

#1 Selling Brand of Gasoline-Powered
Handheld Outdoor Power Equipment
in America*

STIHL®

Attention: Your fall 2015 purchase history should be used as a reference tool when planning for fall 2016. This is available under the My Account tab on bryanequipment.com.

2016

Fall Promotions

Bryan
EQUIPMENT SALES

INTRODUCING THE
MOST POWERFUL
BLOWER IN THE STIHL RANGE
BR 700

**Special Offers
Inside!**

*"Number one selling brand" is based on syndicated Irwin Broh Research as well as independent consumer research of 2009-2015 U.S. sales and market share data for the gasoline-powered handheld outdoor power equipment category combined sales to consumers and commercial landscapers.

2016 Consumer & Retailer Promotions

Consumer Promotion



Save \$60 on the MS 250, **Now Just \$299.95!**
Reduced from \$359.95!

BES-SRP

Lower consumer pricing valid September 1st - October 31st, 2016.
Lower retailer pricing valid August 1st - October 31st, 2016.

Retailer Specifics:

- Retailer will purchase MS 250's from Bryan Equipment Sales August 1st - October 31st, 2016 at a reduced price.
- See Retailer Support Manual Flip Book for reduced retailer pricing.
- Bryan Equipment Sales reserves the right to limit purchase quantities and to discontinue this promotion before October 31st, 2016 without prior notice.
- This promotion will be featured in Fall Marketing Advantage advertising and in-store promotional materials in September & October.



Consumer Promotion



Get a **FREE** Woodsman Carrying Case with the Purchase of an MS 291, MS 311, MS 362 C-M, or MS 391! **\$49.95 Retail Value**

Valid September 1st - December 31st, 2016.

Retailer Specifics:

- Retailer will give away a Woodsman Carrying Case free when a consumer purchases an MS 291, MS 311, MS 362 C-M, or MS 391 September 1st - December 31st, 2016.
- Retailer purchases cases using the Retailer Case Promotion below and receives \$25 credit in January for every MS 291, MS 311, MS 362 C-M, and MS 391 retailed and registered between September 1st and December 31st, 2016.
- All saws **must be registered by January 7th, 2017** to receive credits. Saws registered after January 7th, 2017 will not qualify for credits.
- Credits will be issued in January 2017.
- This promotion will be featured in Fall Marketing Advantage advertising and in-store promotional materials in September - December.

\$49.95
Retail Value!

Credits only applicable for registered units on which a case was given away. Bryan Equipment Sales reserves the right to audit sales receipts. Maximum number of credits cannot exceed the number of saw cases purchased by any retailer in 2016. Retailer must honor promotion as written to receive credits.

Retailer Promotion

Remember to stock up on Woodsman Carrying Cases!



Purchase Woodsman Carrying Cases for **\$25 each** with a 16 Case Minimum Purchase!

Valid August 1st - December 31st, 2016.

Retailer Specifics:

- Cases must be purchased in multiples of four.
- A minimum of 16 Woodsman Carrying Cases must be purchased on **one order** to qualify for the discounted price.
- Regular Retailer Price: \$34.97 each.
- Take advantage of this promotion multiple times during August through December 2016.

Save \$10.00
Per Case!
(Part #: 0000 900 4008)

2016 Retailer Promotions



Case Quantity Savings!

Retailer
Promotion



Purchase any **STIHL®** Saw Chain in **CASE QUANTITIES OF 20 LOOPS** (one chain type per case) on One Order & **Receive Credit or STIHL Merchandise!** (Minimum quantities apply. See chart below.)

ELECTRONIC ORDERS ONLY. Valid August 1st - September 30th, 2016.

