

...for people who GET THINGS DONIE

000000







Made in America for a century, *Rite in the Rain* All-Weather Products defy Mother Nature & resist Father Time.

For one hundred years, our pledge has held firm: *Rite in the Rain* products withstand brutal conditions and preserve your notes for a lifetime. Through rain, sweat, mud, and the passage of time, your notes will endure.







MADE IN TACOMA - SINCE 1916 -Kill in the Kain. = DEFYING MOTHER NATURE == CONTENTS PAGE REFERENCE 5 SHARED GOAL 7 SHARED OPPORTUNITY DATE WHO'S USING RITE IN THE RAIN? 10 WHY RITE IN THE RAIN? 12 100 YEARS OF SATISFIED CUSTOMERS 15 PRODUCT LINE-UP 17 ELEMENTS OF SUCCESS 18 WINNING LING-UP 20 MERCHANDISING 22 PLACEMENT 24 ASSOCIATE TRAINING 26 RECAP



SHARED GOAL =

help your customers work smarter

Your customers buy products to help them get work done. For a century, *Rite in the Rain* products have been making work easier. With strong branding, proven merchandising options, intelligent product assortment, and helpful associate tools, *Rite in the Rain* is poised to help your customers work smarter. *Rite in the Rain* is the tool your customers have needed but never knew existed...

...until now.



SHARED — OPPORTUNITY

outfitting people who work in tough conditions

It's 5:34am and he's already taking notes, creating a supplies list, and figuring out how much daylight he'll have to get all the work done today. The weather forecast isn't looking great but that won't stop him.

Rite in the Rain customers are roofers, plumbers, electricians, drywall installers, surveyors, mechanics, painters, masons, arborists, framers, <u>welders, lands</u>capers, and especially those brave souls who do it all...



— DEFYING MOTHER NATURE[®] —









PUBLIC SAFETY

Evidence Logs Evacuation Procedures CPR Guides



CONSTRUCTION

Safety Logs Worksite Notes Building Plans



UNDERWATER

Dive Logs Maintenance Logs Maps and Charts









AGRICULTURE

Farm Plots Animal Care Records Equipment Maintenance Logs



RECREATION

Journaling Sketching Trail Maps

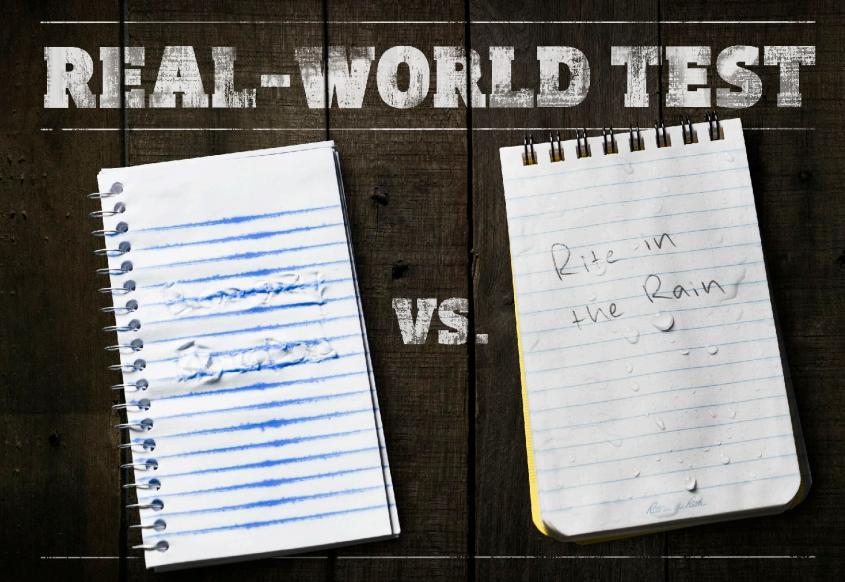


TACTICAL

Training Notes Action Reports Communications Logs

Mother Nature shows no favoritism.

We've all had paperwork ruined by rain, sweat, spills, and the washing machine. This is an even greater challenge for those who brave tough working conditions daily. *Rite in the Rain* protects those important notes from Mother Nature's impartiality.



After an overnight soak, the standard notebook is worthless and its notes are ruined. Rain, sweat, or spills, your critical notes remain intact with *Rite in the Rain*.



BUL

Bels Seoch

try pro

ason abou

- 1953 -

"...humidity is so excessive that sweat just rolls off... onto the surveyor's notebook.

Your paper is the answer to a surveyor's prayer."

- FRANKLIN C. NIELSEN. ENGINEER & LAND SURVEYOR

- 1956 -

"....I've enclosed a Rite in the Rain "SOLD" Tag which has been on a tree for 3 years!"

