



IOWA | [AUSTINRICHARDSDESIGN.COM](http://AUSTINRICHARDSDESIGN.COM) | [ARICHARDSDESIGN@GMAIL.COM](mailto:ARICHARDSDESIGN@GMAIL.COM) | [@AUSTINRICHARDSDESIGN](https://www.instagram.com/AUSTINRICHARDSDESIGN)

# GOODBYE WINTER HELLO SPRING.

Kicking off 2022 I led the full creative for our Spring Apparel campaign, Goodbye Winter Hello Spring event. I was the creative lead on this campaign, executing full branding, art direction, photo direction and working with a team of 4 creatives to execute this campaign. This multi-medium campaign stretched across print pieces, social media, website deliverables and email marketing. This campaign ran for two weeks and led to our most successful campaign since our Black Friday/Cyber Monday campaign (page 25).

GOODBYE  
WINTER

# Hello Spring ZIPS.COM

Celebrate the arrival of spring with new spring apparel from Zip's AW Direct. We offer a great selection of hi-vis apparel, workwear and accessories to match the changing seasons.

Learn more at:

[ZIPS.COM/HELLOSPRING](https://ZIPS.COM/HELLOSPRING)

## 1. Rain Gear

Jacket: **WK-S372** | Pants: **WK-S374**

## 2. Sweatshirts

Shown: **GSS-70137014**

## 3. Shirts

Shown: **GSS-5123**

## 4. Vests

Shown: **ML-15651566**

## 5. Accessories

Hat: **ML-282 SAFARI HAT**

Gloves: **HVG05-GLOVES**



Personalize  
with us, too!



**AWDIRECT**

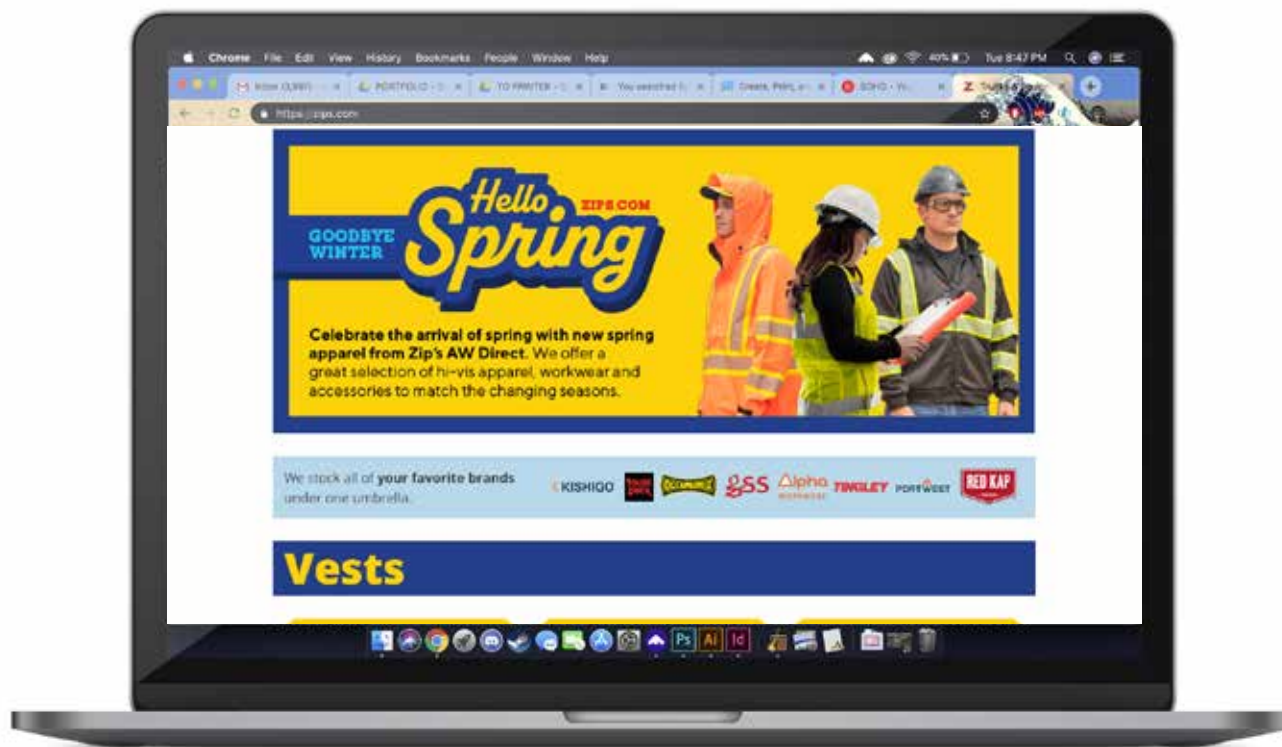
[ZIPS.COM](https://ZIPS.COM) | 800-222-6047 | FREE SHIPPING ON \$100+ ORDERS

REF #: 04-22-10

GOODBYE  
WINTER

# Hello Spring

ZIPS.COM



GOODBYE  
WINTER

# Hello Spring

See details!



Featuring Hi-Vis Vests, Shirts, Rain Gear, Work Pants, Work Shirts, Work Vests, and more!

GOODBYE WINTER

## Hello Spring

ZIPS.COM

Spring is here! Shop spring apparel from Zip's AW Direct.

Makes sure your crew is visible and protected this spring with new hi-vis apparel from Zip's AW Direct. We stock a large inventory of vests, shirts, sweatshirts, pants and rain gear to help you stand up to the elements. We also carry quality work wear from several name brands. [Click here](#) to start shopping.



GOODBYE WINTER

## Hello Spring

ZIPS.COM

Spring is here! Shop spring apparel from Zip's AW Direct.

Working in the dust, dirt and mud all day can take a toll on your workwear. Replace those worn out shirts, pants and coveralls today with a great selection of apparel at Zip's AW Direct. We carry quality products from such trusted brands as Tough Duck, Kishigo and Red rag. Start shopping below or online at [Zips.com](#).



GOODBYE WINTER

## Hello Spring

ZIPS.COM

### Spring Swings.

Shown:  
Sweatshirt: M, 8310 | Shirt: GSS-8120

Spring is here! Shop spring apparel from Zip's AW Direct.

Spring brings temperature swings. Adapt to the changing conditions with layered apparel from Zip's AW Direct. Use four new styles in stock, plus a wide selection of sizes, so you already know and trust. Shop below or visit [Zips.com](#) today!

Shop our Hello Spring apparel now!

Shop our favorite sweatshirt & shirt pairs!



