

Fiatagri Hesston Prime brochure

These are images of a brochure from Fiatagri Hesston featuring company branded merchandise such as playing cards, match books, pens, and pencils. Colored photographs and text describes the merchandise for sale. This publication funded by the National Historical Publications and Records Commission through the Kansas State Historical Records Advisory Board.

Creator: FiatAgri

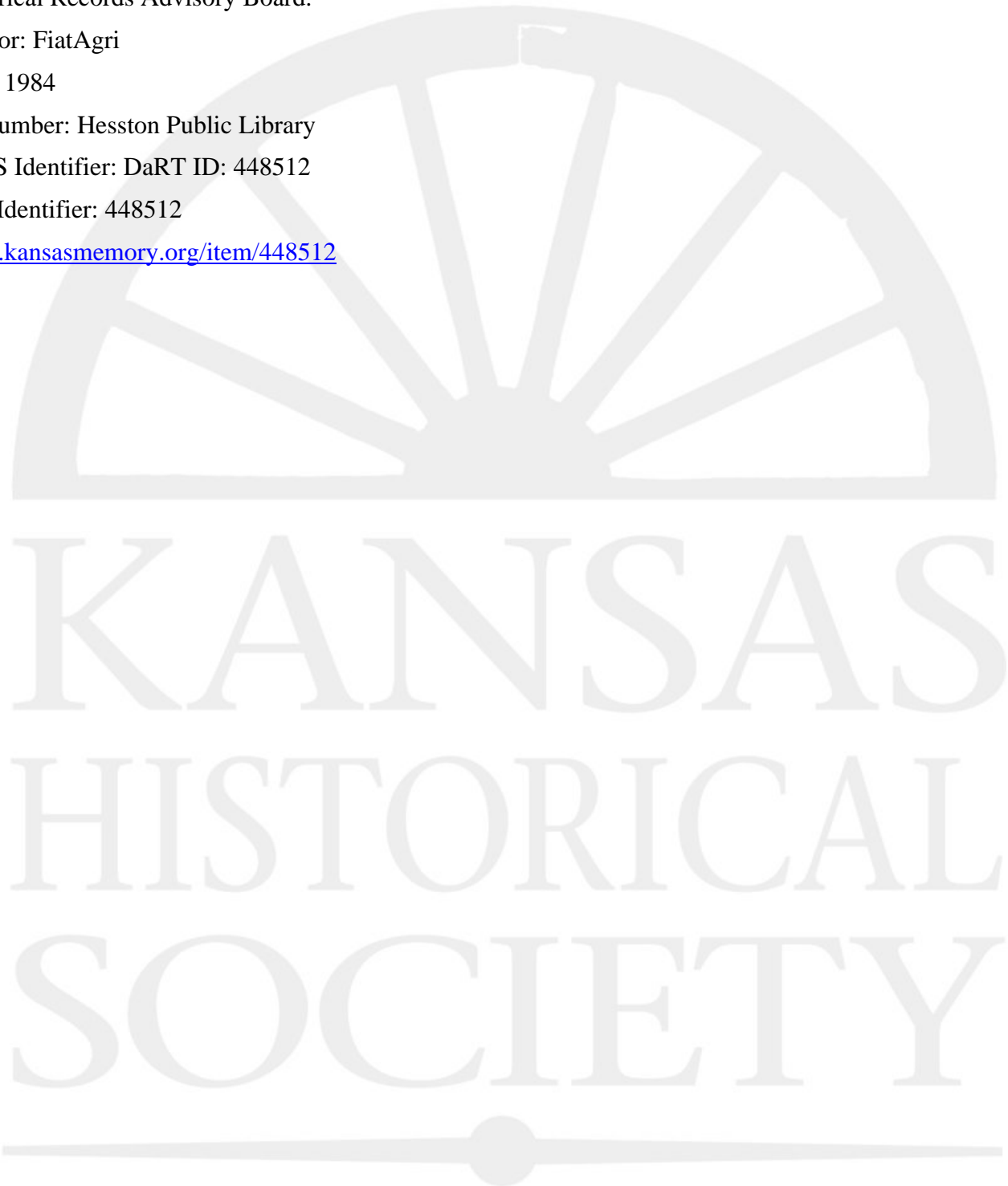
Date: 1984

Callnumber: Hesston Public Library

KSHS Identifier: DaRT ID: 448512

Item Identifier: 448512

www.kansasmemory.org/item/448512



HESSTON

PRIME • MERCHANDISING • PROGRAM



PREMIUMS

Fiatagri Hesston Prime brochure



HESSTON

First Impression, Personalized Premiums



PRIME
MERCHANDISING PROGRAM



A. Tractor Key Ring - Part No. 700500072

This SOF-TOUCH® key ring has a tractor pictured on one side and room for your dealership name on the other. Three lines available.

