



The B2T* Marketing Specialists

Marketing to professional tradesmen in the construction, industrial and MRO markets.

WHAT MOTIVATES THESE GUYS?

IT'S A DIRTY BUSINESS

Marketing can be a dirty business. And that's exactly what we like about it. Because we serve companies that target professional tradesmen in the construction, industrial and MRO markets. People who work with their hands. Plumbers. Electricians. Machinists.

To understand what motivates these guys, we go to the places where they work. Onto the construction sites. And into the factories. We ask them questions. Listen to their challenges. And, we actually use the tools and equipment they use. That means rolling up our sleeves. Digging into their businesses. And yes, even getting our own hands dirty.

OUR SPECIALTY

We call our specialty B2T marketing. Business-To-Tradesman. We know the manufacturers that sell to tradesmen. We know their businesses. Their distribution channels. And the media they use to deliver their messages.

EXPERIENCE + KNOWLEDGE

The combination of hands-on experience and knowledge of the industry sets us apart from other marketing firms. That's why our clients consider us an extension of their marketing departments. And in some cases, we are their marketing departments. It's also why we have such long-term relationships with our clients.

THE BOTTOM LINE

The bottom line is never losing sight of the main goals: to increase sales...and to grow businesses. We've been successfully doing both for the B2T market for more than 30 years. And we've never, ever been afraid to get our hands dirty doing so.



CATEGORY EXPERIENCE

**HVAC/R INDUSTRIAL - ELECTRICAL
 MRO SAFETY
 PLUMBING
 CONSTRUCTION**

As the country's leading B2T advertising/marketing agency, we're experienced at helping manufacturers market their products and services to professional tradesmen, especially in the following key markets: construction, plumbing, electrical, HVAC/R, industrial and MRO.

With our background, we have a lot to offer...no matter what market or industry you're in. Listed are some of the other relevant categories where we have experience.



- | | | |
|----------------------------|------------------------------|------------------------|
| Associations | Government | Plastics |
| Abrasives | Grinding | Plumbing |
| Automation/Instrumentation | Hand Tools | Pumps |
| Automotive | Hardware | Rubber |
| Buying Groups | HVAC/R | Safety |
| Cable/Conduit | Hydraulics and Pneumatics | Sealants |
| Castings | Industrial | Snow Removal Equipment |
| Ceramics | Lighting | Stampings |
| Chemicals | Locks/Latches | Storage |
| Clothing | Machining/Finishing | Telecom |
| Coatings | Maintenance Repair Operation | Test and Measurement |
| Construction | Manufacturing | Tooling |
| Cutting Tools | Material Handling | Utilities |
| Dies | Metal Finishing | Waste Management |
| Electrical | Mining | Welding |
| Firefighting | OEM | Windows and Doors |
| Fittings and Fasteners | Oil, Petrochem, Gas | Work Truck Equipment |
| Flooring | Packaging | |
| Forgings | Paints and Painting | |

OUR CLIENT EXPERIENCE

YOU'RE KNOWN BY THE COMPANY YOU KEEP

We think our clients have the best jobs in the world... marketing to the professional tradesmen. Because that's exactly what gets us excited, too. Nothing beats seeing how tools are manufactured and then, in the hands of professional tradesmen, used to build our world.

It's more than just hammers and screwdrivers. Sonnhalter clients make, and do, everything from the obvious tradesmen products to the highly specialized tradesmen services.



CLIENT TESTIMONIALS

Not only are our clients really nice people to work with... they say the nicest things too. We could tell you all about the kind of work we do and the quality of service we provide. But our clients say it so well, we thought we'd let them tell you.

"Proven ROI...Sonnhalter is customer-centric focused by looking out for a client's best interest in helping to attain goals while achieving maximum output and results."

—Larry Wegner, Molex

"Working with members of the Sonnhalter team is as seamless as working with members of our internal team. They understand our industry, our business, our brand, our products and our internal processes."

—Adina Barnes, Viega

"Sonnhalter was hired to assist us with our public relations efforts. Basically, they took us from 0 to 100 mph in less than a year."

—Steve Cianci, UniCarriers (Nissan Forklift)

"If you are looking to market your products to the trades, Sonnhalter is the go-to agency to get it done right."

—Alan Sipe, Knipex Tools

"Hands down, it's the people because they know their \$#!+."

—Bill Jarrell, Brennan Industries



"Sonnhalter has helped focus and refine our finite advertising budget. They don't mind telling you if they feel an ad opportunity is not a good use of your money."