## Hi-Vis Safety Apparel

## No Rain Delays.

WORK  
KING  
SAFETY

## Hi-Vis Pockable Black Rain Gear

## No rain delays.

- Quick-release hood
- Adjustable Sleeve Cuffs
- 2" W silver reflective tape with 4" W contrast backing
- Dual microphone loops

Get dirty, but look clean in this black Work King Hi-Vis Pockable Rain Jacket! This jacket is waterproof, breathable and made from ripstop material for a longer lifespan. Be safe by being seen with the segmented stripes design. This jacket is easily stored by being folded into its own pocket! Both the jacket and pants are made from 500D/600D Mil® 24H material for safety. Specify size S-3XL, Fluorescent: ANSI/ISEA 107-2015 Rated Type R, Class 3 compliant, Black: ANSI/ISEA 107-2015 Rated Type O, Class 1 compliant.

Item #	Description	Color	Size	List Price	Our Price
WK-SJ011	Jacket	Black, Orange	S-3XL	\$59.99	\$4.99
WK-SP021	Pants	Black, Lime, Orange	S-3XL	79.99	\$4.99

WORKING  
KING  
SAFETY  
Size to  
5XLAdjustable  
suspenders  
on rain pants.  
OVR-JACKET  
OVR-PANTS

## OCCUNOMIX

## OccuNomix Class 3 Rain Jacket &amp; Rain Pants

## Breathable and waterproof three-layer construction

- Polyester shell, poly cotton liner, sealed seam membrane
- 2" W reflective striping
- Inflatable hood on jacket
- Full length two-way zippers on pants

Jacket features two zippered side pockets and one zippered sleeve pocket. Pants have two front pockets and one back pocket. Specify item size M-5XL. Jacket: ANSI/ISEA 107-2010 Class 3, Pants: ANSI/ISEA Class E.

Item #	Description	Color	Size	List Price	Our Price
OVR-JACKET	Jacket	Lime	M-5XL	139.75	\$4.43
OVR-PANTS	Pants	Lime	M-5XL	109.93	\$7.54

## ALPHA

## Alpha

Photochromic lenses  
glow in the dark

## Alpha Workwear Glow-in-the-Dark Rain Jacket &amp; Pants

## Three levels of visibility with VisLite® Dual Technology

- 2-3" W ultra-reflective silver stripes with photoluminescence
- Elastic waistband with toggle-and-pull for a custom fit
- Back bottom helix to keep dirt and grime

Jacket features a full length zippered front with strap-close storm flap and roll-away hood. Pants include two pass-through pockets and zippered cuffs with adjustable straps. Jacket: Specify item's chest size M-4XL, shorts: Specify item's waist size M-4XL. Jacket: ANSI/ISEA 107-2010 Class 3 compliant, Pants: ANSI/ISEA 107-2010 Class E compliant.

Item #	Description	Color	Size	List Price	Our Price
ARJ268-JACKET	Jacket	Lime/Black	M-4XL	127.15	\$6.09
ARJ268-PANTS	Pants	Lime/Black	M-3XL	45.03	\$6.74
			4XL	56.43	\$5.54

## Hi-Vis Safety Apparel



## ML Kishigo Worker's Economy Rain Suit

## Waterproof material with seam-sealed construction

- Side and full rain suit, Connect separate
- 2" W reflective striping
- Non-marking snaps and zipper

Jacket features lower front patch pockets and zippered storm flap closure and adjustable wrist cuffs. Pants have adjustable leg cuff straps. Specify size S-M, L-M, 2XL-3XL, 4XL-5XL. Jacket: ANSI/ISEA 107-2010 Class 3, Pants: ANSI/ISEA 107-2010 Class E.

Item #	Color	Size	List Price	Our Price
ML-RW1071	Orange	S-M	44.00	\$3.99
		L-M	44.00	\$3.99
		2XL-3XL	47.40	\$4.99



## Work King 3000 Class 3 Rain Jacket

## Windproof and waterproof outerwear

- Polyester ripstop fabric with polyurethane coating
- 2" W reflective striping with 4" W contrast backing
- Detachable hood with draw cord
- Main pocket storage

The 3000 safety rain jacket from Work King is waterproof and windproof. Dual-flap flaps for moisture protection and rear vents for breathability. Dual microphone loops. Specify size S-5XL. ANSI/ISEA 107-2015 Type R, Class 3.

Item #	Color	Size	List Price	Our Price
WK-8372	Green, Orange	S-4L	64.99	\$8.99
		2XL-3XL	89.99	\$4.99
		4XL-5XL	74.99	\$8.99

# SAFETY ESSENTIALS CATALOG.

While at Zip's AW Direct I was able to work on multiple catalogs. The one where I led the design was our, "Safety Essentials" mini catalog. Majority of the design direction and large full page ads were led by myself. **The catalog as a whole is 95 pages long. I have highlighted some of my favourite sections.**

# Make it your own.



Elevate your business with personalized apparel. Whether you're outfitting yourself or your whole crew, Zip's AW Direct is now your one-stop shop for high-quality, personalized apparel to enhance your company's image. Purchase your safety vests, caps, jackets and work shirts through us, and we will add your company's logo and graphics through our convenient printing and embroidery process.

## Customize in 3 easy steps via [zips.com](https://www.zips.com)!

### 1 Select apparel size and color.

(on apparel detail page)

Size  
- Select -

Color  
- Select -

Customize It

### 2 Click "Customize It"

(on apparel detail page)

Size  
- Select -

Color  
- Select -

Customize It

### 3 Use the online designer to make it your own.



To learn more, visit [zips.com/makeitmyown](https://www.zips.com/makeitmyown) or call 800-222-6047 to place your order.



#### EMBROIDERY

A timeless technique involving needles and thread, our embroidery machines can attach your artwork onto work shirts, hats, jackets and other apparel. The contrasting, raised threads will add another dimension to your logo, graphic or design.



#### APPAREL PRINTING

Using inkjet technology, our direct-to-garment printer applies specialty, water-based inks directly onto your apparel, allowing for precise lettering and intricate design work. This option provides flexibility for orders with limited quantities.



#### VINYL HEAT PRESS

Our heat press process involves two steps. We first cut your desired graphic or lettering. That vinyl design is then transferred from the paper to the garment via heat press. Hi-Viz ANSI approved printing options available!

““  
””

I have been thrilled with the work they have done! Their communication is wonderful throughout the designing and ordering process, they have been flexible with me when I decide to switch something up with my designs, and they have worked very hard to help me pick apparel items that fit my needs.

