



BettsHD®

Parts for the Long Haul®

Point-of-Sale Product Guide

Profit Creator™ Point-of-Sale Program – Boost sales with a fresh focus on BettsHD's top products every quarter! The BettsHD Profit Creator program introduces a display refresh every three months along with catalogs, posters, and banners for visibility.



BHDPCQF1
PHASE 1
Poly Quarter Fenders



BHDPCSL1
PHASE 2
Tapered Hangers



BHDPCQF2
PHASE 3
Stainless Quarter Fender



BHDPCSL2
PHASE 4
Angled Hangers



BettsHD[®] Point-of-Sale Program

BettsHD Point of Sale Displays – Attractive point-of-sale displays and col-lateral designed to accelerate your sales and increase profits. Choose from a wide variety of in-store assets to fit your needs. Contact your salesperson to customize your display.



**BHDPL-23
Premium
Product Display***

Feature a variety of hangers and quarter fenders on this uniquely designed triangular display.



**BHDPL-24
Standard
Product Display***

This space-saving design combines a small footprint with the ability to showcase a variety of BettsHD products.



**Straight Bar Type
Hangers Barrel
Display**

**A25RLB40
Small barrel with
40 A25 hangers**

**A25RLB90
Large barrel with
90 A25 hangers**

**Angled Bar Type
Hangers Barrel
Display**

**A35RLB40
Small barrel with
40 A35 hangers**

**A35RLB80
Large barrel with
80 A35 hangers**

BettsHD branded barrels draw attention to the popular and versatile A25 and A35 bar type mud flap hangers.

* Display only, parts sold separately.



BHDPL-15
Popular Parts Guide

Parts quick reference guide rich with full-color photos and product details.



BHDPL-22
Counter Mat

Our most popular point-of-sale piece! Easy spray suppression expertise on your counter or desktop.



BHDPL-26
Poster
2' H x 3' W

Counter Mat-style poster for colorful quick reference.



BHDPL-27
Poster
2' H x 3' W

Attractive, full-color poster with BettsHD's four color-coded product quadrants.



BHDPL-28
Poster
2' H x 3' W

Illustration-style wall poster reminding staff and customers of the BettsHD product offering.



BHDPL-116
Window Cling
6" W x 9" H

Let customers know you carry BettsHD quality products from the time they enter your store.



BHDPL-30
Notepad
BHDPL-58
Notebook

Keep thoughts, notes, and orders organized with a BettsHD notepad or notebook.



BHDPL-25
Banner
3' H x 5' W

Full-color vinyl banner with grommets for easy hanging indoors or outside.



BHDPL-12
Brochure
8 1/2" x 11"

Four-page full-color brochure about BettsHD, America's premiere brand for Parts for the Long Haul.



BHDPL-59
Quad Fold Brochure

BettsHD Parts Brochure Full-color fold-out product line brochure for use by staff or customers.



BHDPL-79
Quad Fold Brochure

Full-color Profit Creator POS brochure highlights the annual display program for your team.

Mail or Fax Order Form to:

BettsHD – Attn: Customer Support

2843 South Maple Avenue

Fresno, CA 93725

Phone: 800.227.2192

Fax: 559.445.9129

Company Name _____ Account No. _____

Contact _____

Shipping Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Pricing and Shipping – All prices listed include shipping and handling.

Allow 10-12 business days for shipping and delivery in the United States.

Prices subject to change without notice; BettsHD reserves the right to limit quantities ordered.

<i>Item</i>	<i>Description</i>	<i>Quantity</i>	<i>Cost</i>	<i>Total</i>
BHDPCQF1	Poly Quarter Fender Profit Creator		Ask	
BHDPCSL1	Tapered Mud Flap Hangers Profit Creator		Ask	
BHDPCQF2	Stainless Steel Quarter Fender Profit Creator		Ask	
BHDPCSL2	Angeled Hangers Profit Creator		Ask	
BHDPL-23	Premium Product Display		Ask	
BHDPL-24	Standard Product Display		Ask	
A25RLB40	Barrel Displays		Ask	
A25RLB90	Barrel Displays		Ask	
A35RLB40	Barrel Displays		Ask	
A35RLB80	Barrel Displays		Ask	
BHDPL-15	Popular Parts Guide		Ask	
BHDPL-22	Counter Mat		Ask	
BHDPL-26	Poster – Counter Mat		Ask	
BHDPL-27	Poster – Value Prop		Ask	
BHDPL-28	Poster – Illustration		Ask	
BHDPL-116	Window Cling		Ask	
BHDPL-30	Notepad		Ask	
BHDPL-25	Banner		Ask	
BHDPL-12	Brochure		Ask	
BHDPL-59	Quadfold Brochure		Ask	
BHDPL-79	Profit Creator Annual Display Brochure		Ask	



BettsHD Headquarters

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Improving the Way Things Move[®] Since 1868