Buy This Amount of Chain on <u>ONE ORDER</u> :	Reward Given:	OR	Credit Amount:
12 Cases of 20 Loops	TO RECEIVE A	STIHL Knife	OR \$75.00
20 Cases of 20 Loops	TO RECEIVE	Two STIHL Jackets	OR \$200.00
30 Cases of 20 Loops	TO RECEIVE A	Coollest Cooler	OR \$400.00
120 Cases of 20 Loops	TO RECEIVE	Coollest Cooler & \$1,600 Credit	OR \$2,000.00

Retailer Specifics:

- 100' reels count as one case. 25' reels count as 1/4 of a case. 100' and 25' reels can be used to reach minimum quantity.
- One type of chain per case only.
- Individual cases cannot be mixed chain.
- Orders **must** be submitted electronically.
- Bryan Equipment Sales will contact you about reward selection the first week in October.
- Credits will be issued to your account in October 2016. Merchandise will be delivered in November 2016.

Feet to Loops to Cases Guide

Feet	Loops	Cases
80' =	20 =	1
960' =	240 =	12
1,600' =	400 =	20
2,400' =	600 =	30
9,600' =	2,400 =	120

Only STIHL Chain ordered in 20 loop case quantities qualify for this promotion.



**STIHL Eddie Bauer®
Softshell Women's Jacket**



**STIHL Eddie Bauer®
Softshell Men's Jacket**

(Men's & Women's Sizes Available: XS, S, M, L, XL, XXL, XXXL, 4XL)



**The
Coolest Cooler!**

(This product will include
STIHL branding)

The Coolest Cooler features:

- A built-in blender
- Bluetooth speakers
- USB charger
- Bottle opener
- LED lit interior
- Cutting board & picnic supplies
- & Much More!

Go to coolest.com to learn more!



STIHL Kershaw® Leek Knife

2016 Retailer Promotions

Retailer Promotion



Mix & Match 18 Backpack Blowers on One Order & **Receive a \$200 Credit** toward qualifying **STIHL**® Oil & Safety Items!

Valid August 1st - September 30th, 2016.

Retailer Specifics:

- Backpack blowers must be purchased with oil and safety items on **one order**, August 1st - September 30th, 2016.
- Take advantage of this promotion multiple times during August 1st - September 30th, 2016.
- Credits can only be applied to qualifying safety items & oil on this promotion. Credits cannot be used toward shipping costs.
- Standard ordering & shipping requirements apply.
- **Any credit amount not used on this order is automatically void.**
- Credits will be issued to your account in October 2016.
- SR units do not qualify for this promotion.



**\$200
Credit!**

Retailer Promotion



Mix & Match 24 Handheld Blowers or Shredder Vacs on One Order & **Receive a \$100 Credit** toward qualifying **STIHL**® Oil & Safety Items!

Valid August 1st - September 30th, 2016.

Retailer Specifics:

- Handheld blowers & shredder vacs must be purchased with oil and safety items on **one order**, August 1st - September 30th, 2016.
- Take advantage of this promotion multiple times during August 1st - September 30th, 2016.
- Credits can only be applied to qualifying safety items & oil on this promotion. Credits cannot be used toward shipping costs.
- Standard ordering & shipping requirements apply.
- **Any credit amount not used on this order is automatically void.**
- Credits will be issued to your account in October 2016.
- BG, BGE, BGA, & SH units qualify for this promotion.



**\$100
Credit!**

Retailer Specifics: Applies to the Backpack Blower & Handheld Blower / Shredder Vac promotions above.

Purchase qualifying safety items & oil with the backpack blowers or handheld blowers / shredder vacs on one order to receive credit. Credit will be issued in October 2016.

See page 9 for qualifying safety items & oil details.



2016 Consumer & Retailer Promotions



Consumer
Promotion



STIHL® Express Promotion: \$25 Off Black Woodcutter Apron Chaps* when you Reserve any **STIHL® Chain Saw and Chap Combo Online & Purchase In-Store!**

Valid September 1st - October 31st, 2016 on **STIHL EXPRESS RESERVATIONS ONLY.**

Retailer Specifics:

- Retailer will honor chap price, register chain saw, and receive \$25 credit to their account for each chain saw / chap combo that is reserved on STIHL Express, retailed, and registered.
- Number of credits issued cannot exceed the number of 36" Black Woodcutter Apron Chaps purchased from Bryan Equipment Sales from January 1st - October 31st, 2016.
- **Limited inventory available of 36" Woodcutter Apron Chaps.** Once inventory is depleted, this promotion will end and be taken off STIHL Express.
- This promotion will be featured in online advertising only.
- **Promotion ends October 31st, 2016 if inventory is not depleted prior.**
- Credits will be issued one month after promotion ends.

