

8S Grainger Branded **Hot Buy** Literature

SUPPLIER GUIDELINES

What is 8S Hot Buy Literature?

8S Hot Buy literature is a supplemental way of alerting our Sellers about current Hot Buys. Hot Buy literature will consist of a 1-4 page flyer providing a brief overview of the special offer outlined on the Hot Buy Request Form. If it meets the below detailed criteria this literature will be available to all Grainger internal employees. Literature **MUST** be “Grainger-ized” by following the criteria below. Any materials provided must be approved by Grainger prior to posting and assigned an 8S #. Each request form will be dated to automatically be removed from the literature site when the Hot Buy deal expires. Each literature piece must include a date range on the front page so that our Sellers know the duration of the offer.

Questions to think about when developing your literature:

1. Do you clearly and concisely explain the promotion?
2. Why would a customer want to purchase your product?
3. Does your piece look professional and represent both Grainger and your brand well?
4. Does this literature piece represent the offer presented on the Hot Buy Template?

Criteria

The following **MUST BE INCLUDED** on all Hot Buy literature featuring the Grainger brand:

- Your logo in the upper **LEFT** corner.
- The “Available Through Grainger” logo (see Supplier Connect) in the lower **RIGHT** corner on a solid white background or the reverse logo on a solid black background only. This logo must appear on the **last or back page only**—do **not** place on the cover or any inside body pages. The Grainger Logo cannot be used without Grainger's permission.
- Grainger SKU numbers associated with all products shown.
- Footer “**For more information contact your Grainger Representative or visit Grainger.com®.**” (This Footer must appear on the last or back page only in the lower **LEFT** corner—do not place on the cover or any inside body pages.)
- 8S # will be added to the lower left corner of the last/back page by our team after the piece is approved.
- Include date range for promotion on the front page in a prominent location for easy visibility.

The following should **NOT BE INCLUDED** on any Hot Buy literature featuring the Grainger brand:

- **DO NOT** include your contact info as the customer should only be contacting Grainger to place orders or inquire about additional information. This includes your company's phone number, address, website and QR codes.
- **DO NOT** include an 8S # placeholder as this just makes it harder for us to add the 8S # after it is assigned.

All materials submitted are subject to the Supplier Agreement Letter (SAL) between you and Grainger and may be used by Grainger and its corporate affiliates. Suppliers are responsible for the accuracy of the materials submitted and are required to provide prompt notice to Grainger if any of the information in the materials becomes out of date or inaccurate. Suppliers are also responsible for ensuring that Grainger has all rights necessary to use the materials provided.

**Example—
Final Artwork &
Logo Usage**



How do I submit my literature?

1. Access Supplier Connect
2. On the right-hand side, go to the header "Sales & Marketing"
3. Proceed to "Literature Development"
4. Go to "8S Literature Request Form". Complete form and upload a PDF version of the Hot Buy literature within the form and hit "Submit".

Your literature is now on its way to being reviewed through our internal approval process. Expect to hear whether the piece has been approved or not within 3-5 business days. Additional changes may be requested prior to final approval. The total process should be completed and an 8S # assigned within 7-10 business days if no revisions are needed. The approval process may increase to 30 days during the two months prior to The Grainger Show in Orlando.

There is no alert to the Grainger Sellers when a new piece becomes active. However, it will be in the "Hot Buys" section on the literature website.

How long will my literature remain active?

Your literature will be posted on the site for the duration of the promo and will expire on the date you stated on the request form.

Questions?

Email literature_request@grainger.com