EMMA; NEW HAMPTON, IA





## Hi-Vis Safety Apparel

White Supplies Last



ANSI/ISEA  
Class 3  
3XL

KEY

### ANSI Class 3 Full-Zip Sweatshirt

Contrasting orange trim increases visibility

- 100% heavyweight polyester fleece
- Three-piece hood
- Overlaid hand pockets
- Striped reflective striping

Specify Men's chest size: M-3XL, ANSI/ISEA 107-2010 Class 3

Item #	Color	Size	List Price	Our Price
TG-87938	Lime	L-3XL	62.48	49.97



ANSI/ISEA  
Class 3  
5XL

TINGLEY

### Tingley Class 3 Black Pocket Full-Zip Hooded Sweatshirt

Black pockets and cuffs hide dirt and grease

- 100% polyester
  - 2" W collar reflective tape
  - Two pockets
- Designed for comfort and visibility. Specify Men's chest size: S-5XL, ANSI/ISEA 107 Class 3.

Item #	Color	Size	List Price	Our Price
TG7-SWEATSHIRT	Lime Orange	S-5XL	78.24	62.98



ANSI/ISEA  
Class 3  
5XL

KEY

### Utility Pro Class 3 Full-Zip Hooded Sweatshirt

Lightweight, comfortable wear

- Teflon™ fabric protector repels water, stains and odor
- Hand warmer pockets and hood with drawstring
- 100% polyester. Machine wash and dry. Specify Men's chest size: M-5XL, ANSI/ISEA 107-2010 Class 3 compliant.

Item #	Color	Size	List Price	Our Price
OTB72	Lime/Black	M-5XL	78.24	62.99

Teflon™ is a trademark of The Chemours Company FC, LLC.



ANSI/ISEA  
Class 3  
5XL

KEY

### ML Kishigo Black Series Class 3 Pullover Hooded Sweatshirt

Perfect blend of function, comfort and style

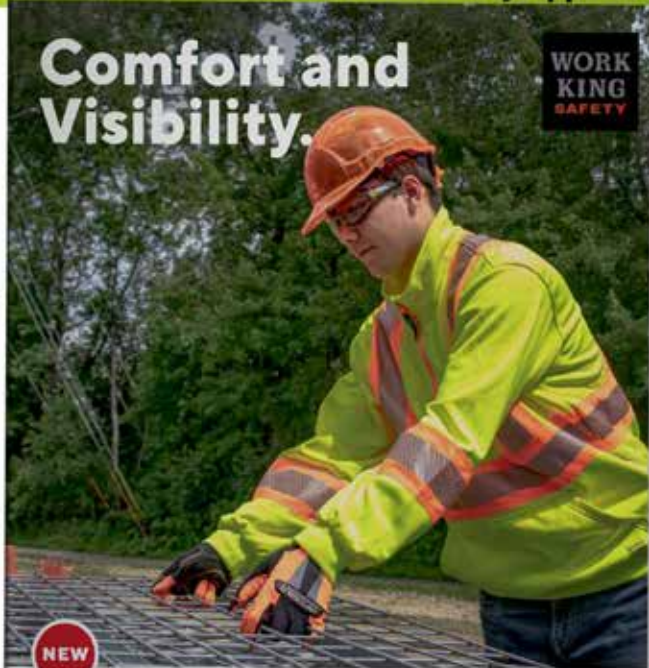
- Heavyweight polyester material
  - 2" W unobscured reflective striping
  - Rib-knit cuffing
- Solid black material at the bottom provides contrast, hides dirt and offers a sporty look. A large front pouch keeps your hands warm, and the hood's soft arched mesh lining offers warmth and protection from the wind. Specify size M-5XL, ANSI/ISEA 107 Rated Type R, Class 3 compliant.

Item #	Color	Size	List Price	Our Price
ML-85142143	Lime Orange	M-5XL	94.99	75.99

## Hi-Vis Safety Apparel

# Comfort and Visibility.

WORK  
KING  
SAFETY



NEW

### Work King 1/4 Zip Pullover

100% polyester with an anti-pill finish

- 2" segmented reflective heat transfer material with 4" contrast tacking
- 1/4" front nylon zipper
- Kangaroo patch pocket with inside media pocket
- Rib-knit waist and cuffs. Machine washable. Specify Men's chest size: XS-3XL, Orange & Green. ANSI Rating: Type R, Class 2 - CSA: Class 2, Level 2; Black. ANSI Rating: Type O, Class 1 - CSA: Class 1, Level 2.

Item #	Color	Size	List Price	Our Price
WK-579	Lime Orange, Black	XS-3XL	84.99	69.99



# KUM & GO ADVERTISING CAMPAIGN.

**I was given the opportunity to create social media ads, a print ad, and a brochure for Kum & Go's & Rewards card.** Each design follows Kum & Go's clean and simple established brand. Keeping everything a simple red and white and making sure everything had that signature Kum & Go feel.

CONNECT WITH US

100,000+ PEOPLE CAN'T BE WRONG

@KUMANDGO



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SIGN ME UP!

RETURN TO ANY KUM & GO LOCATION AND WE'LL HAVE YOU UP

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

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_





**Kum & Go** @kumandgo Follow

Happy Member Appreciation Month! All &Rewards members can enjoy \$1.50 Redbulls, \$0.50 Slushees, and \$5 Medium 1-Topping pizzas all month long!

**& Rewards** MEMBER APRECIATION MONTH

Not a Member? Join Today!  
rewards.kumandgo.com

**Kum & Go** @kumandgo Follow

&Rewards Members can enjoy \$5 LARGE 1-Topping Pizzas This week only!

**& Rewards** MEMBER EXCLUSIVE DEAL

Not a Member? Join Today!  
rewards.kumandgo.com

RETWEETS 3 LIKES 4



**Kum & Go** @kumandgo Follow

Isn't it time the pump gave back to you? &Rewards Members can earn a \$0.10 per gallon discount, always. Really.

EARN A PER GALLON DISCOUNT OF 10¢

**Kum & Go**

**& Rewards**

IT'S ABOUT TIME THE PUMP GAVE BACK TO YOU

Not a Member? Join Today!  
rewards.kumandgo.com

**Kum & Go** @kumandgo Follow

Made fresh daily. Really. &Rewards members can enjoy daily deals through our app like this one, \$1.50 fresh delly sandwiches.

\$1.50 MADE FRESH DAILY. REALLY.

**& Rewards**

DOWNLOAD THE APP TODAY FOR MORE DEALS.

Not a Member? Join Today!  
rewards.kumandgo.com

# WORK HARD SPRING EVENT

**Zip's AW Direct features a yearly Work Hard event to celebrate and give back to it's loyal customers.** I was given the opportunity to create various print collateral, web pieces and be apart of the overall design and campaign branding for this event. I was responsible for some of the photography and a majority of the art direction on this campaign.



