Rheem Truck Wraps for Heating & Cooling Professionals
One of the most effective—and cost-effective—means of promoting your business is through attention-grabbing vehicle graphics. And we’ve made it as easy as possible to get your fleet ready to keep your business top of mind among consumers.

On the following pages, you’ll find several eye-catching options for your pickups, vans and box trucks. Simply select the design that works for you, then follow the instructions on page 9 for ordering your graphics package.

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DID YOU KNOW?

A single truck with graphics, driven intra-city, can generate up to 16 MILLION visual impressions per year!
BOX TRUCK DESIGN

Heating & Cooling

Start with the following base box truck design, then customize each area with the photos, headlines and information you choose. The customizable components can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

a) Choose your headline
b) Select your feature product or product grouping
c) Insert your own custom photos
d) List your company contact information and logo, as well as other graphic elements to complete your custom wrap design

www.MyRheem.com
Start with the following base truck design, then customize each area with the photos, headlines and information you choose. The customizable components can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

a) Choose your headline
b) Select your feature product or product grouping
c) Insert your own custom photos
d) List your company contact information and logo, as well as other graphic elements to complete your custom wrap design
VAN DESIGN
Heating & Cooling

Start with the following base van design, then customize each area with the photos, headlines and information you choose. The customizable components can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

a) Choose your headline
b) Select your feature product or product grouping
c) Insert your own custom photos
d) List your company contact information and logo, as well as other graphic elements to complete your custom wrap design

www.MyRheem.com
Start with the following base extended top van design, then customize each area with the photos, headlines and information you choose. The customizable components can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

a) Choose your headline
b) Select your feature product or product grouping
c) Insert your own custom photos
d) List your company contact information and logo, as well as other graphic elements to complete your custom wrap design

www.MyRheem.com
Find your area of specialization below and choose your favorite headline to be incorporated into your design. Each of these headlines can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

**Heating & Cooling Residential**
- **BRINGING HOME COMFORT AND SAVINGS**
- **HOME TEAM FOR HEATING AND COOLING**
- **GO WITH THE PROS FOR YOUR HOME'S HEATING & COOLING**

* Pro Partner exclusive headline option

**Heating & Cooling Commercial**
- **INNOVATION AT WORK**
- **WE'RE IN THE BUSINESS OF TOTAL COMFORT**
- **YOU'RE IN GOOD COMPANY FOR HEATING & COOLING**

**Heating & Cooling Residential & Commercial**
- **DELIVERING THE NEXT GENERATION OF COMFORT**
- **BRINGING YOU TOTAL HEATING & COOLING SOLUTIONS**
- **GET TO KNOW THE PROS FOR HEATING & COOLING**

* Pro Partner exclusive headline option

**DID YOU KNOW?**
91% OF CONSUMERS notice words and images on fleet vehicles
Select the feature product or product grouping you want shown on your vehicle wrap. Each of these product groupings can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

**Heating & Cooling Residential**
- Full Residential HVAC Family
- Prestige Series 90s Gas Furnace
- RA17, R97V, Coil and EcoNet control
- RACA15

**Heating & Cooling Commercial**
- Full Commercial HVAC family
- Rheem Commercial Series

**Heating & Cooling Residential & Commercial**
- Full HVAC family

www.MyRheem.com
PHOTOGRAPHY OPTIONS

Insert your own image to be shown on your vehicle. These can be images that represent your company or the Rheem brand with lifestyle images. You can find lifestyle image examples available on MyRheem.com under the Marketing, Brand Assets menu. Each of these photography frame elements can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification.

Large Circle Frame

Small Circle Frame

Pro Partner Circle Frame

* Please note you must obtain and provide your own images to insert into these photography frames. These images are not provided by Rheem.

* Pro Partner exclusive photography option

www.MyRheem.com
The graphic elements for each wrap design can be selected and customized based on your preference of business focus. Each element including logos, fonts, and background images can be downloaded at MyRheem.com, under the Marketing tab by clicking Vehicle Identification. The available graphic options are shown below:

**Graphics**
- Background Image
- Air Graphic

**Logos**
- The new degree of comfort.
- Rheem
- Rheem PRO PARTNER

**Custom Text**
- RESIDENTIAL HEATING & COOLING
- RESIDENTIAL HEATING & COOLING
- COMMERCIAL HEATING & COOLING
- COMMERCIAL HEATING & COOLING
- RESIDENTIAL & COMMERCIAL HEATING & COOLING
- RESIDENTIAL & COMMERCIAL HEATING & COOLING

**DID YOU KNOW?**
29% OF CONSUMERS would base a buying decision on fleet impressions.