

MADE IN TACOMA

— SINCE 1916 —

Rite in the Rain®

— DEFYING MOTHER NATURE —

...for people who

GET THINGS DONE



RiteintheRain.com

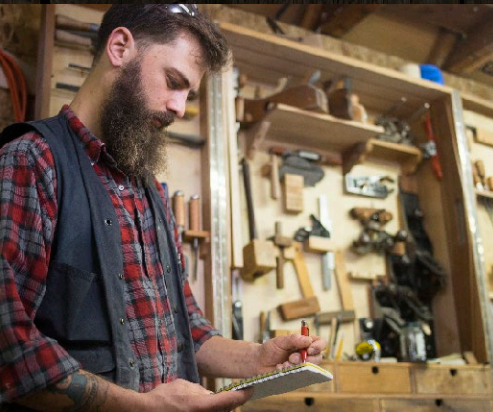




Made in America for a century,
Rite in the Rain All-Weather Products
defy Mother Nature & resist Father Time.

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.





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ALL-WEATHER! TOUGH!™

repels
Rain, Sweat, & Grime

SHEDS WATER

WOOD-BASED

RECYCLABLE

MADE IN THE USA

Rite in the Rain



Rite in the Rain
ALL-WEATHER
NOT

Made in the USA
Rite in the Rain
Item No. 1E99 1.1mm
RiteintheRain.com

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...

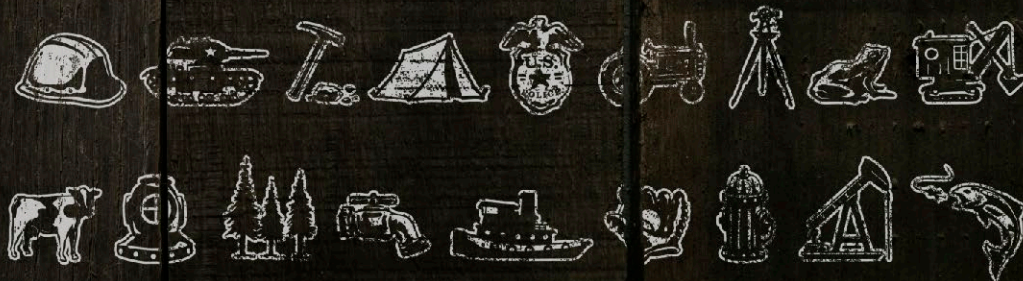
...until now.

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, welders, landscapers, and especially those brave souls who do it all...



REAL PEOPLE



PUBLIC SAFETY

Evidence Logs
Evacuation Procedures
CPR Guides



CONSTRUCTION

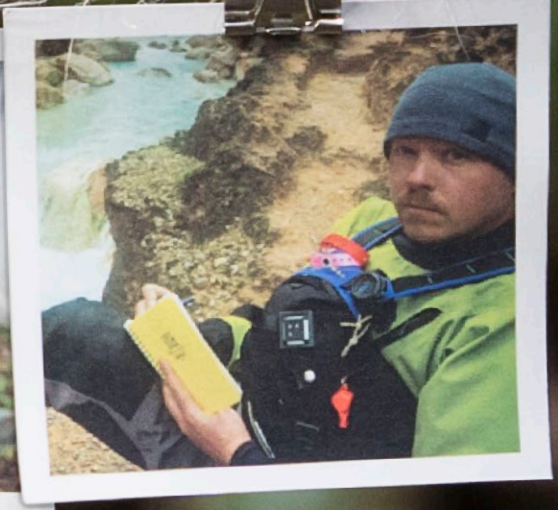
Safety Logs
Worksite Notes
Building Plans



