



The B2T* Specialists

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

WHAT MOTIVATES THESE GUYS?

IT'S A DIRTY BUSINESS

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.

To understand what motivates these guys, we go to the places where they work. Onto the construction sites. And into the factories. We ask them questions. Listen to their challenges. And, we actually use the tools and equipment they use. That means rolling up our sleeves. Digging into their businesses. And yes, even getting our own hands dirty.

OUR SPECIALTY

We call our specialty B2T marketing. 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.

EXPERIENCE + KNOWLEDGE

The combination of hands-on experience and knowledge of the industry sets us apart from other marketing firms. That's why our clients consider us an extension of their marketing departments. And in some cases, we are their marketing departments. It's also why we have such long-term relationships with our clients.

THE BOTTOM LINE

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

HVAC/R INDUSTRIAL - ELECTRICAL
MRO SAFETY
PLUMBING
CONSTRUCTION

As the country's leading B2B 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	Government	Plastics
Abrasives	Grinding	Plumbing
Automation/Instrumentation	Hand Tools	Pumps
Automotive	Hardware	Rubber
Buying Groups	HVAC/R	Safety
Cable/Conduit	Hydraulics and Pneumatics	Sealants
Castings	Industrial	Snow Removal Equipment
Ceramics	Lighting	Stampings
Chemicals	Locks/Latches	Storage
Clothing	Machining/Finishing	Telecom
Coatings	Maintenance Repair Operation	Test and Measurement
Construction	Manufacturing	Tooling
Cutting Tools	Material Handling	Utilities
Dies	Metal Finishing	Waste Management
Electrical	Mining	Welding
Firefighting	OEM	Windows and Doors
Fittings and Fasteners	Oil, Petrochem, Gas	Work Truck Equipment
Flooring	Packaging	
Forgings	Paints and Painting	

OUR CLIENT EXPERIENCE

YOU'RE KNOWN BY THE COMPANY YOU KEEP

We think our clients have the best jobs in the world... marketing to the professional tradesmen. Because that's exactly what gets us excited, too. Nothing beats seeing how tools are manufactured and then, in the hands of professional tradesmen, used to build our world.

It's more than just hammers and screwdrivers. Sonnhalter clients make, and do, everything from the obvious tradesmen products to the highly specialized tradesmen services.



CLIENT TESTIMONIALS

Not only are our clients really nice people to work with... they say the nicest things too. We could tell you all about the kind of work we do and the quality of service we provide. But our clients say it so well, we thought we'd let them tell you.

"Proven ROI...Sonnhalter is customer-centric focused by looking out for a client's best interest in helping to attain goals while achieving maximum output and results."

—Larry Wegner, Molex

"Working with members of the Sonnhalter team is as seamless as working with members of our internal team. They understand our industry, our business, our brand, our products and our internal processes."

—Adina Barnes, Viega

"Sonnhalter was hired to assist us with our public relations efforts. Basically, they took us from 0 to 100 mph in less than a year."

—Steve Ciani, UniCarriers (Nissan Forklift)

"If you are looking to market your products to the trades, Sonnhalter is the go-to agency to get it done right."

—Alan Sipe, Knipex Tools

"Hands down, it's the people because they know their \$#!+."

—Bill Jarrell, Brennan Industries



"Sonnhalter has helped focus and refine our finite advertising budget. They don't mind telling you if they feel an ad opportunity is not a good use of your money."

—Pickett Council, Council Tool

"Sonnhalter is clearly the market leader in agencies focused on the 'trade.' They fully understand our customers and our customers' customer."

—Jeff Naymik, Osborn

THE SONNHALTER TEAM

Sonnhalter's crew of professionals brings a wealth of experience dirtying their hands with just about any B2B job you can imagine. They're dedicated...they're focused...and they love to roll up their sleeves (if they happen to be wearing long-sleeve shirts) and dig into the businesses of their clients.

The Sonnhalter staff averages 20+ years with the agency, with some employees having more than 30 years here. That adds up to 275+ years of B2B experience. In an industry where job-hopping is common, that is a remarkable number. It shows that Sonnhalter has an environment where employees pursue careers, not just hold jobs.