—Pickett Council, Council Tool

"Sonnhalter is clearly the market leader in agencies focused on the 'trade.' They fully understand our customers and our customers' customer."

—Jeff Naymik, Osborn

THE SONNHALTER TEAM

Sonnhalter's crew of professionals brings a wealth of experience dirtying their hands with just about any B2T job you can imagine. They're dedicated...they're focused...and they love to roll up their sleeves (if they happen to be wearing long-sleeve shirts) and dig into the businesses of their clients.

The Sonnhalter staff averages 20+ years with the agency, with some employees having more than 30 years here. That adds up to 275+ years of B2T experience. In an industry where job-hopping is common, that is a remarkable number. It shows that Sonnhalter has an environment where employees pursue careers, not just hold jobs.



SERVICES

B2B AREAS OF EXPERTISE

- Strategic Collaboration
- Channel Marketing Programs
- New Product Launches
- Sales Promotion and Support
- Brand Development and Integration

OTHER KEY SERVICES

- Advertising
- Art/Design
- Collateral
- Interactive Marketing
- Marketing
- Media Planning and Buying
- Public Relations
- Social Media
- Web
- Writing



PARTNERS AND STRATEGIC ALLIANCES

We know what we're good at. That's why we've set up partnerships with great companies, each of which has a special area of expertise. For you, that means a broader span of services and expertise for every marketing area where you may need help.

This partnering allows us to outperform our competitors because we offer more. Instead of trying to be a jack-of-all-trades, we tap into the knowledge of people who are experts in their fields. With this business model, we provide expertise at every level.

BlueVolt

Online training for suppliers, distributors and end users

bluevolt.com

Ultimate Lead Systems

Web-based sales lead management and back-end processing support

ultimatelead.com

Great Lakes Integrated

Management of digital and printed assets

gll.com

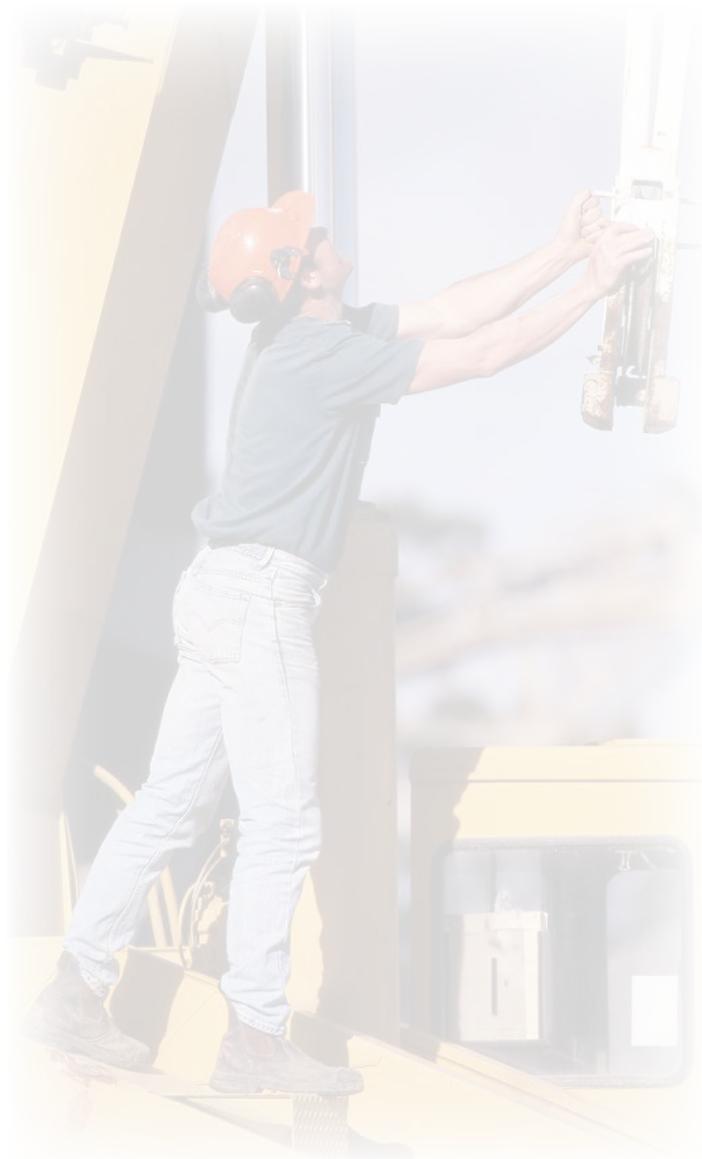
GHI Internet Services

Internet Marketing

ghiis.com

H. William Moore & Co.

Marketing research and customer insights



D.I.R.T.Y.
(OUR PROCESS)

As our slogan states, “We’re not afraid to get our hands dirty.” That’s why we use our D.I.R.T.Y. approach for every project we dig into.