UNDERWATER

Dive Logs
Maintenance Logs
Maps and Charts

REAL, REAL JOBS



AGRICULTURE

Farm Plots
Animal Care Records
Equipment Maintenance Logs



RECREATION

Journaling
Sketching
Trail Maps



TACTICAL

Training Notes
Action Reports
Communications Logs

WHY

Rite in the Rain

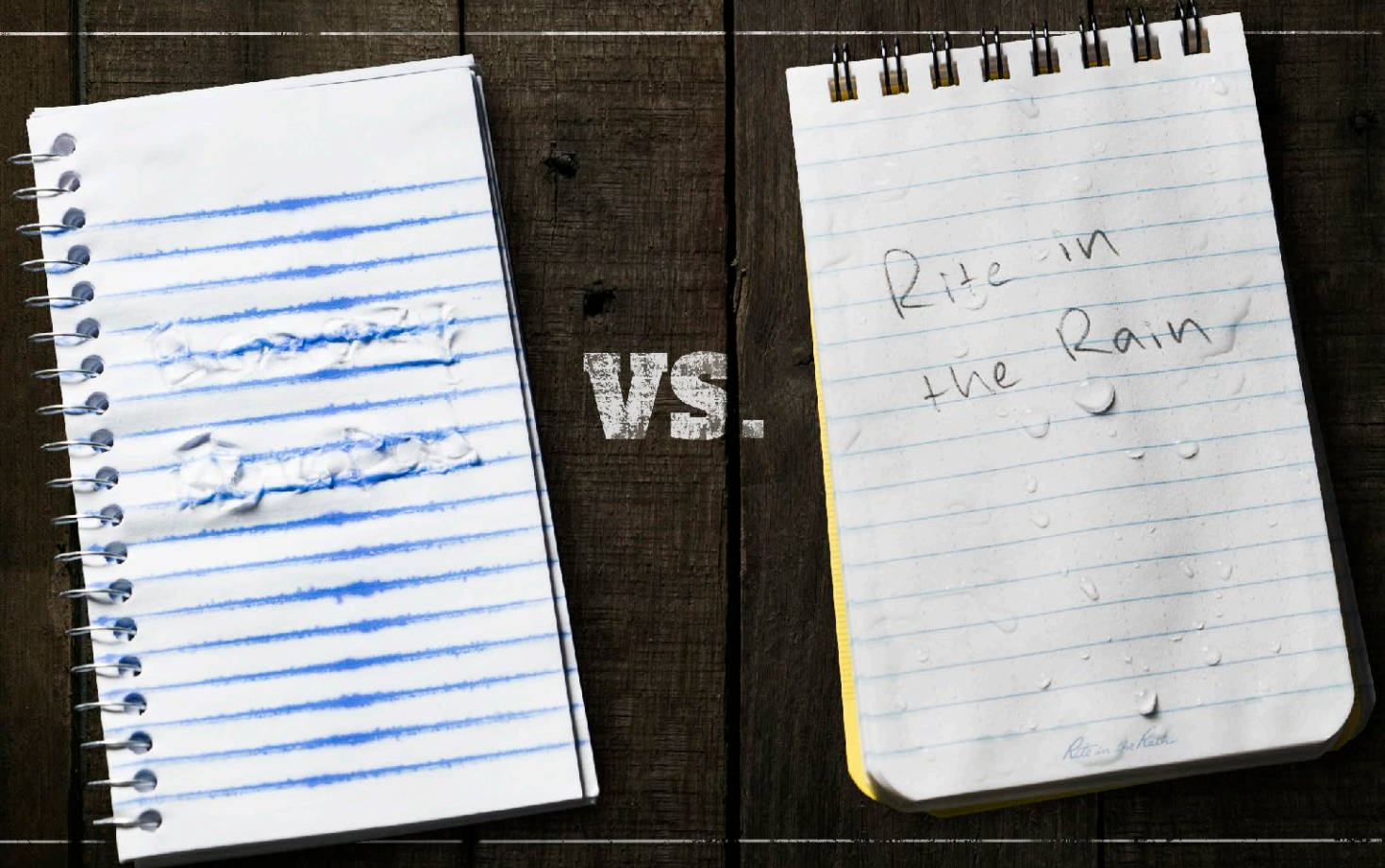
Mother Nature shows no favoritism.

