

G. Promotional Communication

Use of Red on Merchandisers

The use of red is allowed on packaging and merchandising to call attention to a promotional message. Language such as “free”, “discounted” and “value” should be avoided, because they imply our products are cheap. Terminology such as bonus, new and special offer are permitted. The preferred use of the color red is in conjunction with other approved graphic elements.

IRWIN TOOLS
NIGHT RACE
at BRISTOL

GrooveLock™
Pliers
Vise-Grip

Fast Release™
Vise-Grip

The Original
SINCE 1924™

BONUS COOLER
GLACIERE
EN PRIME

IRWIN VISE-GRIP

Limited time offer | Offre de durée limitée

IRWIN®
VISE-GRIP®

BONUS COOLER
GLACIERE
EN PRIME

IRWIN.

Classic Series
Serie clásica
10" 60T
10" 40T

IRWIN.
CLASSIC SERIES
Série classique / Serie Clásica

10 in.
(254 mm)

60T
Trim/
Finish

IRWIN.
SERIES
Série Clásica

60T
Trim/
Finish

3 Circular Saw Blades
Bases Para Series Circulares

\$50 RETAIL VALUE
BY PURCHASE SEPARATELY
SE SEPARADAMENTE COMPRA