ZIP'S AW DIRECT  
**WORK HARD**  
 — 2019 SPRING EVENT —

A 24/7 operation is not for everyone. **You work hard.** The phone rings. You answer. We understand the **sacrifices** made and your **commitment** to the job which is why we work hard everyday to **build you the best trucks** on the road.

Make sure to check with Zip's before buying a truck - let's make a deal!

For all your hard work, Zip's AW Direct would like you to **rest easy**. Visit [Zips.com/WorkHard](http://Zips.com/WorkHard) for your chance to **win!**

**Grand Prize Vacation for 2**

VISIT  
**ZIPS.COM/WORKHARD**  
 & WIN

**\$1,000** shopping spree

**\$500** shopping spree

**\$1,500** zips.com shopping spree

**Get spring ready.**

FREE SHIPPING  
**ZIPS.COM**  
 ON \$100 ORDERS

Zip's AW Direct has a vast variety of **Hi-Vis** styles and brands that will get you through any work day and safely back home again. Order your **spring and summer safety gear** at [Zips.com](http://Zips.com) today!

**NEW Vest**  
 # ML-1710



**Rain Gear**  
 # WK-51051



**Shirts**  
 # WK-5392



**Sweatshirts**  
 # ML-J5142



**AWDIRECT**

Save on **Quantity Discounts** at [Zips.com](http://Zips.com)






**ZIP'S AW DIRECT**  
**WORK HARD**  
— 2019 SPRING EVENT —

A 24/7 operation is not for everyone. **You work hard.** The phone rings. You answer. We understand the **sacrifices made** and your **commitment** to the job which is why we work hard everyday to **build you the best trucks** on the road.

Stop and chat with a Zip's Sales Consultant to buy your next truck—**let's make a great deal today!**

For all your hard work, Zip's AW Direct would like you to **rest easy.** Visit [Zips.com/WorkHard](https://Zips.com/WorkHard) for your chance to **win!**




**Grand Prize Vacation for 2**

[ZIPS.COM/WORKHARD](https://Zips.com/WorkHard)

**\$1,000** Zip's gift card

**\$500** Zip's gift card

**\$1,500** Zips.com shopping spree



**ZIP'S AW DIRECT**  
**WORK HARD**  
— 2019 SPRING EVENT —







**ZIP'S AW DIRECT**  
**WORK HARD**  
— 2019 SPRING EVENT —

A 24/7 operation is not for everyone. **You work hard.** The phone rings. You answer. We understand the **sacrifices made** and your **commitment** to the job which is why we work hard everyday to **build you the best trucks** on the road.

Stop and chat with a Zip's Sales Consultant to buy your next truck—**let's make a great deal today!**

For all your hard work, Zip's AW Direct would like you to **rest easy**. Visit [Zips.com/WorkHard](https://Zips.com/WorkHard) for your chance to **win!**



**Janet**  
Sales Consultant  
Zip's AW Direct

**Brian**  
Sales Consultant  
Zip's AW Direct

**Tiffany**  
Sales Consultant  
Zip's AW Direct



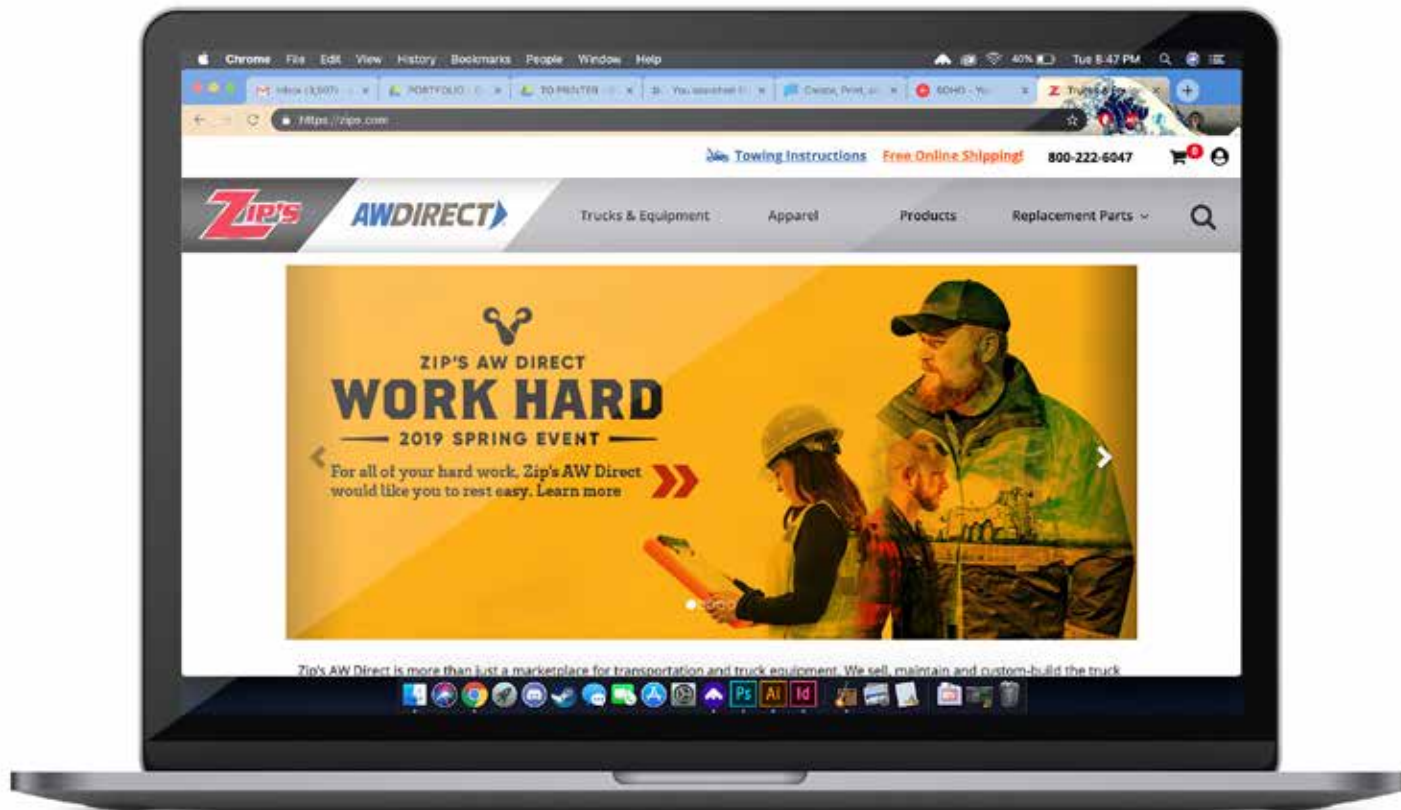
**Grand Prize Vacation for 2**

ZIP'S.COM/WORKHARD

**\$1,000**  
Zip's.com shopping spree

**\$500**  
Zip's.com shopping spree

**\$1,500**  
Zip's.com shopping spree





**ZIP'S AW DIRECT**  
**WORK HARD**  
 — 2019 SPRING EVENT —

The graphic features a woman in a white hard hat and safety vest holding a clipboard, and a man in a green jacket and cap. The background is a warm, yellowish-orange gradient with faint images of construction equipment.

