

Introducing the Leather New® Leather Care Display

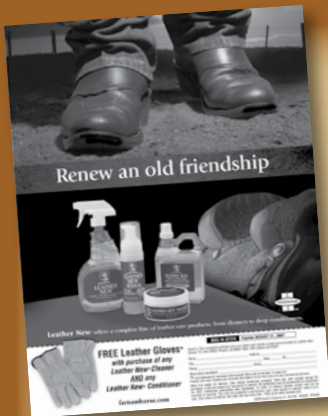
*A convenient and space-saving way to display the complete line of
Leather New products*

DISPLAY CONTAINS:

- 3 – Leather New® Liquid 16 oz
- 3 – Leather New® Foam 7 oz
- 3 – Leather New® Balsam 7.5 oz
- 3 – Leather New® Deep Conditioner 16 oz
- 25 – Leather Care Guides
- 1 – Leather gloves mail-in certificate pad



Promotional Support



Regional ads promote free gloves offer with Leather New® products during peak leather cleaning season.

Consumer Promotion



Get a FREE pair of leather gloves with the purchase of any Leather New® cleaner AND any Leather New® conditioner.



Informative leather care guides give customers tips on keeping their tack in top condition.



Mail-in certificates conveniently located on in-store POP or on the web for easy access.

Cleaners



Leather New® Liquid Glycerine Saddle Soap

- The original self-polishing saddle soap that cleans, softens & shines leather
- Removes embedded dirt & grime and dries to a long-lasting shine
- Won't dull or stain or leave a greasy residue



Leather New® Foam Cleaner and Polish

- Same amazing self-polishing formula as original Leather New in an easy-to-use, no mess pump foam applicator
- Cleans, softens, preserves & leaves a high-gloss shine
- Excellent for cleaning hard-to-reach areas
- Won't drip or run

Conditioners



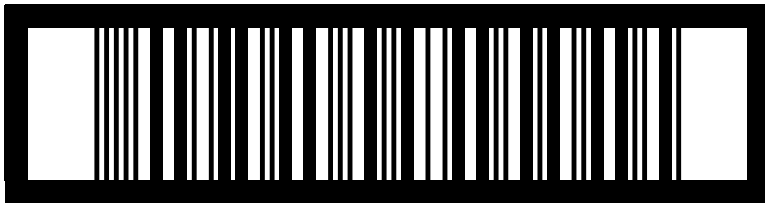
Leather New® Deep Conditioner/Restorer

- Once-a-month deep conditioner penetrates deeply to restore softness & pliability
- Leaves no greasy residue – won't harm stitching
- Resists & inhibits mold & mildew



Leather New® Balsam

- Convenient once-a-month deep conditioner & water repellent
- Penetrates leather to soften & restore suppleness
- Inhibits drying, cracking, mold & mildew
- Easy, no mess semi-solid application



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Display UPC

Leather New® Leather Care Products

Product	Item Number	# Per Case	Case Weight	Each UPC	Case UPC	Each Dimensions (L x W x H)	Case Dimensions (L x W x H)
Leather New® Liquid 16 oz.	32601	12	16.8 lbs.	086621326019	10086621326016	4.5" x 2" x 9.5"	14" x 9" x 10.25"
Leather New Liquid 32 oz.	32602	6	15.4 lbs.	086621326026	10086621326023	4.5" x 3" x 11"	9.75" x 9.75" x 11.5"
Leather New Liquid 64 oz.	32603	4	19 lbs.	086621326033	10086621326030	5.25" x 3.75" x 9"	11" x 8" x 9.5"
Leather New® Foam 7 oz.	3000454	12	8.2 lbs.	086621004542	30086621004543	2" x 2" x 7.75"	9" x 7.25" x 8.25"
Leather New® Deep Conditioner 16 oz.	3001409	12	14 lbs.	086621014091	10086621014098	4" x 1.75" x 7"	13.25" x 8.5" x 7.5"
Leather New Deep Conditioner 32 oz.	3001410	6	12.3 lbs.	086621014107	10086621014104	5" x 2.25" x 8.5"	11" x 7" x 9.25"
Leather New® Balsam 7.5 oz.	3005473	12	10 lbs.	086621054738	30086621054739	3.5" x 3.5" x 2"	12.625" x 8.75" x 6.875"

To order contact your salesperson or call Farnam at 1-800-548-2828



Farnam Horse Products
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