

QuipTips

MONTHLY INSIGHTS, HUMOR,
NEWS YOU CAN USE, AND MORE!



Observational Quote

It's the repetition of affirmations that leads to belief. And once that belief becomes a deep conviction, things begin to happen.

—Muhammad Ali

Repetition makes reputation and reputation makes customers.

—Elizabeth Arden

Insights

A Good Message Works Best When Repeated Often

Beware of Boredom. If you're doing it right — saying the same thing over and over — you will get bored of hearing yourself speak long before your message sinks in with consumers. In fact, financial institutions frequently pull the plug on their marketing messages prematurely...

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Humor

I never make the same
mistake twice 😊



I make it 5 or 6 times,
just to be sure 😜

Featured Product

Company Logo Decals

As you've probably noticed by now, our theme for the March edition of QuipTips is "Strategic Repetition". We'd like to continue down that road with our featured graphics product of the month. It's the beginning of March. The ground in many parts of the country is starting to thaw.



You contractors up north are ready to get back to digging, paving, and building, our rental company customers are anxious to get more machines out of the yard and into the field, and our used equipment dealers are prepping machines recently purchased machines for customers ready to snap up them to, "complete their fleet" for the coming months. So, no matter who you are you are and what Industry Category you serve in, it's safe to say that everyone is either anxious to get back to work, OR for our southern friends, anxious to keep on keeping on at digging, trucking, paving, renting, or selling equipment.

And THAT brings us back to the subject of "Useful Repetition". Getting your name out there and onto the visible surfaces of every machine you rent, sell or operate is a fantastic and inexpensive way to build "brand awareness" for your business. All the "major players" in the industry know this. You can see their logos emblazoned big and bold on machines they operate, sell or rent. Some go so far as to paint their machines in a specific color AND brand them with their own logo and contact information. Branding of this type is measured in "impressions per day" ...the number of fresh eyes on your machine, branded with your message each and every day.

So... what about you? Are you ready to use the power of "strategic repetition" to your advantage?

So...what about you. Are you ready to use the power of "strategic repetition" to your advantage. Our team of experienced design, and production specialists is ready to help you get your company's name, logo, and message on every machine you have. So that every machine you have becomes a "Brand Ambassador" for you. Let us help you to "get seen and get sold" by planting your company message on the fertile soil of your prospects mind. We've already helped hundreds of companies across the country place their message, their logo, and their promise onto machines that are seen by thousands of people each day. We're here to do the same for you. Take advantage of our March Special to "dip a toe in the water" or let us build out a full-on graphics campaign to turn each of your machines into mobile messaging centers. Contact a QuipCal sales rep today to discuss how you can begin that process.

See our special of the month below, OR contact us today for a consult, to talk over ideas, or to get a quote on some new company decals for your fleet of equipment and trucks.

This Month's Special Offer

Reference Code: Logos-2024

Get a cool **\$75.00 OFF** your first order of company decals of \$400.00 or more. This special is for a first-time purchase of company decals.

Repeat customers. If you already purchase company decals from us, get **\$50.00 OFF** your next order of company decals of \$350.00 or more.

Dip a toe in the water. Let us work with you to create a mockup for a company decal and receive individual samples of several design options.

Just curious. Receive a free sample sheet of mini company decals we've produced for other customers. Produced on the same film we'll use to create your new decal.

Offer available through April 6th, 2024!

Only for Email Subscribers. Please specify the Reference Code when ordering to receive your discounted price.

**Call Now to Learn
More!**

Upcoming Events

National Demolition Association
Meeting and Show

Mar 6 - Mar 9, San Antonio, TX

Mid America Truck Show

Mar 21 - Mar 23, Louisville, KY

World of Asphalt

Mar 25 - Mar 27, Nashville, TN

Expo Richmond (Forestry Industry Show)

Apr 12 - Apr 13, Richmond, VA



Build Expo (Building & Contracting Show)

Apr 24 - Apr 25, Dallas, TX

Marcum New York Construction Summit

May 8, Woodbury, NY

Florida Asphalt Convention

Jun 13 - Jun 16, Hollywood, FL

**National Association of Women in
Construction Conference**

Aug 14 - Apr 17, Chattanooga, TN



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