OUR LOCATION

Featuring modern, industrial décor, the 5,000-square-foot office located in the "Brownell" building, a historic building stationed in Cleveland's Gateway District on 1320 Sumner Avenue. Brownell was originally built in 1883 as a schoolhouse, and is currently on the national historic registry list.



S E R V I C E S

B2B AREAS OF EXPERTISE

- Strategic Collaboration
- Channel Marketing Programs
- New Product Launches
- Sales Promotion and Support
- Brand Development and Integration

OTHER KEY SERVICES

- Advertising
- Art/Design
- Case Histories/Testimonials
- Collateral
- Content Marketing
- Copywriting
- Feature/Technical Articles
- Interactive Marketing
- Marketing Strategy
- Media Planning and Buying
- Media/Influencer Relations
- Photography
- Public Relations
- Social Media
- Videos
- Web



PARTNERS AND STRATEGIC ALLIANCES

We know what we're good at. That's why we've set up partnerships with great companies, each of which has a special area of expertise. For you, that means a broader span of services and expertise for every marketing area where you may need help.

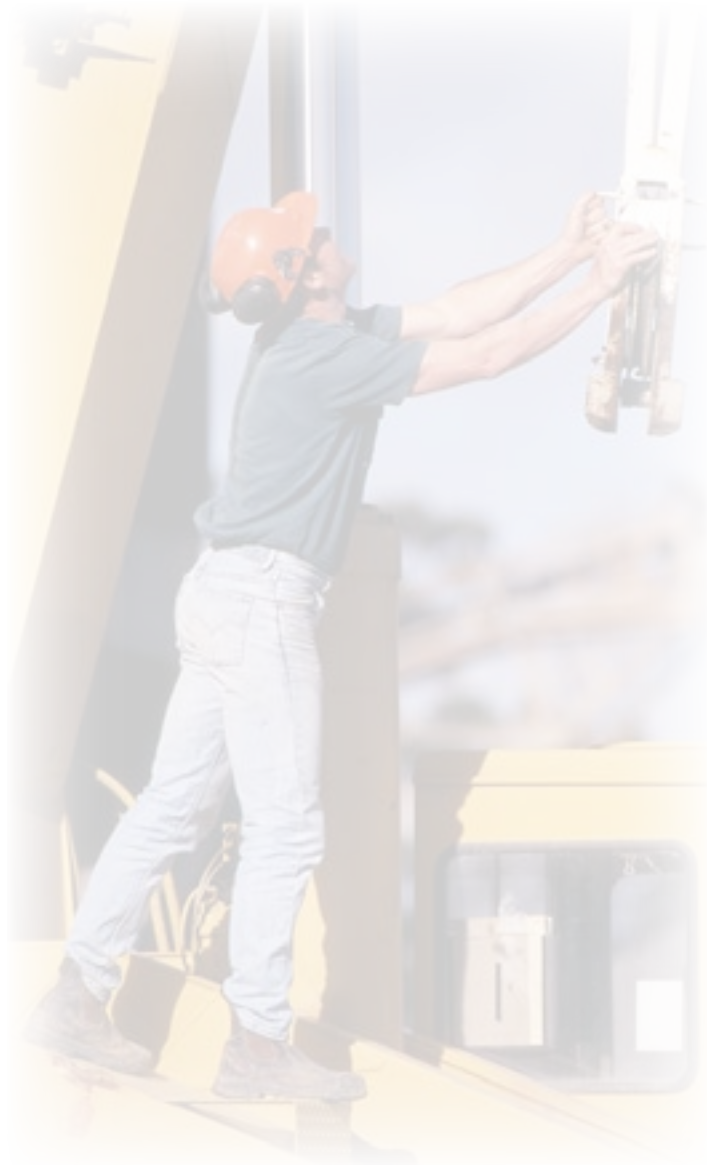
This partnering allows us to outperform our competitors because we offer more. Instead of trying to be a jack-of-all-trades, we tap into the knowledge of people who are experts in their fields. With this business model, we provide expertise at every level.

Long & Short Of It

Marketing research and customer insights

K6 Digital Marketing

Digital marketing



D.I.R.T.Y.
(OUR PROCESS)

As our slogan states, "We're not afraid to get our hands dirty." That's why we use our D.I.R.T.Y. approach for every project we dig into.

