



In today's competitive swimming industry market, the **POWER of BASOC™** is a valuable addition to your business. Whether you are a retailer, owner, builder, installer, or service professional, you have the opportunity to impact your business' overall marketing message with BASOC ELEMENTS' consistent branding for an overall stronger value, and for building trust and customer loyalty.

## Why participate?

### BASOC Overview and Benefits

- Top quality products with USA produced brands.
- Easy-to-use, color-coded chemical format.
- Innovative packaging is designed with the consumer in mind.
- Attractive color-coordinated product categories in catalog.
- Consistent package sizes for easy customer prescriptions.
- Strong, professional only, brand identifiers.
- Consistent branding improves sales!

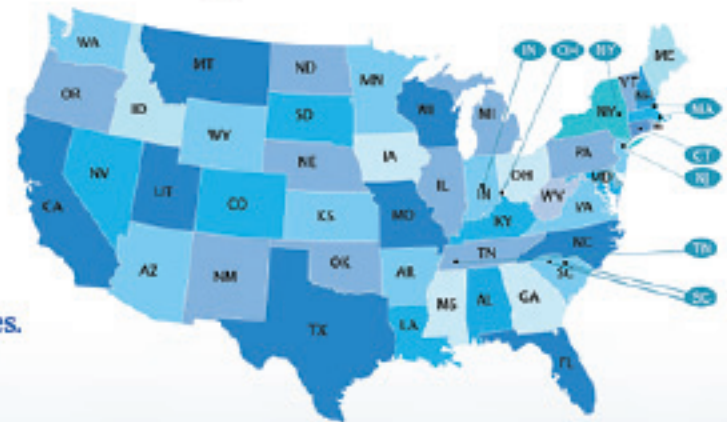


## Key reason.

### Valuable Business Tools To Be Competitive & Successful

- Exclusive chemical brand territories available.
- Extensive early buy benefits that you choose.
- Water analysis training and lab support.
- Annual educational and certification opportunities.
- Retail layout and design services.
- Attractive shelving and display materials programs.
- POP Marketing Kit - BASOC, item #25643. *(includes signs and shelf strips)*
- Branding awareness with discounted Wearables Programs.
- Unlimited marketing and support materials.
- Supported by the entire Imperial team, with extensive training and certification backgrounds!

*Reliable Product Deliveries With 10 Imperial Distribution Locations*



**Ask your local IMPERIAL BRANCH or REG. SALES DIRECTOR for your BASOC™ exclusive territory!**



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