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.

REAL-WORLD TEST



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*.

est. 1916

OVER 100 YEARS OF

– 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 –

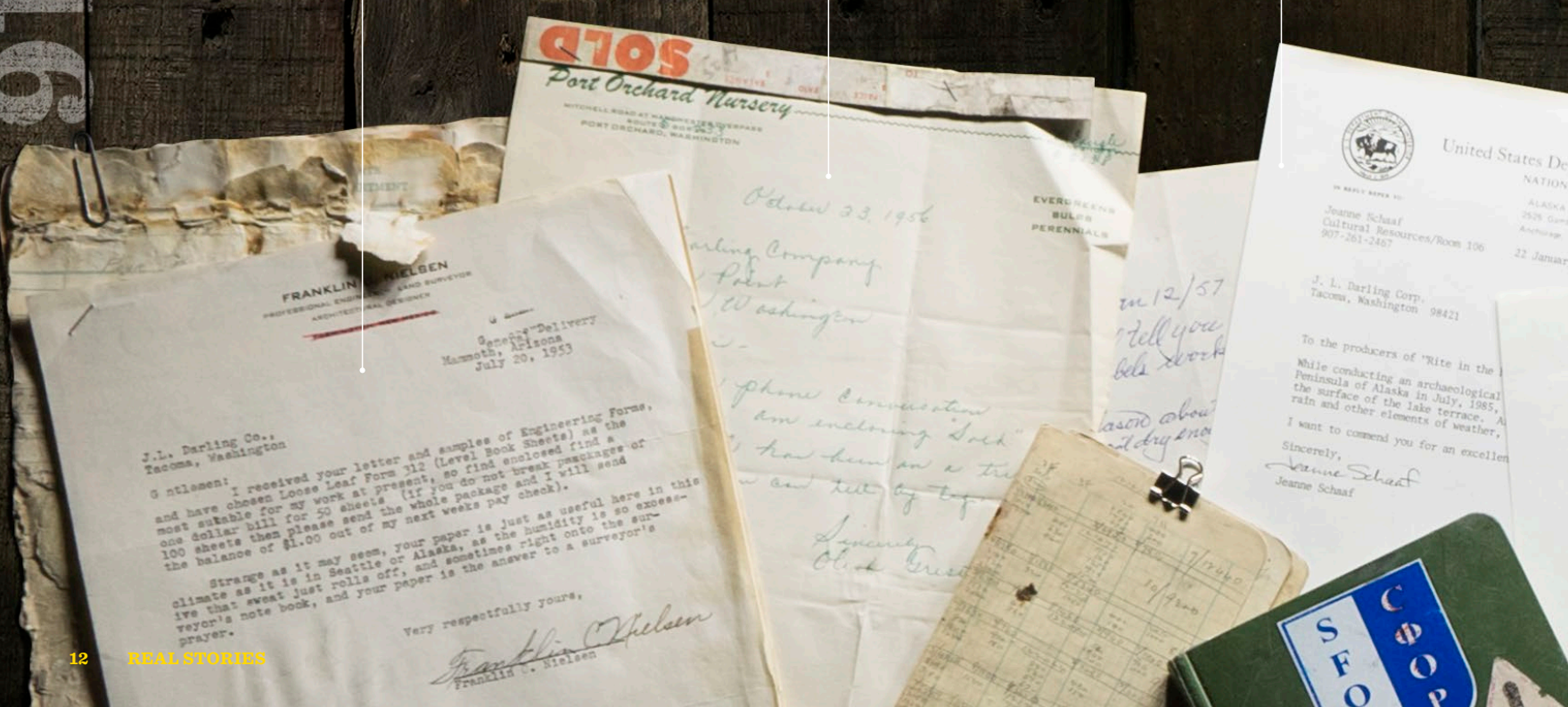
“...I’ve enclosed a *Rite in the Rain* “SOLD” Tag which has been **on a tree for 3 years!”**

– OLISH GRESITH,
PORT ORCHARD NURSERY

– 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



SATISFIED CUSTOMERS

– 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,
PH.D. 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.”