D I R T Y

Digging into the business—rolling up our sleeves, getting our hands dirty.

D I R T Y

Investigating the problem, challenge, market and target.

D I R T Y

Reviewing and developing the strategy and overall plan.

D I R T Y

Tactics and executional phase.

D I R T Y

Yardstick—measuring results, adjusting and refining.

OUR BLOG

With our Tradesmen Insights Blog, you'll find tips, trends and tales of what it takes to market to professional tradesmen. But our B2B tips are just the tip of the iceberg of what we offer. Read the blog and learn how to increase your sales and grow your business every single day.

Visit: sonnhalter.com/blog



TRADESMEN INSIGHTS

MARKETING TO PROFESSIONAL TRADESMEN IN THE
CONSTRUCTION, INDUSTRIAL AND MRO MARKETS

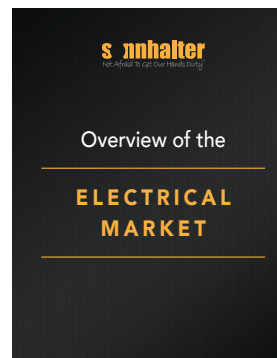
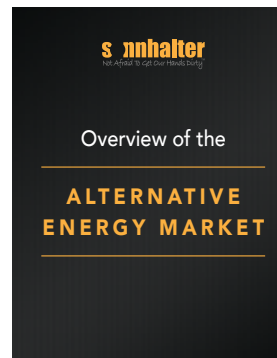
MARKET OVERVIEWS

Sonnhalter offers helpful Market Overviews for some of the key business-to-tradesmen industries. These include information on key trade shows, industry associations, buying groups, training providers, distribution, industry publications, online resources and more.

To download any of these Market Overviews, visit:

sonnhalter.com/market-overviews

- [Alternative Energy](#)
- [Construction](#)
- [Electrical](#)
- [HVAC](#)
- [Industrial/MRO](#)
- [Plumbing](#)



MARKETING INSIGHTS

MARKETING TIP SHEETS

Sometimes all it takes is a spark. In manufacturing AND in marketing. Looking to add a new element to your efforts? Seeking a starting point on a new project? Then download a Tip Sheet today.

We've grouped the best articles from our long-running Tradesmen Insights Blog on specific topics so you can quickly and easily get inspired, and hopefully catch lightning in a bottle.

Check out the tip sheets at

snnhalter.com/tradesman-insights/tip-sheets/

HERE ARE SOME OF OUR RECENT TIP SHEETS:

[10 Tips for Effective Social Media Practices in Reaching Today's Tradesmen](#)

[Trade Show Marketing Tip Sheet](#)

[8 Tips for Making Customer Service a Priority in Your Marketing](#)

[6 Ways to Make Sure You're Using Multimedia Effectively](#)

[9 Tips for Using Public Relation to Further Your Message and Marketing](#)

[8 Tips on How to Connect with Contractors](#)

[11 Tips on How to Market to Contractors](#)

[12 Tips for Reaching Contractors with Social Media](#)

[9 Tips for Integrating Content into Your Marketing Mix](#)



INSIDER'S GUIDES

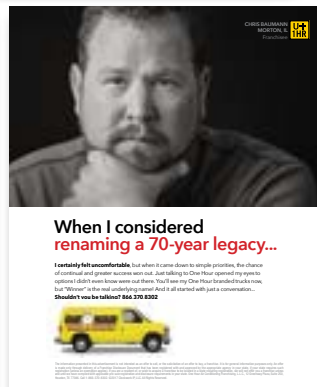
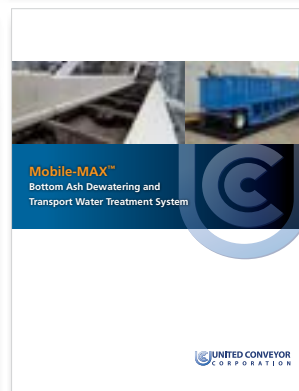
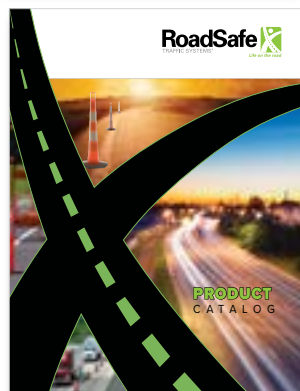
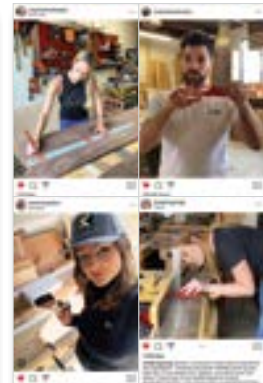
We caught up with our friends in each city and got their recommendations to create these guides that help you cut through the clutter and find the best restaurants, nightlife and sights.