**Zip's**  
 Page Liked · April 28 ·

In towing and recovery, there's no such thing as regular business hours. The phone rings. You answer. You work hard. At Zip's AW Direct, we understand that commitment and dedication. It's the same passion and determination we bring to work every day to build you the best equipment to do your job.

**SIGN UP FOR ZIP'S WORK HARD EVENT:**  
<https://zips.com/workhard>

**Suggested Posts**

**AW Direct**  
 led to 37 & 289.1  
 The extra strong yet ultra lightweight Polycarbonate shell offers UV ray protection on these hard hats! SHOP...

**#TIPTUESDAY Jerr-Dan Corporation**  
 #tiptuesday Increase productivity and versatility with the Jerr-Dan Side Recovery System (SRS) which allows yo...

**Lynch Truck Center**  
 No matter what the weather if it is rain, snow, sun or sleet we have the truck for your fleet! Click the link for a walk arou...

Write a comment...

# SHIPPING STUFFERS

**Zip's AW Direct features monthly four-page pack in shipping stuffers to send with every order.** I am responsible for all the designs on each of these stuffers as well as copy direction to our copywriter. These are quick, high-level, turn around projects, often the max time I have to work on these is three days.



## Introducing GUNI WHEEL™

NEW from Zip's AW Direct.

Presenting the GUNI WHEEL™ Universal Wheel Replacement System. This temporary wheel provides short-term mobility to vehicles with missing or damaged wheels. Mobility means profit with the GUNI WHEEL™. Learn more at [Zips.com/GunWheel](http://Zips.com/GunWheel)

- ✓ **Tow operators** will spend less time on the side of the road.
- ✓ **Auto body shops** can protect expensive wheels in the paint booth.
- ✓ **Auto repair shops** can free up floor space while waiting on parts.



## Heavy-Duty Tow Light.

This 36" lime green Lite It wireless LED tow light from Custer Products is ideal for towing larger vehicles like buses, box trucks or tractor-trailers. Item #: LW26.

- Dimensions: 36"W x 6"L x 6.25"H
- 1,000-foot transmitting range
- Stop/Tail/Turn lights
- 20-hr. run time per charge
- Seven-way transmitter
- Hard-wired DOT LED lights



## Buy or sell your truck.

When it's time to upgrade your truck, Zip's Used Truck Marketplace is just the spot to sell, buy or trade your pre-owned trucks and trailers—directly with your fellow operators!

- ✓ **Looking to sell?** Five easy steps to get your used truck listed in just minutes.
- ✓ **Looking to buy?** Search with our friendly filtering system.
- ✓ **Deal directly with the seller/buyer.** Peer-to-peer transactions.

Go to [Zips.com/Marketplace](http://Zips.com/Marketplace) to sell or buy a truck!



WE'RE OPEN

**Zip's**

**AWDIRECT**

[Zips.com](http://Zips.com) | 800-222-6047

## QUALITY AND VALUE COME STANDARD.

TOWING ESSENTIALS BY ZIP'S



Towing products by Zip's offer great quality at an affordable price. Stretch your dollars further with this essential lineup at [ZIPS.COM](http://ZIPS.COM)

- Tie-Down Straps
- Wheel Lift Straps & Tie-Downs
- V-Chain & V-Strap Assemblies
- J-Chain Assemblies

### Shop our top-sellers!



Zip's 6-Point Tie-Down w/ Chains  
Item #: 2TD-800C  
Length: 14' & 18'  
List Price: \$169.00 | **As low as: \$127.00**



Zip's J-Chain Assembly with 10" J Hook & Mini J Hooks  
Item #: 2JC-10JGMJ  
Length: 6, 8, 10, 12'  
List Price: \$39.00 | **As low as: \$47.00**



Zip's Wheel Lift Tie-Down Strap with D-Ring  
Item #: 2TDS-D  
List Price: \$19.00 | **As low as: \$7.49**

FREE SHIPPING  
[ZIPS.COM](http://ZIPS.COM)  
QUANTITY DISCOUNTS

\*Some shipping restrictions apply. ©2016 Custer Products. All rights reserved. Custer Products may not be liable for the content of any third party posting on the website.

## Shifting Gears to Motorcycle Season.

Warmer weather means motorcycles are coming out of hibernation. Get ready for increased two-wheel traffic this year with Motorcycle Towing Supplies from Zip's AW Direct. Visit [Zips.com](http://Zips.com) and click on Towing Accessories to find motorcycle-related products in store for you.



**Motorcycle Caddy**  
Item #: ITD-1412  
Our Price: \$79.99



**CONDOR**  
**Motorcycle Self-Loader**  
Item #: CP-SL7000 VLS&SO  
Starting Price: \$409.99



**Zips**  
**Motorcycle Wheel Lift Sling Kit**  
Item #: MCS04W  
Our Price: \$65.99



**LINAI**  
**Motorcycle Tie-Down Strap**  
Item #: LA-000400  
Starting Price: \$13.99

Lengths to 60"



## Reach for the best.

RimSling's lightweight, flexible and compact construction will prove itself superior to yesterday's traditional lifting and rigging solutions.



Lifting and Recovery Slings



Shipping Container Slings



Soft Shackles

**RimSling**  
THE COMPACT ORIGINAL

## Adapt to the weather.

Cool mornings tend to yield warm afternoons. Be ready to adjust to the Spring weather with hi-vis safety apparel from Zip's AW Direct. Discover your work options at [Zips.com/apparel](http://Zips.com/apparel)



Shirts  
605-1633

Item #: G65-9123  
Size: S-XXL  
List Price: \$12.49  
Our Price: \$13.99



**G65 Safety Short Sleeve T-Shirt**  
w/ Black Bottom, Birdseye microfiber breathables and moisture wicking. Left chest pocket.

Item #: BK-1590  
Size: S-4XL, LT-2XLT  
List Price: \$62.40  
Starting Price: \$41.99



**Red Kap Hi-Visibility ColorBlock Ripstop Short Sleeve Work Shirt**, 4.25 oz., ripstop 60% polyester 30% cotton.

Item #: ML-19807596  
Size: S/M-L/XXL  
List Price: \$12.49  
Our Price: \$13.99



**ML Kwikigo Class 3 Economy Polyester Mesh-Vest**, Single pockets, 2" W reflective strip with contrast backing.

Item #: ML-B-SERIES  
Size: S/M-L/XXL  
List Price: \$24.80  
Our Price: \$19.99



**ML Kwikigo Enhanced Visibility Multi-Pocket Mesh-Vest**, Zippered front closure reinforced with durable webbing, 1" W reflective material.