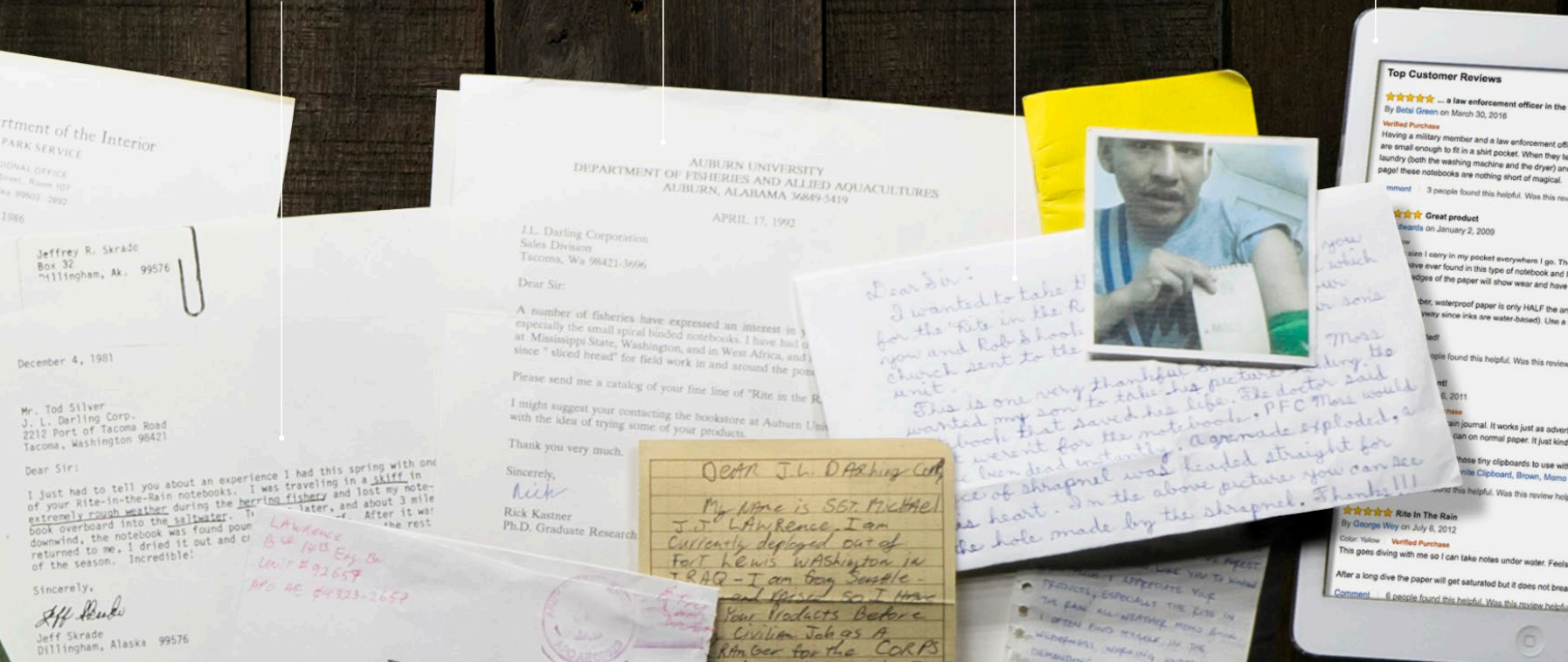
– ANONYMOUS SOLDIER,
UNITED STATES ARMY

– 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



STAPLED NOTEBOOKS

Pliable and tear-resistant, Field-Flex cover material deflects moisture & stains.



SPIRAL NOTEBOOKS

Wire-O binding doesn't get bent out of shape and PolyDura cover material can take a beating.