Check out the Insider's Guides at
sonnhalter.com/insiders-guides/



OUR WORK

Check out what we've done for others. If you like what you see, let's get together. We'll show you why our work works so well. And, why we can do the same great work for you.



INTEGRATED CAMPAIGN

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.



CUT THE CORD AND KEEP ON WORKING

Gen-Eye X-POD Plus™

Now you can inspect drain lines far from a power source. The Gen-Pack battery adapter allows up to 12 hours of remote operation with limited access to power. The Gen-Pack is also sold separately.


But wait, there's more. You can now record onto a flash drive or send the recording to your customers with the built-in Wi-Fi transmitter. Also, you can track just how far the camera has traveled down the line with the on-screen distance counter.

For more information, visit www.drainbrain.com/XPodPlus, or call the Drain Brains® at 800-245-6200.

Visit us at CMPX Booth #2109

General PIPE CLEANERS

The toughest tools down the line.™



INTRODUCING THE NEXT GENERATION FLEXIBLE SHAFT MACHINE

Flexi-Rooter®

General has rethought high-speed, flexible shaft machines. The stronger, stiffer shaft lets you clean a wider range of drain lines, up to 75 feet long. It's flexible enough to negotiate 2" lines yet tough enough to clear roots in 4" lines.

General's unique ClogChopper® cutter in combination with the carbide tipped chain cutter makes a formidable combination, capable of clearing the toughest stoppage.

The built-in variable speed motor with foot pedal control makes the machine easier to operate. And the shaft is field repairable. It's everything a flexible shaft machine should be.

To learn more, visit www.drainbrain.com/Flexi-Rooter, or call the Drain Brains® at 800-245-6200.

General PIPE CLEANERS

The toughest tools down the line.™



Prevents BASEMENT FLOODING

General PIPE CLEANERS

The toughest tools down the line.™



Drain-It®

WITH AUTOMATIC FEED

General PIPE CLEANERS

The toughest tools down the line.™



CLOG QUESTIONS?

Ask the Drain Brains. www.drainbrain.com

General PIPE CLEANERS

The toughest tools down the line.™



General PIPE CLEANERS

The toughest tools down the line.™

INTEGRATED CAMPAIGN

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.





WIRE
STRIPPING
REDEFINED




KNIPEX – Tools Designed With Your Profits in Mind

<p>MOBILE JOBBER SELLING TIPS</p>	<ul style="list-style-type: none"> Screw cutting holes with no threading required: just push and cut 6-32 and 8-32 screws fast! Shear cutting blades give you a better cut and require 25% less effort on NM-B and BX/MC cables. Locating ridges make it easy to find the right stripping hole. Features wide gripping jaws made for twisting wires.
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For stripping and cutting both solid and stranded wire between 10 and 20 AWG, the KNIPEX Forged Wire Stripper is a cut above conventional wire strippers.

See the New Forged Wire Stripper in Action! <http://bit.ly/KNIPEXFWs>



©2021 KNIPEX facebook.com/knipex.us
KNIPEX Quality – Made in Germany





PERFECTING
PUSH-BUTTON
PUMP PLIERS
SINCE 1984

KNIPEX – Tools Designed With Your Hand in Mind

38 years ago, in 1984, KNIPEX released the first design of the now famous Cobra® push-button pump pliers—able to grip any fastener shape *tighter* and stay *locked on* until you let it go! Over the years, the Cobra Pliers have evolved into what they are today—the finest pump pliers you can buy. With more than 23 products ranging in 8 sizes from 4" - 22" and 5 handle styles, we have the perfect tool for any application. When it comes to function, feel and future reliability, professionals prefer the *original* Cobras.