Item #: WK-SPO21  
Size: XS-SXL  
List Price: \$19.24  
Starting Price: \$9.49



**Work King Hi-Vis Puckable Rain Jacket**, Waterproof, Breathable, Ripstop material, Pockets, Side pockets.

Item #: WK-SPO21  
Size: S-SXL  
List Price: \$62.40  
Starting Price: \$48.99



**Work King Hi-Vis Puckable Rain Pants**, Waterproof, Breathable, Ripstop material, Pockets, Side pockets.

## Purchase & personalize your apparel with us.

Call us today at 800-222-6047.





## Peel back the layers.

Fall is approaching quickly. Be prepared for cool mornings and warm afternoons with layered work apparel from Zip's AW Direct. We stock quality brands and styles to keep you comfortable all day long. Shop our apparel at [zips.com/apparel](http://zips.com/apparel)

<p><b>Layer One: Warm</b></p> <p>555 Safety Class 3 Long Sleeve Shirt with Black Bottom.</p> <p>Item #: 555-0100114 Size: M-XXL List Price: \$23.74 As low as: <b>\$16.99</b></p>	<p><b>Layer Two: Warmer</b></p> <p>Kellogg Class 2 Full-Zip Hooded Sweatshirt.</p> <p>Item #: ML-J5102103 Size: M-XXL List Price: \$62.49 Our Price: <b>\$41.99</b></p>	
<p><b>Layer Three: Warmest</b></p> <p>Tough Duck Quilted Safety Jacket.</p> <p>Item #: WK-5432 Size: XS-XXL List Price: \$62.49 As low as: <b>\$49.99</b></p>	<p><b>Complete the outfit</b></p> <p>Perfekt Ina Plus Back Work Pants.</p> <p>Item #: PW-F142 Size: 28"W-48"W List Price: \$40.99 Our Price: <b>\$5.99</b></p>	
<p><b>KEEP DRY</b></p> <p>Man's Milwaukee Waterproof Hood Tee Shorts.</p> <p>Item #: KJ-MILWAUKEE-WP-ST List Price: \$70.00 Our Price: <b>\$75.00</b></p>	<p><b>CUSTOMIZABLE</b></p> <p>OccaHome 16-Via Mesh Ball Cap.</p> <p>Item #: A336-16LT Size: One Size List Price: \$11.24 Our Price: <b>\$8.99</b></p>	
<p><b>Perfekt Peak View</b></p> <p>Verand Safety Hard Hat.</p> <p>Item #: PW-FV60 Size: One Size List Price: \$11.24 Our Price: <b>\$14.99</b></p>	<p><b>Perfekt Tech Leak-Proof</b></p> <p>Safety Glasses.</p> <p>Item #: PW-PS11 List Price: \$9.99 Our Price: <b>\$7.99</b></p>	<p><b>Knee Pro 85-Via</b></p> <p>General Gloves.</p> <p>Item #: ZIP-2041-KV List Price: \$20.99 Our Price: <b>\$23.99</b></p>

## Contractor grade.

Use what the pros use. Shop our top quality products and brands for lockout tools and accessories.

### Shop Lockout Tools at ZIPS.COM

Lockout Kits & Accessories	Signs, Jm Tools
Long Reach Tools	In the Door Tools
Wedges	Lockout Manuals



### Featured Lockout Tools

#### AW Direct Inflatable Air Wedge

Part No. D70  
Price: \$26.99

Dimensions: 6" L x 6" W x 4" H



#### AW Direct Long Reach Tool

Part No. LOCKOUT-TOOL-TM

As low as: **\$17.99**

Original: 0.25" in thickness

Slit: 0.23" in thickness

#### Access Tools

##### Contractor's Lockout Kit

Part No. ACANCE

Price: **\$47.99**

#### AW Direct Big Blue Long-Reach Door Tool Kit

Part No. TARDOR

Price: **\$75.99**

## Cargo essentials.



Stretch your dollars further with stretchy cargo straps, chains and accessories by Zip's.

### Shop Cargo Products by Zip's at ZIPS.COM

Ratchet Straps & Tie-Downs	Winch Straps
Flatbed Winches	Transport Chains
Transport Chain Hooks	Overalls & Work Load Signs
Measuring Stricks	Cargo Accessories
Safety Flags	Chain Breakers



### Featured Zip's Cargo products

#### Zip's Tie-Down Assembly w/ Double J Hooks

Part No. ZIPS-C500

As low as: **\$12.99**

Lengths: 15', 30'

Widths: 2", 3" & 4"



#### Zip's Winch Straps w/ Flat Hooks

Part No. ZIPS-C100-L

As low as: **\$6.99**

Lengths: 15', 20', 30' & 36'

Widths: 2", 3" & 4"

#### Zip's Measuring Stick

Part No. DUM60

As low as: **\$147.99**

Styles: Heavy Duty, Light Duty



#### Zip's Mini Winch Bar

Part No. ZW65000

As low as: **\$52.99**

Lengths: 36", 34", 33" & 30"

REF #: 07-31-20



Zips.com | 800-222-6047

ZIPS.COM

**DEALS.  
DELIVERED.  
DAILY.** 3D SAVINGS!



See inside for **HUGE** savings!



# BLACK FRIDAY/ CYBER MONDAY 2021

During November 2021 I led the full creative for our Black Friday/Cyber Monday campaign. I was the lead on full branding, art direction, photo direction and working with a team of 3 creatives to execute this campaign. This multi-medium campaign stretched across print pieces, social media, website deliverables and email marketing. This campaign ran for two weeks, a Pre-Black Friday sale, the Black Friday sale and Cyber Monday. This led to our most successful campaign and month in company history.



