

DISPLAY DISPLAY DISPLAY

Displayed Products Make Sales With NAPA/Mac's Functional Display Programs.



See your NAPA/Mac's Sales Representative OR your Distribution Center Sales Manager to help you get started.

During the 12-month period between October, 1980, and September, 1981, Mac's will pay each jobber store extra money for attractive Mac's Product Gondola Lobby Displays as follows:

8-Foot

Mac's Product Display Gondola qualifies for **\$25**

12-Foot

Mac's Product Display Gondola qualifies for **\$37**

16-Foot

Mac's Product Display Gondola qualifies for **\$50**

Just follow these simple rules and watch your chemical sales grow:

1. Determine lobby gondola footage for NAPA/Mac's products (8, 12, or 16 feet).
2. Display by product category rather than part sequence. Categories include:

Cooling System products
Blue Max products
Appearance products
Fuel System and Oil Additives
Cleaners and Degreasers
Winter Goods
Professional Backshop Hand Cleaners

3. Display full case quantities rather than one or two of each item.
4. Price each item.
5. Be committed to keeping your gondolas fully stocked and priced.

To receive your money:

1. Fill out the NAPA/Mac's Functional Display Form (M-265), available from your NAPA/Mac's representative.
2. Attach a photo of your fully stocked gondola shelving.
3. Send your filled-out Functional Display Form and photo to your NAPA/Mac's sales representative.
4. Each store may participate only once.

