

# RAMBO®

## Blanket Trade-In 2012

Trade in your used turnout blanket – any brand, in any condition – to get \$50 off the purchase of any new Horseware® Rambo® turnout! Visit us in person or online to see our great Rambo® selection – truly the best your horse can get.

Offer valid from October 1 - November 30, 2012



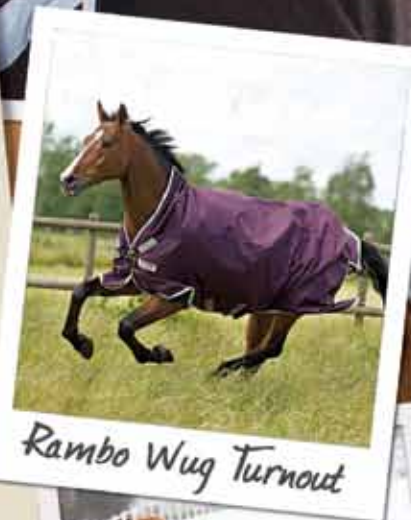
Rambo Supreme



Rambo Original



Rambo Optimo



Rambo Wug Turnout



**Placement for  
Dealer Logo,  
Dealer Name  
and Additional  
Dealer Info**

*Dealer Store Info:  
Address  
Phone Numbers  
Email Address  
Web Address*

# RAMBO® Blanket Trade-In 2012

## Rambo® Trade-In 2012

***Celebrating 27 Years of the World's Most Loved Turnout Blanket*** - Horseware is offering customers the opportunity to upgrade any brand of turnout for a new Rambo turnout.

In 1985 Rambo became the blanket of choice for horse owners worldwide, and some of these original Rambo blankets are still in daily use today. Horseware is extending the opportunity to trade in any used turnout for a \$50.00 credit against a new Rambo turnout of any style (discontinued and closeouts not included).

Please read the specific requirements below and sign the attached document below to register.

## Why Get Involved?

- Increase your shop's traffic at the beginning of the winter season.
- Reward loyal customers and focus the attention on the durability of the Rambo Turnout.

## Promotion Procedure

- The customer returns their old (clean) turnout (any brand, any style) to a participating retailer and receives a trade-in allowance of \$50.00 off the price of any new (any style) Rambo turnout.
- Retailers can donate the used turnouts to a local charity if desired.
- At the end of the promotional period the retailer receives a credit for 50% of the trade-in allowance (\$25.00) from Horseware for each Rambo turnout sold under the program up to a maximum of those invoiced to them between 1st of July and 30th of November 2012 (discontinued and closeouts not included).

## Terms and Conditions

### Consumer Obligations

The consumer must complete the trade-in certificate for the retailer to qualify for the allowance on offer. On receipt of the trade-in certificates, Horseware reserves the right to contact the consumer, directly, for validation purposes.

### Retailer Obligations

To participate in the program please complete and sign the form where indicated by 9/30/2012.

Return the trade-in certificates to Horseware by 12/10/2012 to qualify for the appropriate credit together with proof of purchase of the new rug.

Trade-in allowance is offered in accordance with above instructions during the trade-in period, 10/01/2012 –11/ 30/2012.

The net price advertised on the Rambo Turnout must carry the details of the offer.

### Horseware Obligations

At the end of the promotional period, Horseware will issue a credit to the retailer in accordance with the quantity of correctly completed trade-in certificates up to a maximum of those invoiced to the retailer between the period 07/01/2012 and 11/30/2012.

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**Please complete, sign below and return to:**

**susan.angle@horseware.com OR Fax: 877-329-4982**

**Horseware Ireland, PO Box 6328, Kinston, NC 28501 or Fax 877-329-4982**

Retailer Code: \_\_\_\_\_

Retailer Name: \_\_\_\_\_

I have read and understand the terms and conditions of this promotion

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

# RAMBO® Blanket Trade-In 2012

**RAMBO®**  
**Blanket Trade-In 2012**

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*Placement for Dealer Logo, Dealer Name and Additional Dealer Info*

*Dealer Store Info:*  
 Address  
 Phone Numbers  
 Email Address  
 Web Address

*Rambo Supreme*  
*Rambo Original*  
*Rambo Optima*  
*Rambo Wug Turnout*

## TEMPLATE DEALER AD / FLYER ARTWORK

**RAMBO®** Blanket Trade-In 2012

Old Turnout Trade-In Voucher (any style, any brand)

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Brand, Style & Color of Trade-In Blanket \_\_\_\_\_

Style & Color of Rambo® Blanket Purchased \_\_\_\_\_

Retailer Name Where Purchased \_\_\_\_\_

Authorized Retailer Signature \_\_\_\_\_

Check if consumer does not want to be contacted in the future.

Proof of purchase must be attached for voucher to be valid.

*Rambo Plus Turnout*  
*Rambo Optima Turnout*  
*Rambo Supreme Turnout*  
*Rambo Wug Turnout*

## CERTIFICATE VOUCHER

# RAMBO® Blanket Trade-In 2012

**Old Turnout Trade-In Voucher** (any style, any brand)

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Telephone** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Brand, Style & Color of Trade-In Blanket** \_\_\_\_\_

**Style & Color of Rambo® Blanket Purchased** \_\_\_\_\_

**Retailer Name Where Purchased** \_\_\_\_\_

**Authorized Retailer Signature** \_\_\_\_\_

Check if consumer does not want to be contacted in the future.

**Proof of purchase must be attached for voucher to be valid.**