**BLACK FRIDAY**  
DEALS.  
DELIVERED.  
**ALL DAY.**



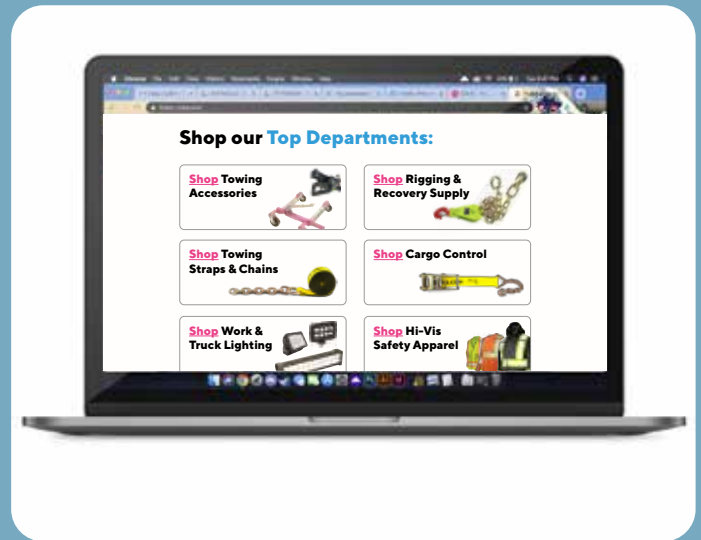
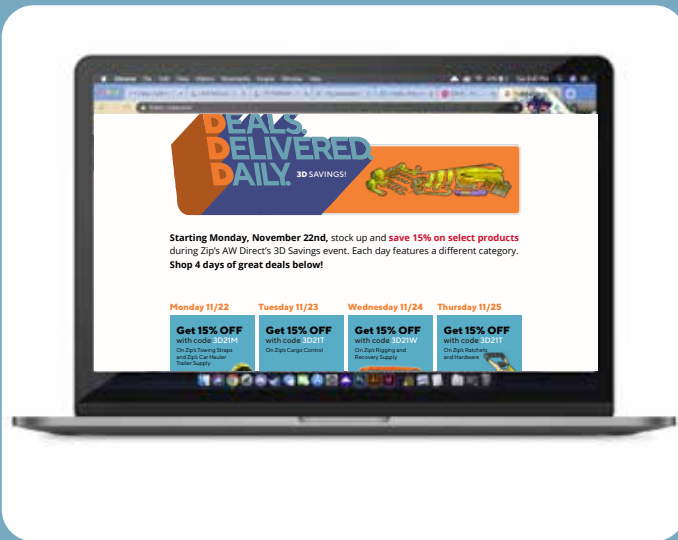
**DEALS.**  
**DELIVERED.**  
**DAILY.** 3D SAVINGS!

**ZIPS.COM**

**CYBER**  
**MONDAY**

**SAVE 10% SITEWIDE.**

**WITH CODE: CM21**



**CYBER MONDAY**  
SAVE 10% SITEWIDE.  
WITH CODE: CM21

**BLACK FRIDAY**  
DEALS DELIVERED ALL DAY.

FEATURING DISCOUNTS ON:  
APPAREL  
TOWING ACCESSORIES  
RIGGING & RECOVERY  
LOCKOUT TOOLS  
TONS MORE! **START SHOPPING**

**TODAY 11/22 Get 15% OFF**  
on Zip's Towing Straps and Zip's Car Hauler Trailer Supply with code **3D21M**

**DEALS DELIVERED DAILY**  
3D SAVINGS!

**THE ANIMAL RESCUE LEAGUE OF IOWA  
WOULD LIKE TO CORDIALLY  
INVITE YOU TO PARTICIPATE  
IN OUR PET WELLNESS CLINIC**

WHEN: APRIL 3, 2017    TIME: 1-4 PM    COST: FREE  
WHERE: THE ROSE OF DES MOINES, 1330 19TH STREET

**VETERINARY  
SERVICES**

- Exams
- Vaccinations
- Flea treatment
- Microchipping
- Basic wellness care

**GROOMING**

- Nail Trims
- Hair Cuts
- Flea Prevention  
and Treatment

**REFERRALS**

- Spay/Neuter
- Pet Food Pantry
- Veterinary  
Assistance Programs

ATTENDEES CAN ALSO GET A PROFESSIONAL PHOTOGRAPH WITH THEIR PET!  
NO RSVP REQUIRED



FOR QUESTIONS, PLEASE CONTACT:

Kim Wolf  
Animal Rescue League of Iowa  
(515) 473-9111

This private event is for residents  
living at the Rose of Des Moines



# ANIMAL RESCUE LEAGUE OF IOWA.

In February 2017 through May 2017 I was given the opportunity to intern at the Animal Rescue League of Iowa. Throughout those 3 months I was able to add to my experience as a designer and do some good for animals in the state of Iowa. I was responsible for overall art direction on these pieces.



# FILL THE TRAILER!

## SUPPORT THE ARL FOR HELP A HORSE DAY

by dropping off donations at the following locations. We will have an ARL horse trailer parked on-site so you can drop off your donations as you leave the store! Donations may also be brought to the Second Chance Ranch at anytime. Donations will also be collected at the horse fair. View items that are most needed on our Fetchlist! at [ARL-iowa.org/FetchList](http://ARL-iowa.org/FetchList)

### TRACTOR SUPPLY:

APRIL 7-9,  
8 A.M.-8 P.M.

405 SE Oralabor Rd, Ankeny

### BOMGAARS:

APRIL 13-15,  
8 A.M.-8 P.M.

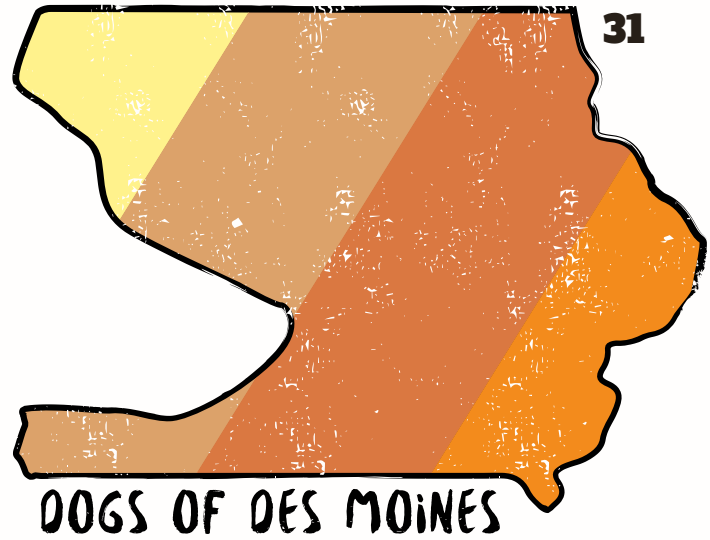
5049 NE 14th St, Des Moines



DON'T HORSE AROUND  
REPORT ANIMAL ABUSE  
515-283-4811

ARL RESCUE SERVICES, INC.