D I R T Y

Digging into the business—rolling up our sleeves, getting our hands dirty.

D **I** R T Y

Investigating the problem, challenge, market and target.

D I **R** T Y

Reviewing and developing the strategy and overall plan.

D I R **T** Y

Tactics and executional phase.

D I R T **Y**

Yardstick—measuring results, adjusting and refining.

OUR BLOG

At TradesmenInsights.com, you'll find tips, trends and tales of what it takes to market to professional tradesmen. But our B2B tips are just the tip of the iceberg of what we offer. Read the blog and learn how to increase your sales and grow your business every single day. Visit:

tradesmeninsights.com



MARKET OVERVIEWS

Sonnhalter offers helpful Market Overviews for some of the key business-to-tradesmen industries. These include information on key trade shows, industry associations, buying groups, training providers, distribution, industry publications, online resources and more.

To download any of these Market Overviews, visit:

sonnhalter.com/market-overviews.html

- Alternative Energy
- Construction
- Electrical
- HVAC
- Industrial/MRO
- Plumbing



MARKETING INSIGHTS

PODCAST SERIES

Marketing Insights podcasts feature interviews with industry editors and leaders as they talk about key issues, trends, legislative initiatives and association news that affect those in the construction, industrial and MRO markets.

Check out the following podcasts at
sonnhalter.com/podcast-downloads/

HERE ARE SOME EXAMPLES OF RECENT PODCASTS

Why Online Training Gives You the Edge

How Contractors are Using Mobile Media

SEO in Manufacturing – 3 Things You Need to be Doing

Challenges Manufacturers Face with Government Regulations

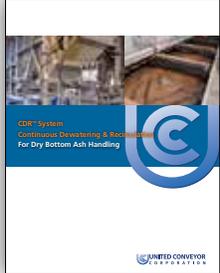
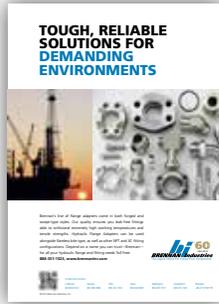
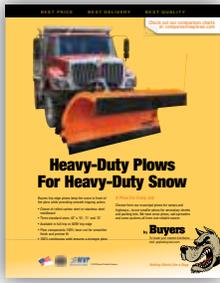
How Green Technology is Affecting the Plumbing Industry

Trends in Hiring in the Industrial Marketplace



OUR WORK

Check out what we've done for others. If you like what you see, let's get together. We'll show you why our work works so well. And, why we can do the same great work for you.



INTEGRATED CAMPAIGN

DISTRIBUTOR SELLING TIPS CAMPAIGN

We cut a different angle with this product-centered campaign by giving the mobile jobbers tips on how to sell **KNIPEX** pliers, cutters and other automotive tools. The tagged-tool concept conveyed simplicity.

HARD SELL? (HARDLY.)  **KNIPEX**
CLICK HERE TO FIND OUT HOW.

LOOK  **SELLING TIPS** **RING UP MORE SALES** **KNIPEX**
SEE THE KNIPEX PRECISION RETAINING RING PLIERS VIDEO...HERE.

NEW  **KNIPEX**
EASY CUT, EASY SELL
THE 7" TOOL THAT CUTS LIKE A 10"!

MOBILE JOBBER SELLING TIPS

- Cuts 50% wider than other most widely distributed cutters (even at the tip)
- Twin offset cuts on both sides of the rivet head
- Handles open to the opposite side for one-handed operation

Part Number: 7271 190

KNIPEX – Tools Designed With Your Profits in Mind

Powerful Cutting. That's what you get with the KNIPEX TwinForce High Leverage Diagonal Cutter and its patented dual rivet design.

To see a video on how to sell this one-of-a-kind tool, visit: <http://SellingTips3.notlong.com> or scan the tag with your mobile phone.

Get the free mobile app for your phone: <http://gettag.mobi>

©2012 KNIPEX **KNIPEX Quality – Made in Germany**

KNIPEX
RING UP MORE SALES
 With KNIPEX Retaining Ring Pliers

MOBILE JOBBER SELLING TIPS

- Industrial retaining ring tool for heavy-duty work, best 10 times longer
- The precision machined tip most actually shapes the ring holding and fit all
- Lifetime Warranty

Part Number: 48 & 48 Precision Series

KNIPEX – Tools Designed With Your Profits in Mind

If your customer site retaining ring plant every day, the KNIPEX precision retaining ring pliers are perfect for them. Available in external and internal styles, straight or 90 degree angles and come in all popular sizes. KNIPEX also offers a heavy-duty version.