B. Playing Cards - Part No. 700500254

These plastic-coated playing cards feature the Hesston logo and your dealership imprint on the back.

C. Hesston Book Matches - Part No. 700500141

An exceptional value that really gets the word around, these matchbooks have room for three lines of imprint.

D. Bic Lighter - Part No. 700500142

America's number one selling lighter has an adjustable flame for thousands of lights, with Hesston logo and your three-line imprint.

E. Balloons - Part No. 700500020

These attention-getting balloons are screened with the Hesston logo and your three-line imprint. Decorate your showroom or give them to "future" customers.

F. Oven Mitt - Part No. 700500024

This 10" oven mitt is made of heavy, washable cotton padding with assorted prints on one side, dealership imprint in three lines on the other side.

G. Jar Opener - Part No. 700500255

A truly practical kitchen tool that lets you easily loosen any cap or lid. Three lines available for your dealership imprint.

H. Pan Scraper - Part No. 700500257

A super tough kitchen time-saver constructed of no-rust, no-stain nylon plastic. Won't harm no-grease surfaces. Three lines of imprint.

I. Pot Holders - Part No. 700500023

Heavy cotton padding with assorted prints on one side, room for your three-line dealership imprint on the other. All are six inches square.

J. Quick Vu Mirror - Part No. 700500252

This handy mirror is a favorite with the ladies and the imprinted vinyl case is a great advertising tool. Three lines of imprint available.

K. Yardstick - Part No. 700500021

A natural for every budget. This yardstick is made of the finest wood, sanded to a satin smooth finish. English scales on both sides. Can be imprinted with your three lines.

L. Sheaffer Pen & Pencil Set - Part No. 700500208

This famous Targa Line set by Sheaffer has won national acclaim for design and exceptional writing performance. Matte black with gold accents, laser engraved.



M. Garland Pen & Pencil Set - Part No. 700500206

The Ebony Crown Series by Garland features the Hesston name inlaid in the Prime colored top of the chrome pen and pencil.

N. Ritepoint Pen - Part No. 700500003

A most popular and inexpensive advertising pen, offering quality at a low price.

O. Waterman Pen - Part No. 700500136

This high quality line line felt tip pen comes in a stylish chrome design with the Hesston name imprinted. Refill cartridges are also available. order Part No. 700500298

P. Wooden Pencils - Part No. 700500019

A round, bonded wood pencil with straight grain and smooth sharpening. Room for your three line imprint below the Hesston logo.

Q. Wall Clock - Part No. 700500029

One of our most popular items, this 35" x 12" illuminated hanging wall clock will really stand out in your dealership showroom or behind your parts counter.

R. Styrofoam Cups - Part No. 700500127

Serve your customers in these standard-size thermo cups - with Hesston logo in Prime color.

S. Checkbook Clutch - Part No. 700500202

This attractive checkbook Balance Matter® features a built-in calculator that keeps track of your account even when turned off. Soft cover has a place for your pen and credit cards.

Fiatagri Hesston Prime brochure

To order, see the Hesston Dealers
PREMIUM ORDER FORM.

T. Literature Rack - Part No. 700500030
This circular design literature rack makes the ideal display for Hesston literature. Twenty position rack has a large Hesston logo at the top for high visibility anywhere in your dealership showroom.

U. Dealership Sign
This double-faced, molded plastic sign carries the new Hesston logo to identify your dealership to all prospects. Sign features rapid start fluorescent lamps and extruded aluminum housing. Please specify mounting required:
Hook Mounting - Part No. 700500026
Center Pole - Part No. 700500027
Rigid Mounting - Part No. 700500028
Flush Mounting - Part No. 700500052

V. Hesston Flag - Part No. 700500138
Tough nylon flags are double-reinforced to resist fraying - with brass grommets and the logo silkscreened on both sides.

W. Hesston Doormat - Part No. 700500253
Greet your customers with this attractive nylon polyester doormat. Backed with non-skid safety vinyl, and room for the name of your dealership. 20 characters and spaces maximum.

Flag Poles - Part No. 700500259
(Not pictured) Sturdy steel tube flag poles come in three six-foot sections for easy assembly.



Hesston Corporation Hesston, Kansas 67062

Litho in U.S.A.
© 1984, Hesston Corp.