Lock into the legacy—KNIPEX locking push-button pliers.

See the newest Cobra® in action: bit.ly/3l114ds

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THE ORIGINAL PUSH-BUTTON

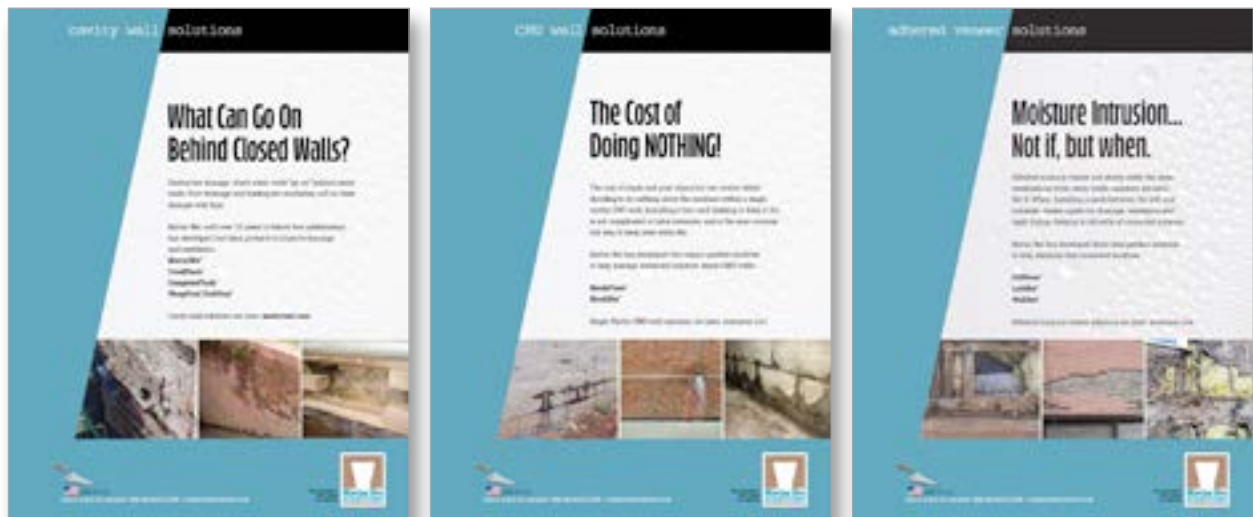
KNIPEX Quality – Made in Germany

INTEGRATED CAMPAIGN

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.



INDIVIDUAL PIECES

KAPRO

For an influencer program with Kapro Tools, Sonnhalter worked strategically in finding and pitching woodworking, DIY and contractor influencers in the U.S. and Canada who would be willing to use Kapro products on upcoming builds and give honest opinions on the product's features. Within the first year of the program, the number of Kapro's Instagram followers tripled, and the company has greatly increased its presence and credibility across many crucial online communities.



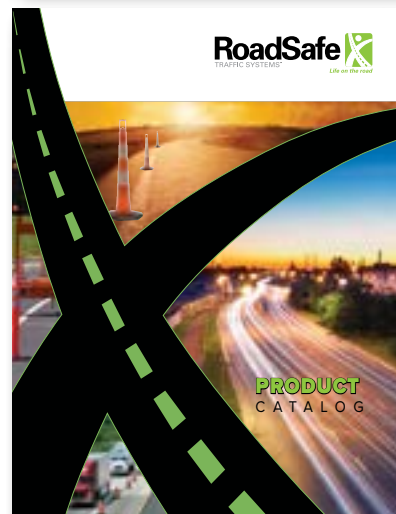
GERBER

Sonnhalter helped reinforce the Gerber brand through the design, colors and copy to show that Gerber's Avalanche looks good in any restroom. The ad also highlights how the Gerber Avalanche flushes even better than its competitors' pressure-assist models.