To see a video on how to sell this tool, visit: <http://SellingTip4.notlong.com> or scan the QR Code with your mobile phone.

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KNIPEX

MAKE THE CUT (AND SALE) WITH KNIPEX

MOBILE JOBBER SELLING TIPS

- Cuts hard, soft and piano wire, bolts, screws, rivets and nails up to 1/4"
- Lever action design provides exceptional cutting
- Ergonomic handles
- 20° angled version provides a near flush cut

Part Number: 71 21 200

KNIPEX – Tools Designed With Your Profits in Mind

Heavy-duty cutting. That's what you get with KNIPEX's Mini Bolt Cutter. Available in a straight and 20° angled version, this tool will cut most soft and hard materials easily and efficiently.

To see a video on how to sell this one-of-a-kind tool, visit: <http://SellingTips2.notlong.com> or scan the tag with your mobile phone.

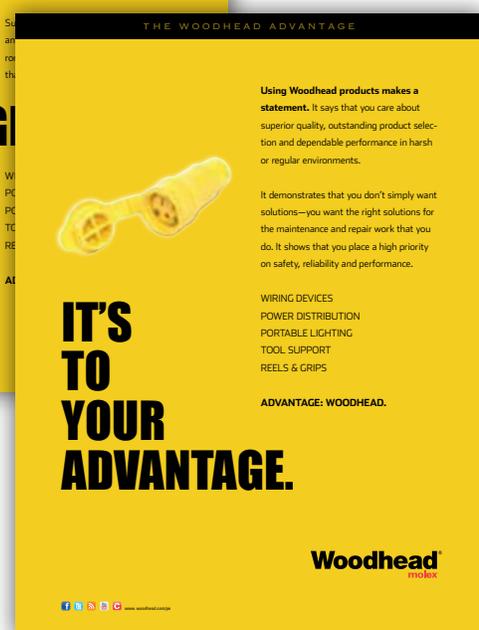
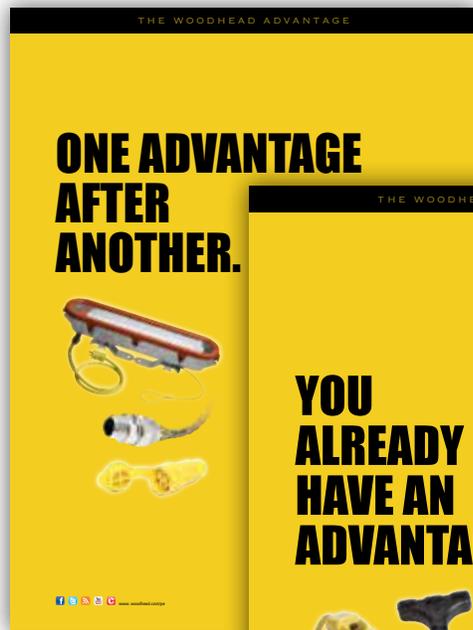
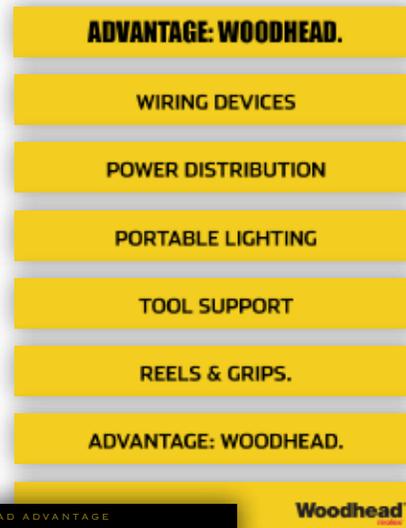
Get the free mobile app for your phone: <http://gettag.mobi>

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INTEGRATED CAMPAIGN

ADVANTAGE BRANDING CAMPAIGN

To reinforce Woodhead's core brand message, we created a bold but simply creative campaign, making **WOODHEAD** synonymous with "Advantage." This successful branding campaign was advantageous all around using multiple creative versions of print and electronic ads.



INDIVIDUAL PIECES

LEVELS OF QUALITY SOLUTION

Everyone likes more options. This ad that we created for **OSBORN** uses tags to identify the company's Standard, Professional and Premium brush lines. Both the design and messaging communicate the fact that Osborn product lines have solutions to fit any application and any budget. The product tiers help Osborn, and their customers Finish. First.