Limited Quantity
Available!



***Only 36" Black Woodcutter Chaps are valid on this promotion. Be prepared by stocking up!**
Part #: 0797 333 9200 \$74.99 Regular BES-SRP

Use your safety & oil credits from the BR & BG / SH Promos to **STOCK UP** for the STIHL Express promo!

Save \$25.00!

Retailer
Promotion

Elite & Strategic Retailer Special!

Valid August 1st - September 30th, 2016.

Order Kit Part #:	Elite / Strategic Retailer Promotions	Promo Cost	Regular Cost	Savings!
457 2016 6 (One kit includes a total of 20 Basic HP 23 Black Hearing Protectors)	Elite Retailers: Purchase 16 & Get Four FREE!*	\$191.84	\$239.80	Save \$48.00!
	Strategic Retailers: Purchase 18 & Get Two FREE!*	\$215.82		Save \$24.00!

***This promotion only applies to Basic HP 23 Black Hearing Protectors.**

Part #: 7010 884 0503
\$11.99 Retailer Cost Per Pair



Retailer Specifics:

- The kit number above **must** be used for this promotion.

Use your safety & oil credits from the BR & BG / SH Promos to purchase this kit!

2016 Retailer Promotion

Retailer
Promotion

Build a **STIHL®** Fall Display and **Get Rewarded!**
Submit Your Picture by October 7th, 2016!

Submit a Photo for a Chance to Win Prizes!	Reward!
Any Retailer submitting a qualified display picture by October 7th, 2016 <u>will receive:</u>	Two Adidas® Polos (Women's Sizes Available = S, M, L, XL, XXL) (Men's Sizes Available = S, M, L, XL, XXL, & XXXL)
One Winner from each Territory (15 total winners) <u>will receive:</u>	One RoxBox® Splash Bluetooth Speaker
Grand Prize Winner (Chosen as the best display from 15 territory winners) <u>will receive:</u>	One Coolest Cooler

Pictures of past fall displays:



Any retailer submitting
a qualifying fall
display picture!



Men's Adidas®
Golf Climalite
Navy Polo

\$40.00
Value Each



Women's Adidas®
Golf Climalite
Navy Polo



15 Winners!

RoxBox® Splash
Bluetooth Speaker

\$100.00
Value

Grand Prize Winner!



The
Coolest Cooler!

\$400.00
Value

Retailer Specifics:

- **Photo must be submitted by October 7th, 2016 to qualify.**
- Display must incorporate a minimum of 30 STIHL units.
- Display must include STIHL safety items, such as chaps. Displays without safety items do not qualify.
- STIHL units and safety items on the STIHL Concept Store do not qualify as part of this display.
- Submit your picture to calebs@bryanequipment.com or mail to: 457 Wards Corner Road Loveland, OH 45140.
- **IMPORTANT:** In your submission, include your retailer name, account number, phone number, Territory Manager name, and **polo recipients' names with size selections for two STIHL polos (identify men's or women's version).**
- Subject to approval by Bryan Equipment Sales.
- Prizes will be delivered in November 2016.

Use ANY 30 STIHL units plus safety items to build your fall display!

Promotions / Events Timeline



	Promotions / Events	Timeline					
		August	September	October	November	December	Details
CONSUMER	*Save \$60 on MS 250 Promo		1st	31st			Consumer Promotion
	*MS 291, 311, 362 C-M, & 391 Woodsman Case Promo (Credits will be issued January 2017)		1st			31st	Consumer Promotion
	*\$25 Off Chaps with Chain Saw STIHL Express Promo (Credits will be issued one month after promotion ends)		1st	31st** <i>Limited Quantity Available</i>			Consumer Promotion
RETAILER	MS 250 Reduced Retailer Price Promo	1st		31st			Retailer Incentive
	\$25 Woodsman Case Promo	1st				31st	Retailer Incentive
	Saw Chain Case Stocking Promo (Credits will be issued October 2016)	1st	30th				Stock and Save
	BR Pallet Promo (Credits will be issued October 2016)	1st	30th				Retailer Incentive
	BG / SH Pallet Promo (Credits will be issued October 2016)	1st	30th				Retailer Incentive
	Elite / Strategic Hearing Protector Promo	1st	30th				Retailer Incentive
	Fall Display (30 Units + Safety Items)	1st		Photos Due by 10/7/16			Retailer Reward
	Marketing Advantage Enrollment	1st		14th			Consumer Awareness 2017
	Planning Advantage Orders		TBD		TBD		2017 Planning Orders

