

2012 • Lakeland Brand Co-op Program and Product Images

NEW Guidelines for 2012!

The Co-op Program

Lakeland Industries, Inc. has established an advertising co-op program that, along with the Lakeland logo, can help build your business, give you a competitive advantage and pre-sell your products. Proper use of trademarks and certification marks is critical to having your advertising, catalogs and promotions qualify for co-op credit. Please follow the guidelines below to ensure that your efforts will be reimbursed. The details on the Lakeland co-op program are as follows.

5 Steps To Getting Your Lakeland Co-op Credit

1 **Minimum purchase of at least \$25,000 in Lakeland Brand Product required in the previous calendar year before you are eligible to participate in the Lakeland co-op program.**

2 **You must have a link to the lakeland.com website from your website.**

3 **Prior written approval is required** for all advertising and promotional media. Lakeland will co-op print advertising, online banner advertising and related media, email blasts, and various soft and hard goods promotional giveaways. Drafts, layouts and/or project proposals can be emailed for review and approval. Send proposed projects to: sdconover@lakeland.com

4 **You must use the Lakeland logo with each Lakeland brand product in your advertisement or catalog.** This provision applies even if you do not wish to apply for co-op credit.

5 **You must submit a co-op invoice and a hard or electronic copy of the completed project.** Included must be copies of the invoices for creative production, print production, printing and any other costs you are including with your co-op claim. You may also choose to submit the request via email to: sdconover@lakeland.com

■ An advertising credit will be issued for use against any Lakeland invoice. Please allow 4-6 weeks for processing.

■ **Advertising credit is 1% of your previous 12 month purchase total from Lakeland Industries, Inc.**



Lakeland co-op must be claimed by December 31 for the current calendar year. Any co-op claims unused by December 31 will be lost.



The Lakeland Image and Literature Galley

All Lakeland product images are available for easy download! There's no log in necessary, and a search item can help you find your products. Go to:

www.lakelandimagegallery.com

The product line includes Lakeland brand Limited-use and Disposable Garments, Chemical Protective Gear, Cut Resistant Gloves, Fire Fighter Turnout Gear, Industrial Heat Protective Gear, High Visibility Clothing and Woven Products.

The Use of the Lakeland Logo

All of the Lakeland Product Images are copyrighted. However, Lakeland grants permission for our distributors to use the images in their product catalogs as long as they show the Lakeland logo with the image. The Lakeland logo is available for download in the Image Gallery.

Lakeland Brand Products Approved for Co-op Marketing

Micromax® NS
MicroMax® NS Cool Suit
MicroMax®
MicroMax® HBF
MicroMax® 3P
MicroMax® 3P Cool Suit
ZoneGard®
SafeGard®
Economy SMS
Pyrolon® Plus 2
Pyrolon® XT
Pyrolon® CRFR
ChemMax® 1
ChemMax® 2
ChemMax® 3
ChemMax® 4
Interceptor®
MicroGard® Glove Treatment
En-Hand-CR® Gloves
DextraGard® Gloves
SpiderGrip® Gloves
ShurRite® Gloves
DesPro® Gloves
Grapolator® Gloves
Thermbar® Gloves
NitroGard® Gloves
NitroGard® Lite Gloves
Nitrosol® Chemical Gloves
Neosol® Chemical Gloves
Natrason® Chemical Gloves
Chemosol® Chemical Gloves
Lakeland Reflective Clothing
911 Series® Extrication Coveralls
Lakeland Brand FR Clothing, including coveralls, work shirts, pants and jackets
Lakeland Fire Service Clothing, including BrushMaster® and Smokejumper® Wildland clothing
Fyrepel MTS® and OSX® Turnout Gear, including the Attack® and Battalion® series, and the aluminum proximity series