

COLORS of Success with Plumbing Repair

Building upon our success with the *Branded OEM Solution* in allowing retailers and customers to reference information as quickly as possible, Lincoln Products has taken a similar approach with its carded repair program. Five of our largest repair categories will start the process of shipping with enhanced color-coded packaging. All the rest of the repair categories will remain with the traditional black and red packaging.

What are the key benefits to this packaging change?

- Adds consumer confidence and “find-ability” for both DIY and professional customers
- Creates efficiencies in stocking and improves product location identification
- Builds on branded OEM repair parts solution
- Enables staff to clearly identify and define product when aiding with consumer search
- Repair parts classification by project requirement (ex. Repair toilet, faucet, drainer, water supply, etc.)
- Provides visual color enhancement and organization
- Color-coded aisle violators also available



GREY
Appliance
Category

PURPLE
Bath & Sink
Category

GREEN
Drain
Category

YELLOW
Faucet
Category

BLUE
Toilet
Category

BLACK
Remaining
Categories

If you have wanted to change up your plumbing repair assortment and make sure it is relevant and up-to-date, *now is the time to make that change!*

Contact your Lincoln Products representative about giving your plumbing repair a refresh
or call 800.735.4503