ROADSAFE


Sonnhalter created an 80-page product catalog that provided an overview of RoadSafe's traffic control and pavement marking products. Through design, colors and copy, Sonnhalter instilled cohesive branding across the catalog.



INDIVIDUAL PIECES

ONE HOUR HEATING & AIR CONDITIONING

Sonnhalter created a personalized integrated campaign to connect with business owners to discuss potential benefits from joining the One Hour franchise. The ads and brochure highlight some of the key concerns and benefits business owners faced when deciding it was time to talk with One Hour.



CHRIS BAUMANN
MORTON, IL
Franchisee **U+1HR**

When I considered renaming a 70-year legacy...

I certainly felt uncomfortable, but when it came down to simple priorities, the chance of continual and greater success won out. Just talking to One Hour opened my eyes to options I didn't even know were out there. You'll see my One Hour branded truck now, but "Winner" is the real underlying name! And it all started with just a conversation...


Shouldn't you be talking? 866.370.8302



The information presented in this advertisement is not intended to be an offer to sell, or a solicitation of an offer to buy, a franchise. It is the general information presented solely for informational purposes. It is not intended to be a contract, and it is not intended to be a representation of the company's ability to provide the services described. The information presented in this advertisement is not intended to be a contract, and it is not intended to be a representation of the company's ability to provide the services described. The information presented in this advertisement is not intended to be a contract, and it is not intended to be a representation of the company's ability to provide the services described.

LEGACY PIPELINE SERVICES

Sonnhalter designed the Legacy Pipeline Services website to provide an overall look and feel for the brand. Sonnhalter also developed the website copy to tell the Legacy Pipeline story, communicate natural gas advantages and share testimonials.



LEGACY
THE NATURAL GAS ADVANTAGE

GET A FREE CONSUMPTION

Why We Are

The Natural Gas Advantage

OSBORN

Sonnhalter created a four-page brochure that overviewed Osborn's problems/solutions approach and customer case histories. The ultimate goal was to give their customers an evaluation and make recommendations on how they could help to improve the process and ultimately the final product.



CUTTING **SANDING** **GRINDING** **CLEANING** **REPAIRING** **FINISHING**

FROM START TO FINISH

Why From Start To Finish? Because Osborn is the only supplier that can cover your surface finishing needs from the first cut to the final finish.

For over 100 years, we've worked with distributors and end users to develop and deliver surface finishing solutions, and our new line of abrasive discs only makes Osborn solutions more complete.

Find out how dealing with one supplier from start to finish can benefit you. Contact your local Osborn rep today to find out about our aggressive From Start To Finish rebate campaign and our commitment product rehabilitation and training service that can help you and your customers From Start To Finish.

parties.osborn.com

osborn
FROM START TO FINISH

INDIVIDUAL PIECES

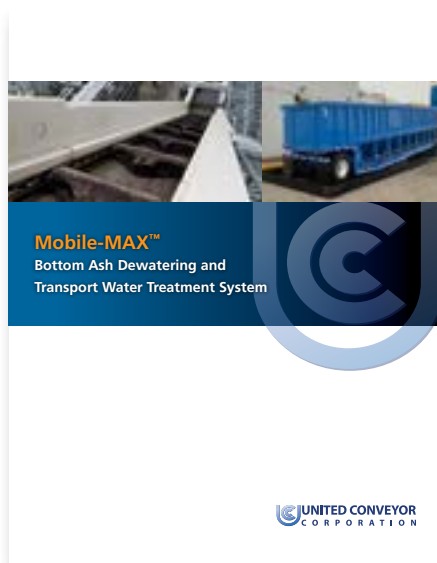
VIEGA

Sonnhalter developed an integrated campaign for the relaunch of Viega's stainless steel press product for the industrial market. This campaign included an advertising campaign, targeted direct mail, a press tour, press kit, testimonial stories and media relations. The product relaunch received more than 6 million impressions and more than 2,000 inquiries about the system.



UNITED CONVEYER CORPORATION

Our mission for United Conveyor Corporation was to create an updated look and feel for all UCC's collateral materials, which was integrated into the design of over 30 brochures to date. By sticking to a modern design and precise messaging, UCC's new materials are clean and easy-to-read.



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