> - Olish Gresith, PORT ORCHARD NURSERY

Nursery

- 1973 -

"...found this notebook lying exposed on the surface of the lake terrace. After 12 years of exposure the notes are still legible!"

> – Jeanne Schaaf, NATIONAL PARK SERVICE



1. L. Darling Corp. Tacoma, Washington 98421

to the producers of "Rite in the Mhile conducting an archaeological Perimsula of Alaska in July, 1985. The surface of the lake terrace. A rain and other elements of weather, I want to commend you for an excellen Sincerely,

1

Jeanne Schaaf Jeanne Schnaf

0 milament: and have observed your letter and samples of Engineering Form most suitable Least Form and (Level Book Sneets) as the nest suitable line to yourk at present so of rind break will som one observe them please send the your package and will som all observe them please send in y next weaks pay observe will send the balance of \$1.00 out of my next weaks pay useful as useful and the balance of \$1.00 out of my next weaks pay and useful as useful and the balance of \$1.00 out of my next weaks pay and useful are in the balance of \$1.00 out of my next weaks pay and the supervised and the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay and the supervised are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the balance of \$1.00 out of my next weaks pay are in the ba Strange as it may seem, your paper is just a useril here in this limits as its is in Seattle or Justana, at the humidity is so ear-reyords note book, and your paper is the answer to a surreyords prayer. ant fin Thelsen

prayer.

FRANK



-1981-"...overboard in the saltwater. Two days later, the notebook was

found pounding the surf. I dried it out and used it the rest of the season. Incredible!"

> - JEFF SKRADE, ALASKAN FISHERMAN

-1992 -"the best thing since sliced bread

for field work."

– RICK KASTNER. PHD. GRADUATE. AUBURN UNIVERSITY, DEPARTMENT OF FISHERIES

-2008-"The notebook saved his life!

...if it weren't for the notebook, PFC Moss would have been dead instantly. You can see the hole made by the shrapnel."

> - ANONYMOUS SOLDIER. UNITED STATES ARMY

-2016-

"I put them thru both the washing machine and dryer. The writing was still on each page! ...nothing short of magical."

> – Betsi Green. AMAZON.COM REVIEW

rtment of the Interior

Jeffrey R. Skrade Box 32 h111inoham, Ak. 99576

December 4, 1981

. Tod Silver J. L. Darling Corp. 2212 Port of Tacoma Road Tacoma, Washington 98421

I just had to tell you about an experience 1 had this spring with one of your Rite-in-the-Rain notebooks. I was traveling in a <u>liff</u> in <u>extremely rough weither</u> during the <u>herring fishery</u> and lost my note-book overboard into the <u>saltwater</u>. If <u>downwind</u>, the notebook was found put returned to me idvied it out and at downwind, the notebook was found pour and re-returned to me, I dried it out and cr B co of the season. Incredible:

Aff But

Jeff Skrade Dillingham, Alaska 99576

DEPARTMENT OF FISHERIES AND ALLIED AQUACULTURES AUBURN UNIVERSITY AUBURN, ALABAMA 36849 3419

Tacoma, Wa 98421-3696

A number of fisheries have expressed an interest in especially the small spiral binded notebooks. I have had e since " sliced bread" for field work in and around the pom

Please send me a catalog of your fine line of "Rite in the I might suggest your contacting the bookstore at Auburn Unit

with the idea of trying some of your products

Thank you very much.

Nich Rick Kastner

Ph.D. Graduate Research



Currently deployed out of Fort Lewis WAShington IN I am fram Settle Your Products Before Civilian Job as A RAn Ger for the



to take his preture - dury to Aared his like 32 doctor said is one very thanhal and the it for the notebook, PFC There would there deal that was headed straight for is heart. In the above picture you can be the hole made by the shrappel. Thenks

> · TRANCES, ESPECIALS THE LINE IN or Developed You The pand are wearing mens by at all address that waters ? Re- Miller and and a set

Top Customer Reviews ****** ... a law enforcement officer in the By Betsi Green on March 30, 2016

Verified Purchase

Having a military member and a law enforcement of are small enough to fit in a shirt pocket. When they to laundry (both the washing machine and the dryer) an page! these notebooks are nothing short of magical.

