TRADESMEN REWARDS SPEND MONEY, REDEEM PRIZES



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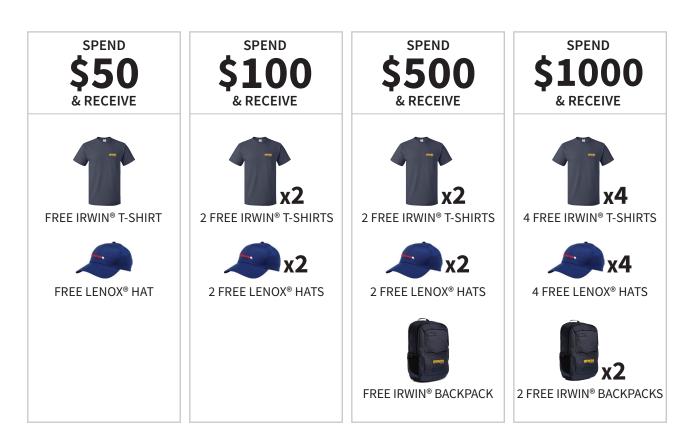
What is the Tradesmen Rewards Program?

The Tradesmen Rewards Program is our way of rewarding our users with free IRWIN® and LENOX® merchandise for your purchases of IRWIN® and LENOX® products through our distribution partners.

How do I redeem in the Tradesmen Rewards Program?

After purchases of IRWIN[®] and LENOX[®] products, go online to TradesmenRewards.com, enter your redemption information, and upload a copy or image of your invoices.





REDEEM ONLINE AT TRADESMENREWARDS.COM

TRADESMEN REWARDS

Rewarding those who build our homes, roads, businesses, and schools. Tradesmen are the backbone of our nation and deserve to be recognized.



TRADESMENREWARDS.COM



WANT TO WIN A FREE POLARIS RANGER® ETX?

ENTER THE "TELL US YOUR IRWIN® AND LENOX® STORY CONTEST"

Go online to TradesmenRewards.com and tell us in 150 words or less how IRWIN[®] and/or LENOX[®] tools impact your daily life. Additional prizes include 5 Apple iPads and 2 70" LED flat-screen TVs. See the Official Rules for full details.

