

8. IRWIN Brand Building and Activation Online

Promotions & Events:

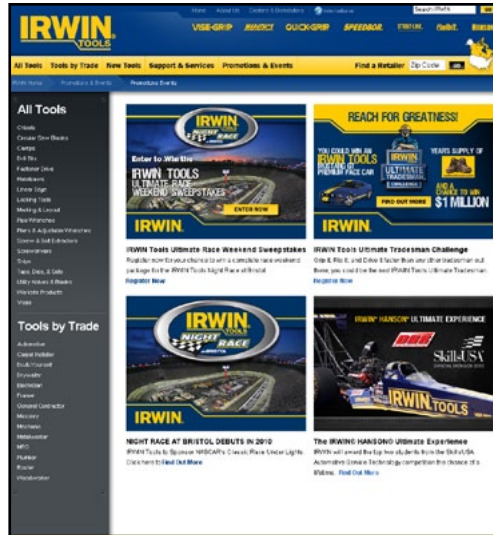
An ever-changing area that features both online and offline promotions, including sweepstakes, in-store rebates, special on-pack offers, and more.

Dealer and Distributor Items:

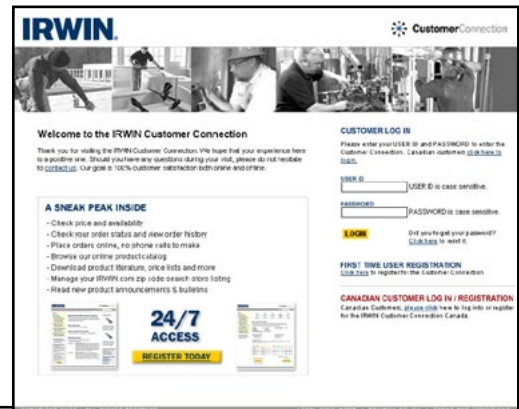
In addition to end-users utilizing IRWIN.com, numerous dealers and distributors visit our website. This area contains content and links specific to our customers.

Product/Brand-Specific Microsites:

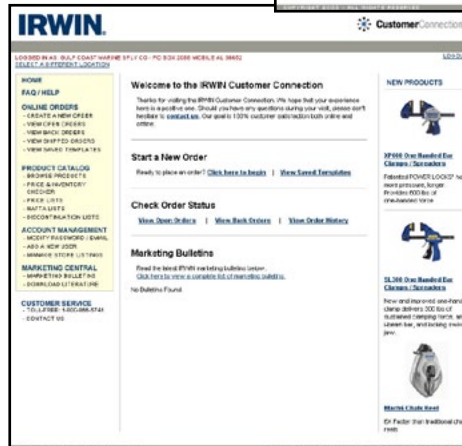
There are times when standard product information is not sufficient to communicate the benefits of new product lines. IRWIN utilizes microsites/landing pages to break away from the strict structure of IRWIN.com. This allows custom pages to be developed that most effectively communicate features and benefits. They also can be used for large national promotions and events that require in-depth content.



IRWIN.com – Promotions and Events



IRWIN.com – Dealers and Distributors Portal



IRWIN.com – Dealers and Distributors Portal