Great product

rds on January 2, 2009

carry in my packet everywhere I go. Th ever found in this type of notebook and s of the paper will show wear and hav

> waterproof paper is only HALF the ar v since inks are water-based). Us

found this helpful. Was this review

mal. It works just as adver

nd this helpful. Was this

can on normal paper. It just kind

Verified Durat

This goes diving with me so I can take notes under water. Feels After a long dive the paper will get saturated but it does not breat

6 people found this helpful. Was this review helpful

FIELD PLANNERS & CALENDARS STAPLED NOTEBOOKS SPIRAL NOTEBOOKS ALL-WEATHER PENS Wire-O binding doesn't Developed with the advice of US Army Soldiers, these Field Planners Pliable and tear-resistant, Write at any angle between -30F **Field-Flex cover material** get bent out of shape and to 250F - Pressurized ink powers are a rugged piece of gear. Durable zippered CORDURA® PolyDura cover material fabric cover and rust-resistant ring binder protect the sheets. deflects moisture & stains. through moisture & even writes Stay organized... anywhere. can take a beating. when upside down. UNIVERSAL

NOTEBOOK



for use in laser printers or p

DEFYING MOTHER NATURE = (LETTERSIZE-50%11") ALL-WEATHER COPIER PAPER

FIELD PLANNER

 WHITE PAPER

 Nº 8511

 200 Rite in the Rain Paper (n s(m))

 200 White Sheets, Letter size (a.s. x tr)

ALL-WEATHE

COPIER PAPER

Signs, Forms, Charts, and Maps are now safe from Mother Nature. Years of storage or exposure to the elements won't defeat documents printed on Rite in the Rain.



NOTEBOOK

HARD COVER BOOKS Defy Mother Nature and Father Time. Designed to survive the worksite and still be ready for business in the board room.

UNIVERSAL

FIELD BOOK

FIELD POUCH Stores books, pens, and a sample bottle. Easy open clasp and waist clips .

SOFT COVER BOOKS **INDEX CARDS & WALLETS**

enough to last through any mission.

Handy in any situation & tough Conforms to pockets & cramped packs. The heavy-duty "perfect binding" holds strong through bad weather and years of use.

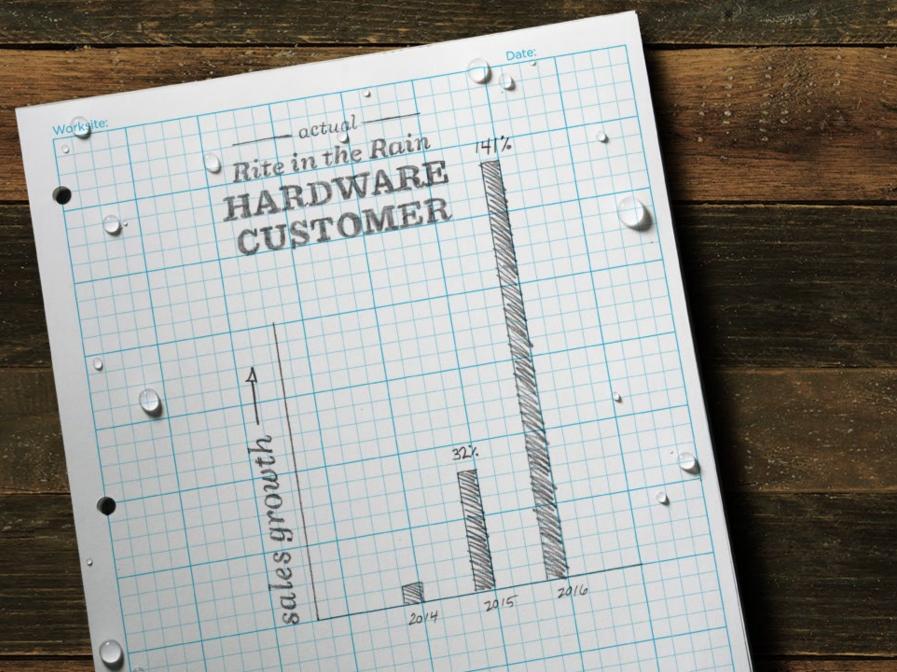
tools for EVERY JOB!

Rite in the Rain.

BINDERS & LOOSE LEAF Great for rearranging field notes. **Resilient PolyDura Binder cover** protects notes from splashes and impact.

FIELD BINDER

MECHANICAL PENCILS Won't break under pressure: thick leads and patented flexing tip prevent leads from snapping.



ELEMENTS OF SUCCESS

What was implemented to grow sales like this?

1. Product Selection

Selecting proven product mixes that deliver on brand promises Having a variety of styles that reach a targeted base

2. Merchandising

Brand messaging on every product for new and existing users Signage, packaging, counter and floor displays

3. Placement & Training

Associate training videos, flyers, and store demos Product placement at impulse and near measuring tools





Nº 374-M SOFT COVER

Cover Material: Field-Flex Page Pattern: Universal Sheet Size: 2%" x 5" Overall Size: 3½" x 5" x ½" Pages: 112 pages/56 sheets Binding: Perfect-bound Paper Weight: 20# *Rite in the Rain*





