

Winning at the Point of Sale

Partnering with Distributors



Marketing Initiatives

One of our three core strategies is to “Win at the point of sale”. We define this not only as delivering durable and dependable products to first responders, but also by being a supportive partner to our distributor network.

We’ve recently started introducing a series of new marketing initiatives in order to better serve our distribution partners. We’ve just launched a bi-weekly newsletter and developed a Distributor Portal. These tools provide you with the latest news and resources coming out of FOL-DA-TANK. The goal of these initiatives is to develop our company’s brand and deliver resources to educate and assist in transactions.



Growing Our Brand

FOL-DA-TANK is the originator of portable drop tanks for fire fighting. We have a reputation that goes back nearly 70 years. In order to “win at the point of sale” we need to leverage our long history of success. We were recently featured on the cover of the International Fire & Safety Journal. We’ve joined trade organizations within our industry such as FEMSA and have become active in the community.



New Marketing Initiatives

- Bi-weekly newsletter
- Distributor Portal – home to downloadable product images, evergreen social media posts, the latest news coming out of FOL-DA-TANK, and more
- Shareable Moments & how-to videos
- Featured article in IFSJ (above)
- Targeted email campaigns

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Providing Resources

The Distributor Portal is a page hosted on our website that is home to a number of resources. This page is updated regularly with our latest marketing materials, success stories and educational resources. These tools are designed to prepare you and your team to talk about, post and sell FOL-DA-TANK products.



This is just a portion of the resources available, and we are always coming out with more!

In order to win at the point of sale we not only deliver durable and dependable products. We're also working to increase our brand recognition and develop resources to be the best partner possible to our distributor network.



Resources Included

- [Product Catalog](#) – A great resource with a comprehensive list of products we sell and their specifications
- [Updated FOL-DA-TANK Logos & Product Photos](#) – In 2021 we completed a comprehensive company rebranding effort. This is the best place to get high quality images of our logos and products for your website, catalog or store.
- [Brand Standard](#) – Part of the 2021 rebranding effort, we also introduced a 'Brand Standard'. This dictates all the proper procedures to follow when using the FOL-DA-TANK branding.
- [Social Media Posts](#) – We've developed several evergreen social media posts specific to the firefighting industry. Feel free to use these across your social media platforms, and don't forget to give us a follow!
- [Customer Content](#) – These are '1-sheeters' or product specific fliers that highlight different features and customizable options that we offer.
- [Downloadable Videos](#) – There are a few videos available for download that include simple how-to's and shareable moments, videos that highlight an initiative we've recently instated or a goal we've achieved.