

# **ILSCO IS THE** **CLEAR CHOICE.**

## *Spring Water Promotion*

### **GET READY FOR INCREASED AWARENESS AND SALES!**

After we rolled out our first Spring Water promotion, the response was very clear: it is different, fun, easy, and most importantly, it works.

This memorable ClearChoice promotion continues to be tremendously effective in strengthening our strategic industry positioning: IlSCO is the ClearChoice in providing innovative, proprietary solutions that save time and money.

With IlSCO's powerful national advertising support behind the ClearChoice message, our Spring Water promotion provides you with more high-impact opportunities to heighten brand awareness and increase sales for IlSCO ClearChoice connectors, tools and accessories.

### **START PLANNING NOW TO MAXIMIZE YOUR POTENTIAL.**

The IlSCO ClearChoice Spring Water promotion is kicking off this fall.

To take full advantage of this proven promotion, please contact your IlSCO representative today to schedule your ClearChoice Spring Water delivery.

Boost your IlSCO sales now. Nothing could be easier. There are no purchase requirements and no records to keep!



**ILSCO**  
[www.ilSCO.com](http://www.ilSCO.com)

# WHAT MAKES ILSCO THE CLEARCHOICE?

The introduction of the ClearTap® multi-tap connector continues to be a major success. Sales are increasing at record rates. Contractors love it and depend on it to make their jobs easy and fast.

Followed by a line expansion and the introduction of the distinctive RocketSplice® connector line, this growing family of IlSCO ClearChoice connectors now includes even more innovative connectors, tools and accessories that reduce inventory, simplify installation applications and save time.

Combined with our comprehensive selection of over 6,000 products, it is easy to see how the complete ClearChoice product line — led by industry favorites like those featured below — perfectly positions IlSCO as the ClearChoice Solution.

The result: Competition and related inventory are easily replaced with fewer SKUs, as fewer dollars of inventory cover the same application.



## CLEARTAP® CONNECTORS

With their transparent, flexible insulating covers, convenient dual-sided access, captive pressure screws and self-closing wire openings, there is simply no limit to what ClearTap can do. ClearTap's ingenious range-taking design completes any job with a simple selection from just 23 lightning-fast connectors, reducing both inventory and labor costs. Available from #14 AWG to 800 MCM.



## COPPER COMPRESSION CONNECTORS FOR TELECOMMUNICATIONS

This fall, IlSCO will introduce an expanded copper compression offering, featuring connectors uniquely designed for the telecommunications industry. Your IlSCO Regional Manager can fill you in on the details.



## THE ILSCO CLEARCHOICE SPRING WATER PROMOTION IS PERFECT FOR:

- COUNTER DAYS
- GOLF OUTINGS
- LOCAL TRADE SHOWS
- OPEN HOUSES
- PROMOTIONS



## ROCKETSPICE® CONNECTORS

RocketSplice, a ClearSplice® connector, is dual rated for copper or aluminum to 90°C and covers a conductor range from #14 to 500 MCM in just seven sizes. Its sleek design is ideal for installation in confined spaces, while the transparent insulating cover allows easy visual inspection, and its "trim-to-fit" tip ensures proper fit over cable insulation.



## SNAPBLOC® POWER DISTRIBUTION BLOCKS

SnapBloc modular power distribution blocks simply snap together and lock into place without tools. Dual rated SnapBlocs are available in 24 styles for conductor sizes #14 to 500 MCM, can be used with any combination of aluminum or copper conductors and are suitable for use in gutters, control panels, switchgear, motor controls and HVAC systems requiring multiple taps from the primary feed.



IlSCO • 4730 Madison Road, Cincinnati, Ohio 45227, U.S.A. • Phone: (800) 776-9775, (513) 533-6200  
 Fax: (513) 871-4084 • E-mail: sales@ilsco.com, Web site: <http://www.ilsco.com>

IlSCO of Canada, Ltd. • 1050 Lakeshore Rd. East, Mississauga, Ontario, L5E 1E4 • Phone: (905) 274-2341, Fax: (905) 274-8763