WINNING LINE-UL

№ 135 TOP-SPIRAL

Cover Material: Polydura, 19 gauge Page Pattern: Universal Sheet Size: 3" x 5" Overall Size: 3" x 5¼" x ¾" Pages: 100 pages/50 sheets Binding: Wire-O Paper Weight: 20# *Rite in the Rain*

№ 146 TOP-SPIRAL

Cover Material: Polydura, 19 gauge Page Pattern: Universal Sheet Size: 4" × 6" Overall Size: 4" × 64" × %" Pages: 100 pages/50 sheets Binding: Wire-O Paper Weight: 20# *Rite in the Rain*

Kite in the fear. ALL-WEATHER UNIVERSAL N8.973

Nº 373 SIDE-SPIRAL

Cover Material: Polydura, 19 gauge Page Pattern: Universal Sheet Size: 4%" x 7" Overall Size: 4%" x 7" x ¾" Pages: 64 pages/32 sheets Binding: Wire-O Paper Weight: 32# Rite in the Rain



0

— DEFYING MOTHER NATURE[®] —

What products are best for your customers...

WRITING INSTRUMENTS

№ YE99 MECHANICAL PENCIL

Size: Length 5¾" Barrel: Strong Yellow Resin Lead: Black / HB (No. 2) Includes: 7 Leads (1.1 mm), 3 Erasers

Nº 93K DURABLE CLICKER PEN Size: Length 5¾" Ink: Black Barrel: Flat Black, Rubberized Plastic Description: Writes on wet paper, upside down, and performs in extreme temperatures.

=LEGAL PAD



NºLP785 TOP-SPIRAL LEGAL PAD

Cover Material: 100# Rite in the Rain Tagboard (cover), 24. PolyTag (back) Perforated Sheet Size: 8½" × 11" Overall Size: 8½" × 11%" × 3%" Pages: 35 sheets Binding: Wire-O

Paper Weight: 20# Rite in the Rain Extra Feature: Perforated sheets with blank back for copier use. Sheets are not for ink-jet printers.



Nº 8511-50 (or) Nº 8511 ALL-WEATHER COPIER PAPER

Color: White

COPIER PAPER

Pages: 50 or 200 Sheet Packs Paper Weight: 20# Rite in the Rain

Recyclable wood-based. *Not for ink-jet printers.*

Rite in the Rain = MERCHANDISING =

Consistently highlighting the Rite in the Rain Brand across all store merchandising will not only familiarize the customer with our products, it will also...

- Answer our most frequently asked questions
- Clearly speak to multiple user groups
- Encourage customers to test *Rite in the Rain*



END-CAP & POWER PANEL



SIGNAGE & POG PACKAGING



COUNTER-TOP DISPLAYS

— DEFYING MOTHER NATURE —

FLOOR DISPLAY

- Sturdy display will survive multiple re-loads
- Holds a "best-selling" variety of products
- Modest footprint for easy placement
- Clear brand messaging / introduction
- Refillable sample tear pad included
- Ships pre-assembled, ready to sell



refillable SAMPLE TEAR PAD printed on Rite in the Rain

Included on our standard floor stand display or available separately as a rack tear sheet.

Rite in the Rain **PRODUCT PLACEMENT** ==

Some of your customers will ask where they can find *Rite in the Rain* Products in your store.

Although, most of your customers will be unfamiliar with *Rite in the Rain* and will probably be unaware a weatherproof paper exists!

For the majority of customers who will be discovering *Rite in the Rain* for the first time, we highly recommend two locations in your store.

These two locations not only have a proven track record in other retailers, they're also the most intuitive places to find *Rite in the Rain* Products... ...even if you didn't know they existed.

1. IMPULSE/ CHECKOUT









Rite in the Rain =ASSOCIATE TRAINING=

Rite in the Rain Products and Merchandising clearly tell the brand story, helpful for both the customer and the store associate.

Rite in the Rain also offers additional tools to help communicate the story...

...Including:



TEAR SHEET



INFORMATIVE VIDEOS



ASSOCIATE SWAG

= DEFYING MOTHER NATURE° =

Rite in the Rain SUCCESS RECAP

1. Product Selection

Let's work together to choose the best products for success.

2. Merchandising

Utilize our brand tools to facilitate sell through.

3. Placement

Past successes have taught us how and where to place products.

4. Training

What opportunities are there to educate associates?



FIELD PORTRAIT



"I've used *Rite in the Rain* for years. This one has held up through countless jobs and has a few more left in it. I still have a little bit of room on the back cover."

- PAUL MONTEMAYOR, CONTRACTOR/PAINTER

Paul is a big fan of *Rite in the Rain.* His current issue is a staple-bound notebook that has survived the riggors of daily duty. Every line, every margin, and both covers are scribbled full with phone numbers and measurements. If it ain't broke, right?

...for people who GET THINGS DONE