## **MARKETING RESOURCE CENTER**

Have you visited the American Standard Marketing Resource Center (MRC)? The MRC offers a variety of informative materials for consumer marketing, dealer knowledge, training purposes, signage needs, and so much more.



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Close more deals at the kitchen table with our consumer-focused product literature. Consumer focused literature not only helps raise brand awareness, it helps you tell a story. Share the story of trust and reliability that comes with investing in you and in an American Standard system.

## Top 5 American Standard Consumer Literature Brochures used by other dealers

- Air Conditioners SKU 10-1112
- Heat Pumps SKU 10-1113
- 90% Furnaces SKU 10-1173
- Air Handlers SKU 15-4142
- **80% Furnaces** SKU 10-1111

## Visit the MRC by going to ASDealerNet, then choosing Marketing Center and Order Marketing Materials.

**DID YOU KNOW?** You can use the number at the bottom corner of any material to find exactly what you're looking for!