NEW AD FORMAT

The ad identifies the "what" and the "where" for the "who" that **BRENNAN** customers have known for more than 60 years. The vast product lines that Brennan Industries offers all represent tough, reliable solutions. The solutions are intended for use in the most demanding environments. We developed a new ad format for Brennan that is clean and has to-the-point messaging, because when you need a tough solution in a demanding environment, you probably don't have time to waste reading fluff.

BIG IMPRESSION AD

Through ads like this one, we've cleared the way for **BUYERS** Products to promote its multiple product lines. The clean ads feature single-purpose messaging that has identified Buyers as a key player in its market.

More choices. More margins.



Your customers wanted more choices and you wanted more margins, so we created both! We recognize that different customers require different brushes for their varied applications. That's why we now offer standard, professional and premium lines.

Each distinct tier of brushes is designed to fit specific applications and budgets while still backed by Osborn's commitment to value and performance across the line.

When you start with Osborn, you finish first.

For more information, visit info.osborn.com or call 800-720-3358 • 1-216-361-1900

Superior Solutions **osborn** Finish. First.

TOUGH, RELIABLE SOLUTIONS FOR DEMANDING ENVIRONMENTS



Brennan's line of flange adaptors come in both forged and swept-type styles. Our quality ensures you leak-free fittings able to withstand extremely high working temperatures and tensile strengths. Hydraulic Flange Adaptors can be used alongside flanges like pipe, as well as other HP and AC fitting configurations. Depend on a name you can trust—Brennan—for all your hydraulic flange and fitting needs. Toll Free: 888-331-1523, www.brennanninc.com

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The Liquid Choice For Critical Flow Customers

California	Canada	China	France	Germany	Italy	Japan
800.662.1523	800.668.1588	800.221.1523	800.493.8807	800.662.1523	800.221.1523	405.21.570015

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BEST PRICE BEST DELIVERY BEST QUALITY

Check out our comparison charts at comparisonsnowplows.com



Heavy-Duty Plows For Heavy-Duty Snow

Buyers trip edge plows keep the snow in front of the plow while providing smooth turning action.

- Choice of rolled carbon steel or stainless steel mainboard
- Three standard sizes: 42" x 10', 11' and 12'
- Available in full trip or NEW Trip edge
- Plow components 100% laser cut for smoother finish and precise fit
- 100% continuous weld ensures a stronger plow

A Plow For Every Job

Choose from our municipal plows for ramps and highways. Or our smaller plows for secondary streets and parking lots. We have snow plows, salt spreaders and snow pushers at their own reliable source.

by **Buyers**

To locate your nearest distributor, visit buyersplows.com

Nothing Works Like a Dog



© 2013 Buyers Products Company

INDIVIDUAL PIECES

LOOK AND FEEL

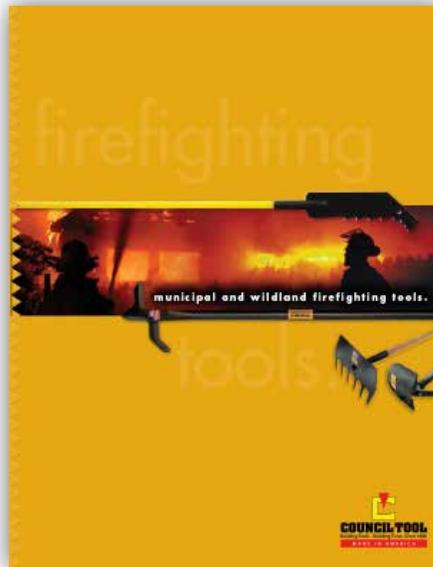
Our mission for **UNITED CONVEYOR** Corporation was to create an updated look and feel for all of their collateral materials. As an engineering-driven company, United Conveyor's material is mostly technical information that needed a template that would lend to easy information digestion. By sticking to a modern design and precise messaging, United Conveyor's new materials are clean and easy-to-read.

CATALOG

Firefighting tools for sale... not a fire sale. When creating a catalog of specialized tools like we did for **COUNCIL TOOL**, we strayed as far away from generic as possible putting the tools on the cover, without cluttering it. Council saw an opportunity to create specialized tools for the firefighting industry and we created the specialized catalog for the firefighting industry.

E-BLAST

For **GERBER'S** e-blasts, we worked inside their existing templates to create a big message about a small product. Not only were we promoting that the Viper compact elongated toilet is more toilet in a smaller size, we fit a big message into a small amount of text for easy online reading.



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FACEBOOK

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