with purchase of eligible products.



NEW SEE BACK SIDE FOR DETAILS ON SPECIAL ZIP™ XX CONTEST



DATES

Promotional discount date:
April 1 to May 12, 2023

You must qualify with minimum order to receive exclusive discounts. Free incentive only applies to specially marked items. **The first initial order quantity by promo group will lock-in your discount for the entire promotional period.**

PROMO #538 CUT-OFF WHEELS

ZIP FAMILY:

NEW ZIP™ XX, ZIP WHEEL™, ZIP WHEEL™ SPIN-ON, ZIP™, ZIP ONE™, ZIP ALU™, ZIP STAINLESS™, ZIP TITAN™, ZIP+ XTRA™, COMBO ZIP™, CHOPCUT™, PORTACUT™, RIPCUT™, RAILCUT™ & ALLSTEEL™

Series: 10A, 10B, 10C, 10H, 10L, 10P, 10Q, 10W, 11A, 11D, 11F, 11H, 11L, 11T, 11U, 11V, 11W, 11X

STRUCTURE	LEVEL 1	LEVEL 2
MOQ	500 ITEMS	1,000 ITEMS
Discount	EXTRA 5%	EXTRA 10%

DISTRIBUTOR OFFER

➔ Receive a **FREE WALTER tactical knife** for every **\$500** in purchases of eligible cut-off wheels included in the promotion.

*Offer applies to select products, while quantities last.
Giveaway items will automatically be sent to distributors with each qualifying promotional order.



SUGGESTED END-USER OFFER

➔ Receive a **FREE WALTER tactical knife** for every **\$300** in purchases of eligible cut-off wheels included in the promotion.

*Offer applies to select products, while quantities last. Available at participating distributors.

MARKETING SUPPORT

CUSTOMIZABLE CO-BRANDING OPPORTUNITIES

Digital flyers: Co-branded with your logo

Web banners: Available in custom sizes to fit your needs

Social media posts: Pre-written with pictures and videos

Videos: Special Contest Video with call to action

To get your project started contact: MarketingSupport@walter.com



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GO THE EXTRA MILE

DISTRIBUTOR OFFER

Receive promotional discounts on the ZIP family of cut-off wheels. Distributors who place promotional orders of ZIP™ XX can order FREE merchandising support highlighting our exciting end-user contest (see below).

DISTRIBUTOR SPIFF

One distributor partner in the U.S. will earn a \$5,000 cash prize to use at their discretion. Winner will be based on overall growth of the cut-off wheel category. Contact your local TM for details.

END-USER OFFER

Every specially-marked pack of ZIP™ XX will contain a promo code valid for 1 entry into our contest.

End-users that try ZIP™ XX ceramic cut-off wheels can enter codes online between April 1st - Dec 1st for a chance to win a **2023 POLARIS RZR TRAIL** side by side or one of 17 other secondary prizes!

Visit www.walter.com/sidebyside for more contest details.



MARKETING SUPPORT

MERCHANDISING SUPPORT FOR ZIP™ XX CONTEST:

Floor Displays: Showcase full specially-marked packs of ZIP™ XX

Pamphlets & Stands: Product & contest details for counter

Shelf Danglers: Easy placement where needed

Posters: Create excitement for the contest

ORDER INFORMATION:

Floor Displays: 49A805

Pamphlets & Stands: 49A803 & 49A801

Shelf Danglers: 49A807

Posters: 49A809

To place an order please use PNs provided here or contact MarketingSupport@walter.com