ALL-WEATHER PENS

Write at any angle between -30F to 250F — Pressurized ink powers through moisture & even writes when upside down.



FIELD PLANNERS & CALENDARS

Developed with the advice of US Army Soldiers, these Field Planners are a rugged piece of gear. Durable zippered CORDURA® fabric cover and rust-resistant ring binder protect the sheets. Stay organized... anywhere.



KITS

Keep it all together. Notebook, All-Weather Pen, & CORDURA® fabric Cover.



HARD COVER BOOKS

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



FIELD POUCH

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



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.

INDEX CARDS & WALLETS

Handy in any situation & tough enough to last through any mission.



SOFT COVER BOOKS

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



BINDERS & LOOSE LEAF

Great for rearranging field notes. Resilient PolyDura Binder cover protects notes from splashes and impact.

MECHANICAL PENCILS

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

Rite in the Rain®

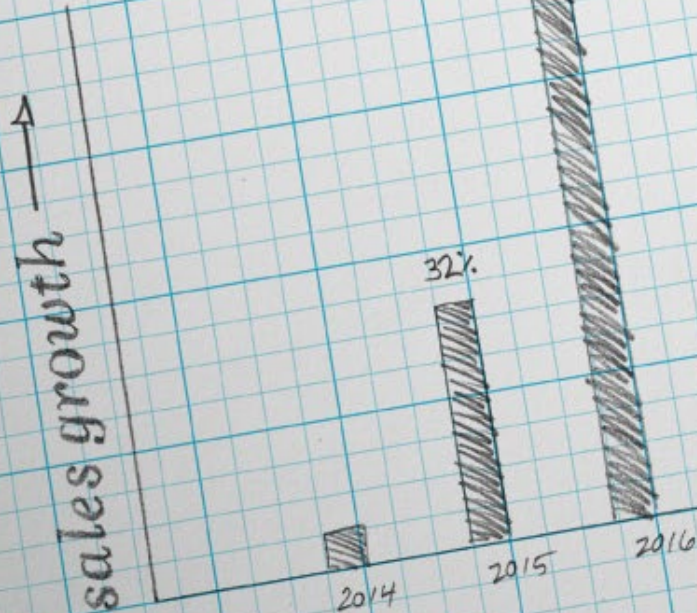
PRODUCT LINE

tools for
EVERY JOB!

Date:

Worksite:

actual
Rite in the Rain
**HARDWARE
CUSTOMER**



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

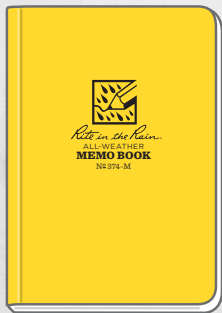
Brand messaging on every product for new and existing users
Signage, packaging, counter and floor displays

3. Placement & Training

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

A WINNING LINE-UP

ALL-WEATHER NOTEBOOKS



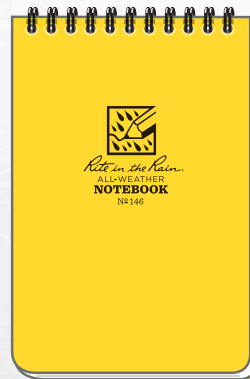
No 374-M
SOFT COVER

Cover Material: Field-Flex
Page Pattern: Universal
Sheet Size: 2 $\frac{7}{8}$ " x 5"
Overall Size: 3 $\frac{1}{2}$ " x 5" x $\frac{1}{4}$ "
Pages: 112 pages/56 sheets
Binding: Perfect-bound
Paper Weight: 20# *Rite in the Rain*



No 135
TOP-SPIRAL

Cover Material: Polydura, 19 gauge
Page Pattern: Universal
Sheet Size: 3" x 5"
Overall Size: 3" x 5 $\frac{1}{4}$ " x $\frac{3}{8}$ "
Pages: 100 pages/50 sheets
Binding: Wire-O
Paper Weight: 20# *Rite in the Rain*



