

# THE BEST IN TEST

## Promotion Coming January 2012!!

### Only the Best for Your Customers

Starting January 2012, Fluke and Amprobe will roll out **THE BEST IN TEST**. The campaign will help drive sales with a great Gift with Purchase offers for your customers. We will provide you the tools you need to promote the Gift with Purchase including a store flyer/poster, a counter box with redemption forms, web banners and a campaign landing page with downloadable redemption forms.

Your customers know how dependable Fluke and Amprobe tools are; they use the tools everyday on the job and know they can trust them. Now they can get a valuable gift when they purchase new Fluke or Amprobe products.



### Amprobe Gift with Purchase

**Spend \$50-\$249**  
and get Amprobe Multi-function Pliers

**Spend \$250 and Up**  
and get an Amprobe IR-710 10:1  
IR Thermometer

**FLUKE**

### Fluke Gift with Purchase

**Spend between \$250**  
and **\$10,000**  
and earn free tools.

**\$10,000 and above**  
get 2 hours of onsite training.

# THE BEST IN TEST

## Promotion Coming January 2012!!



FLUKE®

### When your customers get a gift, you earn a stock credit

During The Best in Test campaign, your company can earn 10% credit towards purchasing stock when your customers return the Gift with Purchase redemption form.

When you sell Amprobe and Fluke products, urge those customers to return the Gift with Purchase redemption form to get a gift. We will track the redemptions for you and at the end of the campaign your company will be issued a credit to use to order Amprobe and Fluke stock. Plus, you don't have to do any paperwork! We'll keep track for you.

### How it works

- The GWP redemption forms require the name of the company that sold the tool along with the receipt as proof of purchase
- Fluke and Amprobe will keep track of each eligible sale and where the product was sold, no paperwork required from you
- Following the end of The Best in Test campaign (June 30, 2012), your company will be issued a credit to use with the next stock purchase.
  - Minimum credit given: \$500  
(redemption forms = \$5,000 in sales)
  - Maximum credit give: \$10,000  
(redemption forms = \$100K in sales)
- Credit will be issued to the corporate office or franchise stores only
- All credits will be issued by the end of August 2012

**Sell Fluke or Amprobe products, encourage your customers to mail in the Gift with Purchase redemptions forms and your credit amount will rapidly add up!**