

BRANDS YOU CAN TRUST



AUTOMOTIVE SERVICE PRODUCTS

#1 in Distributor Care



PRODUCT BRAND GUIDE FOR DISTRIBUTORS

BRAND OVERVIEW

A brand is the customers' perceptions of a company, a product, or service. A brand is usually represented by a word or words and symbols (logo and/or logotype).

We all have our favorite brands throughout every aspect of our lives, from personal products to

entertainment to foods to automobiles to cell phones and more.

Because brands are so powerful, great care and consideration must be taken in creating them. Due to this, we have decided to create product brands to help you build sales and loyalty with your customers.

PRODUCT BRANDS

There are two primary types of brands: **CORPORATE BRANDS** and **PRODUCT BRANDS**. Do not confuse them. For example, "ASP" is our **CORPORATE BRAND** as shown here:



Most certainly, you have your own **CORPORATE BRAND**, also. Some companies use their **CORPORATE BRAND** on their PRODUCTS; these companies are promoting themselves and not the products. We will not do that.

PRODUCT BRANDS give an independent identity to a product or group of products. For example, Mattel® is a **CORPORATE BRAND**, while Hot Wheels® is a **PRODUCT BRAND**. You don't walk into a Walmart and

ask for a Mattel car; you ask for Hot Wheels. No one would try to buy a Hot Wheels directly from Mattel.

We have introduced **PRODUCT BRANDS** for you to use. They are for your benefit – and they are only for the exclusive use of our Distributors. We want to strengthen the manufacturer-distributor relationship, so we decided to create unique independent **PRODUCT BRANDS**.

ASP is the sole source for the items within each of these brand lines; we control their supply, design, production, and price – to ensure **YOU** a reliable supply and competitive price!

Our brands are designed to be **YOUR** brands. Feel free to use the brands and logos on your marketing materials.

DISTRIBUTOR BENEFITS

PRODUCT BRANDS can help you gain a competitive advantage in an increasingly challenging market. Other wholesalers and manufacturers have developed **PRODUCT BRANDS** based entirely on their own corporate brand or name, and some distributors are busily promoting those brands for them. As a result, Distributors are helping those manufacturers create demand for THEIR COMPANY!

At **ASP**, we have created unique brands that you can present as **YOURS**, and none of them are based on the **ASP** name.

WHY PRODUCT BRANDS ARE VALUABLE TO YOU

Here are just a few of the benefits **PRODUCT BRANDS** bring to your Distributorship.

PRODUCT BRANDS enable us all to:

- Create an identity for items; an identity helps buyers remember the name and to request our items over competitors' products
- Research shows that branded products have a perceived higher value than unbranded products
- Unbranded products or generics can be copied and replaced and are generally perceived as lower quality
- Research shows that branded products build product loyalty; customers will continue to buy the same brand

PRODUCT BRANDING isn't new.
There are hundreds of good articles available online about the value of product branding for Distributors.



- Once customers use a product of a brand, they are much more likely to use or buy other products of the same brand
- Enable buyers to ask for our products by a unique memorable name
- Build brand loyalty so you get reorders – again and again

PRODUCT BRANDS help you to promise your customers:

QUALITY: When your Customer sees a branded product, they can be assured of getting quality products that will perform as promised – much better than cheaper, off-brand generic knockoffs.

CONSISTENCY: Few things are as aggravating to both Distributors and Customers as product inconsistency. With our branded products, you can be certain each product has been inspected for consistency.

SUPPLY: Our branded products are high-priority items in our inventory management process, so you are assured of a reliable supply.

LEARN MORE!

Want to learn more about all these brands and more ways to use them to strengthen customer relationships while growing your sales. Just let us know you're interested, and we'll do all we can to help!

Need more information? Want to share ideas? Contact us. We want to do all we can to support your Distributorship ...that's why we are:

#1 in Distributor Care!

ASPTM
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