

Kick your Sales and Profits Higher
with

TREDS

**RUGGED BOOTS
FOR
TOUGH JOBS**



MADE IN USA

TREDS Background

- Manufactured in Cincinnati, Ohio by Advantage Products Corp - established & family-owned since 1992.
- Makes broad line of rubber and safety related footwear.
- Serves thousands of customers representing a wide range of markets, including:
 - Agricultural • Construction • Industrial • OSHA Safety • JanSan • Consumer After-market (See full-line product catalog, treds.com/fullline)

TREDS Knows the User

- Users "hate" standard, over-the-shoe boots:
 - Fight them on and off.
 - Shuffle around in boots 2 or 3 sizes too big.
 - Puncture and tear easily – blow out in the middle of the job.
 - Always throw away a pair – never tear a mate.
- Unable to find an overboot that really works, consumers shop for the cheapest price.

TREDS Overboots: Designed to Outperform All Others

TREDS are the most comfortable, durable, and economical over-the-shoe boots available!

- **Comfortable:** TREDS are sized to fit and pull on/off easily. So snug-fitting and lightweight guys forget they're wearing them. Sizing chart is printed on the side of the retail folding carton.
- **Durable:** TREDS won't "blow out" on the job... If punctured or torn, the tear will not run and is patchable. Heels are reinforced to last longer.
- **Economical:** Unilast design (no right/no left) means never throw a pair away when only one boot is damaged. Punctures/tears are easily patched using super glue and TREDS Rubber Patch.

TREDS proprietary processes used in our Cincinnati, Ohio manufacturing center combine science and craft, blending pure sap from the rubber tree and seamlessly molding the most comfortable, durable and economical overboots available.

See TREDS in action at treds.com/videos.



TREDS Power P.O.P.'s



Prepack Display Shipper -

Displays 12 pairs. Corr box shipper unpacks as base, dump, and header. 19"W x 19"D x 47"H.



Sizing Floor Sticker -Self-service boot sizing. 10" x 20". #2800

Clip-Strip - 10 'tear-tests' on laminated catalog page with hanger. 9"x 19-1/2". #3100

TREDS Promise to our Partners

TREDS will increase your sales and profits!

- Optimize space devoted to overboots: 4 dozen pairs of TREDS can be displayed in only 10 square feet of shelf space.
- Simplify SKU's: 4 sizes of TREDS (M, L, L/XL, & XL) fit 99% of male consumers.
- Reduce out-of-stocks - TREDS ship same or next day from Cincinnati, Ohio. See time-in-transit at treds.com/shipdays.
- Increase customer satisfaction: Offer your customers a true quality product that is not available in the big box stores.
- Increase share of the overboot market: TREDS users are strong repeat customers.

Call your Local Sales Rep Today!

Your Local Sales Rep will be excited to help get you started and on your way to a more profitable overboot business!

Name: _____

Phone: _____

Email: _____