No 146
TOP-SPIRAL

Cover Material: Polydura, 19 gauge
Page Pattern: Universal
Sheet Size: 4" x 6"
Overall Size: 4" x 6 $\frac{1}{4}$ " x $\frac{3}{8}$ "
Pages: 100 pages/50 sheets
Binding: Wire-O
Paper Weight: 20# *Rite in the Rain*



No 373
SIDE-SPIRAL

Cover Material: Polydura, 19 gauge
Page Pattern: Universal
Sheet Size: 4 $\frac{5}{8}$ " x 7"
Overall Size: 4 $\frac{7}{8}$ " x 7" x $\frac{3}{8}$ "
Pages: 64 pages/32 sheets
Binding: Wire-O
Paper Weight: 32# *Rite in the Rain*

What products are best for your customers...

WRITING INSTRUMENTS

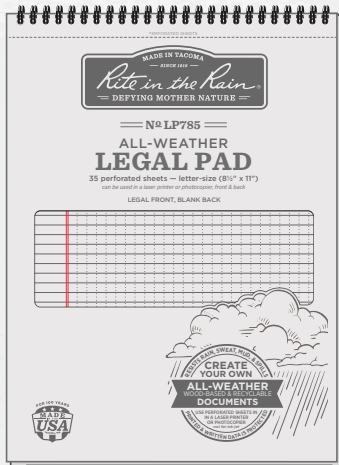


**No YE99
MECHANICAL PENCIL**
Size: Length 5¾"
Barrel: Strong Yellow Resin
Lead: Black / HB (No. 2)
Includes: 7 Leads (1.1 mm), 3 Erasers



**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



No LP785 TOP-SPIRAL LEGAL PAD

Cover Material: 100# *Rite in the Rain* Tagboard (cover), 24. PolyTag (back)
Perforated Sheet Size: 8½" x 11"
Overall Size: 8½" x 11⅞" x ⅜"
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.

COPIER PAPER



**No 8511-50 (or) No 8511
ALL-WEATHER
COPIER PAPER**
Color: White
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

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



60"



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



2. MARKING / MEASURING





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..

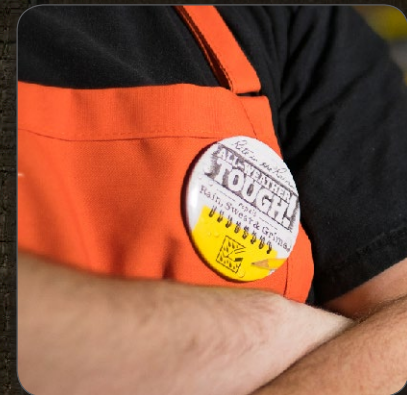
...Including:



TEAR SHEET



INFORMATIVE VIDEOS



ASSOCIATE SWAG

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

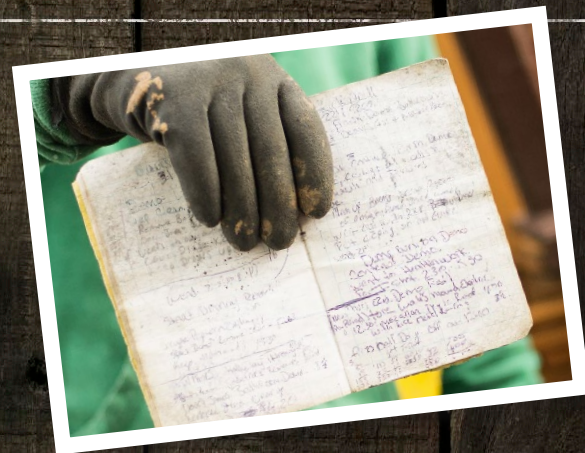
What opportunities are there to educate associates?



...for people who
GET THINGS DONE



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 rigors of daily duty. Every line, every margin, and both covers are scribbled full with phone numbers and measurements. If it ain’t broke, right?