* Advertised Consumer Promotion and / or In-Store Promotional Items.

** Promotion ends October 31st, 2016 if inventory is not depleted prior.



New Product / Everyday Terms

Make difficult jobs easier with the new **STIHL® BR 700!**

NEW!

Available August 2016!

BR 700
\$549.95 BES-SRP

Displacement	64.8 cc (4.0 cu. in.)
Engine Power	3.8 bhp
Weight	23.4 lbs.
Air Volume	912 cfm*
Air Velocity Avg./Max	165/196 mph*
Newtons	35 newtons*

The new BR 700 is the most powerful backpack blower in the STIHL range. Based on the proven BR 600 4-Mix® low-emission engine, the BR 700 provides the power needed in difficult conditions, such as wet leaf clean-up.

***Blowers tested in accordance with the ANSI 175.2 standard.**

Newton is the force needed to accelerate 1 kilogram of mass at the rate of 1 meter per second squared.



Protective Leaf Guard
Helps protect air intake from leaves and other debris.



Most Powerful Backpack Blower In The STIHL Range
Outputs higher air volume and blowing force than the BR 600.

Everyday Terms

All other units, parts, and accessories (excluding oil) may ride for shipping and terms based on the dollar level noted below. All items ordered excluding oil are combined to achieve the best purchasing levels.

Large orders (truck shipments) placed after noon may not ship the same day.

Dollar Value Order	Shipping	Cash Discount 10th of the Month	10th of Month 2 (60 Days)	10th of Month 3 (90 Days)
\$1,000	1% shipping allowance	net		
\$4,000	FREE	.5%	net	
\$7,000	FREE	1%	net	
\$10,000	FREE	1.5%		net
\$20,000	FREE	2%		net

1% shipping allowance: A \$1,000 order would receive a \$10.00 shipping allowance.



Backpack Blower & Handheld Blower / Shredder Vac Safety Items & Oil Promotion Details

IMPORTANT: Purchase qualifying safety items & oil with the backpack blowers or handheld blowers / shredder vacs on one order to receive credit. See 2016 Fall Promotions Brochure for eligible credit amounts.

Qualified STIHL safety items and oil that are eligible for the promotional credit include*:

		Chaps		
		Protective Pants		
		Protective Shirts		
		Forestry Tool Vest		
		Safety Vest / Pants		
		Gloves		
		Helmets		
		Hearing Protectors		
		Protective Glasses		
		Boots		
		2-Cycle Oil		
		Bar and Chain Oil		
		MotoMix®		
		Heavy Duty Degreaser		

Stock up for the **STIHL® Express** promotion using this credit! See page 5 for promo details!

Retailer Specifics:

- Backpack blowers or handheld blowers / shredder vacs must be purchased with safety items and oil on one order, August 1st - September 30th, 2016.
- Take advantage of this promotion multiple times during August 1st - September 30th, 2016.
- Credits can only be applied to qualifying safety items & oil on this promotion. Credits cannot be used toward shipping costs.
- Standard ordering & shipping requirements apply.
- **Any credit amount not used on this order is automatically void.**
- Credits will be issued to your account in October 2016.

*Please see the 2016 Retailer Support Manual Flip Book for index pricing on eligible items. Any safety items marked to come from the manufacturer will ship within 7-10 days and have an additional \$3.50 drop ship fee + \$4.95 handling charge. Refer to the Retailer Support Manual for standard ordering & shipping requirements.