



# The B2T\* Specialists

Marketing to professional tradesmen in the construction, industrial and MRO markets.

## THE WORK

After we get our hands dirty, we produce some very clean, professional work. The examples here are just a sampling of how we've helped our clients sell to the tradesman market. Check 'em out.

### GENERAL PIPE CLEANERS

#### New Duotone Look

Sonnhalter wanted to give General Pipe Cleaners' print and digital creative a completely new look and feel that felt more contemporary to today's audience. By using a duotone, high-contrast effect, Sonnhalter was able to develop creative that felt very modern and allowed the products in their distinct orange color to pop.



### MORTAR NET SOLUTIONS

#### Solutions are Here

Mortar Net Solutions is well known for their individual moisture management products, but the company wanted to introduce new communication messaging that further expanded their expertise in this field. Sonnhalter and Mortar Net developed messaging designed to elicit thought about wall failure and what happens if something isn't done correctly. The messaging would then present Mortar Net's flagship solutions and how they're ideal for eliminating these risks.



### KNIPEX

#### Legacy Matters

In order to accentuate the innovative features of KNIPEX's products, Sonnhalter developed creative that showed the products in use to display their ability to fit into tight spaces or grip a multitude of different workpieces. For the mobile jobber audience, Sonnhalter created bite-sized selling tips at the bottom of the ad to help when selling to potential customers.





# NOT AFRAID TO GET our HANDS DIRTY™

Marketing can be a dirty business. And that's exactly what we like about it. Because we serve companies that target professional tradesmen in the construction, industrial and MRO markets. People who work with their hands. Plumbers. Electricians. Machinists.

Selling to professional tradesmen in the construction, industrial and MRO markets requires a special expertise. That's where we come in. At Sonnhalter, our focus has always been on this niche. Been there. Done that. Will do it for you, too.

We call our specialty **B2T** Business-To-Tradesman. We know the manufacturers that sell to tradesmen. We know their businesses. Their distribution channels. And the media they use to deliver their messages. Our hands-on experience and knowledge of the industry set us apart from other marketing firms.

The bottom line is never losing sight of the main goals: to increase sales...and to grow businesses. We've been successfully doing both for the B2T market for more than 40 years. And we've never, ever been afraid to get our hands dirty doing so.

## CATEGORY EXPERIENCE

As the country's leading B2T advertising/marketing agency, we're experienced at helping manufacturers market their products and services to professional tradesmen, especially in the following key markets: construction, plumbing, electrical, HVAC/R, industrial and MRO.

With our background, we have a lot to offer...no matter what market or industry you're in. Listed are some of the other relevant categories where we have experience.

|                                |                                 |                           |
|--------------------------------|---------------------------------|---------------------------|
| Associations                   | Grinding                        | Plastics                  |
| Abrasives                      | Hand Tools                      | Plumbing                  |
| Automation/<br>Instrumentation | Hardware                        | Pumps                     |
| Automotive                     | HVAC/R                          | Rubber                    |
| Buying Groups                  | Hydraulics and<br>Pneumatics    | Safety                    |
| Cable/Conduit                  | Industrial                      | Sealants                  |
| Castings                       | Lighting                        | Snow Removal<br>Equipment |
| Ceramics                       | Locks/Latches                   | Stampings                 |
| Chemicals                      | Machining/<br>Finishing         | Storage                   |
| Clothing                       | Maintenance<br>Repair Operation | Telecom                   |
| Coatings                       | Manufacturing                   | Test and<br>Measurement   |
| Construction                   | Material Handling               | Tooling                   |
| Cutting Tools                  | Metal Finishing                 | Utilities                 |
| Dies                           | Mining                          | Waste<br>Management       |
| Electrical                     | OEM                             | Welding                   |
| Firefighting                   | Oil, Petrochem,<br>Gas          | Windows<br>and Doors      |
| Fittings and<br>Fasteners      | Packaging                       | Work Truck<br>Equipment   |
| Flooring                       | Paints and Painting             |                           |
| Forgings                       |                                 |                           |
| Government                     |                                 |                           |

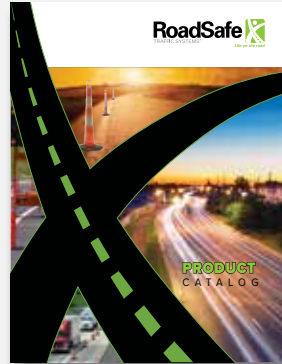
Industrial Electrical  
HVAC/R MRO Plumbing  
Construction Safety



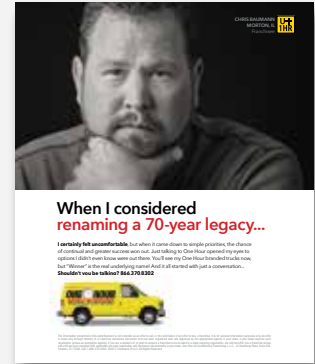
KAPRO



GERBER



ROADSAFE



ONE HOUR HEATING &  
AIR CONDITIONING



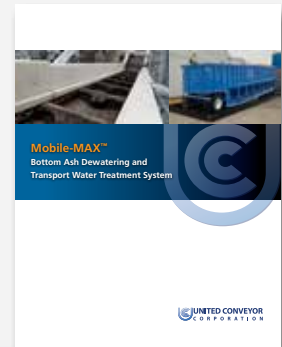
LEGACY PIPELINE  
SERVICES, LCC.



OSBORN



VIEGA



UNITED CONVEYOR  
CORPORATION

If you like what you see, let's get together. We'll show you how you will clean up when we get our hands dirty. For more samples and information, visit [sonnhalter.com](http://sonnhalter.com)

**sonnhalter**  
Not Afraid To Get Our Hands Dirty™