

Polywater®

Marketing Tools

American Polywater has many marketing options for promoting our products with distributors. Here are some of our more popular programs and tools.

Which lubricant would you rather use?	
Lube X Messy Stains your clothes Separates Dries Hard Cold Flows	Dyna-Blue® Clean Non-staining Temperature Stable Dries Slippery Compatible w/ cables



HANDS DEMO
Good demonstration of why Dyna-Blue® is the best! Great for trade shows, counter days, and presentations.
Cat. #: Lit-HandDemo

WIRE DISPLAY RACK

4 feet tall by 2 feet wide.
Nice stand-alone rack with Polywater® sign.
Catalog #: D-Rack



BUY 3, GET 1 FREE!

Customer buys three and gets the fourth free.
Contact regional manager for a flyer with customer's name and logo.

POLYWATER® BANNER

22" x 48"
Cat. #: Lit-Banner



LOZIER HEADER CARD

Great for top of Lozier-style display rack or on a wall! 12" x 48" Cat. #: Lit-HeaderLozier

SELF-INKING STAMP

Can be put on conduit and wire quotes to add on sales.
Cat. #: Lit-Stamp

Remember to buy Polywater® J and Dyna-Blue® cable pulling lubricants

COUNTER SPIFF

Gets counter sales to remind customers to buy Polywater® Lubricant for every cable pull!



DISTRIBUTOR SALES AIDS POWERPOINT PRESENTATION

Slide show goes over product benefits, spiffs, selling aids, promotional items, and sales product training.
Cat. #: lit-PowerPointSalesAides

CUSTOMIZED MAILINGS

Work with your Polywater regional manager to send out a mailer with distributor's name and logo.

CUSTOMIZED PROMOTIONS

Sales contests, rebate programs, give-aways ... Call your Polywater regional manager with your ideas!