5452 NE 22nd Street / Des Moines, IA 50313 / (515) 262-9503 / [ARL-iowa.org](http://ARL-iowa.org)



**NEED SOMETHING TO DO THIS SUMMER?  
 NEED SILVER CORD HOURS?**

We have many opportunities for students and staff to get involved in, including dog and cat companions, photography, special events like the state fair, and countless others. If you have questions or are ready to get started, email [volunteer@arl-iowa.org](mailto:volunteer@arl-iowa.org), and check out our website for more information!  
<http://www.arl-iowa.org>

**VOLUNTEER AT THE ANIMAL RESCUE LEAGUE OF IOWA!**

(515) 262-9503 / [arl-iowa.org](http://arl-iowa.org)  
 5452 NE 22nd Street / Des Moines, IA 50315

ARL

**ROUND UP FOR CATS**

June is National Adopt a Shelter Cat Month!

For the whole month of June when you adopt ANY ANIMAL, (not just cats) you can round up your adoption fee \$5 or more! All donations will go towards the cats!

When you donate you also get to write your name on our donaFUR wall. Join The ARL in making a PAWSitive difference in every cat's 9 lives.

#yearofthecat

(515) 262-9503 / [arl-iowa.org](http://arl-iowa.org)  
 5452 NE 22nd St / Des Moines, IA 50315

ARL

YEAR OF THE CAT

# INSTAGRAM.

Instagram and social media in general is something I am very passionate about when it comes to design. I love the seamless and convenience of being able to collaborate, network and share with designers across the world. **I post regularly on my social channels with various designs, these are a few of my highlights.**

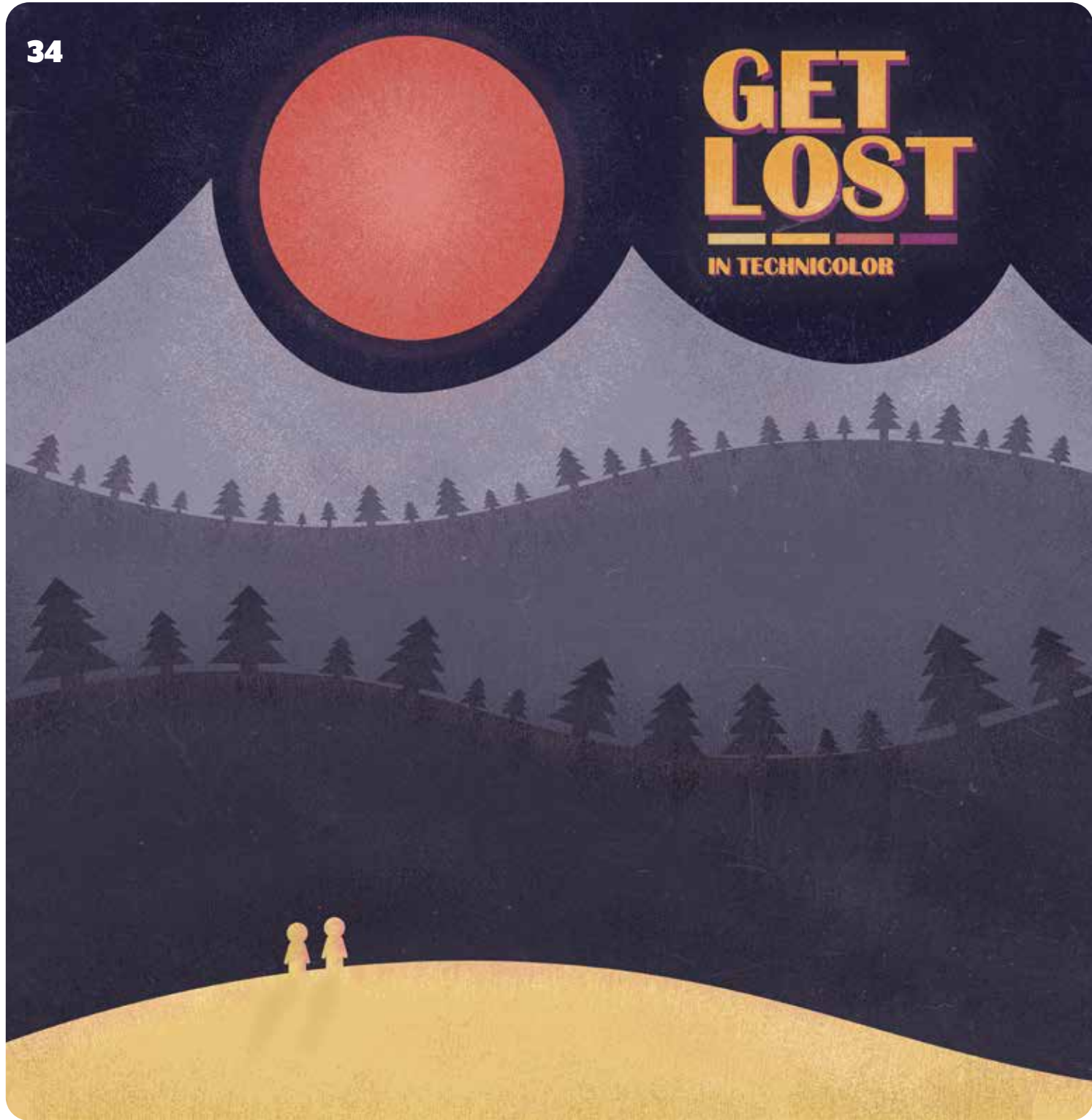




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# GET LOST

IN TECHNICOLOR



You-feel-like-home-v-3-final-17.jpg\*



**You feel like home.**

あなたは家のように感じます

# No need to hide from the elements.



Visit [Zips.com/RPP](http://Zips.com/RPP) for rain and lightweight gear.

Visit [Zips.com/WPP](http://Zips.com/WPP) for cold-weather gear.



Head Protection



Torso Protection



Leg Protection



Hand Protection



Foot Protection



Head Protection



Torso Protection



Leg Protection



Hand Protection



Foot Protection

WET WEATHER

COLD WEATHER

Sign up to **WIN this weatherproof wardrobe!**

Visit [Zips.com/RPP](http://Zips.com/RPP) and use code **WPPS** for an additional entry for a chance to win!

Sign up to **WIN this cold-weather wardrobe!**

Visit [Zips.com/WPP](http://Zips.com/WPP) and use code **WPPS** for an additional entry for a chance to win!

# SELL SHEETS.

Throughout my time at Zip's Truck Equipment I have worked on various, independent, "sell sheets" for multiple products. **Sell sheets are print pieces that explain why you should buy a product and it's unique features. I was responsible for the overall art direction and design of these pieces.**

# Repairs start here.

Get your hands on the largest in-stock  
inventory of Replacement Parts.

**ZIPS.COM**

Car Hauler Trailer Parts

Car Carrier Parts

Light Duty Wrecker Parts

Medium / Heavy Wrecker Parts

Toolbox Parts

Wheel Simulator Parts

Snow Plow Parts

Lighting Parts

Winch Parts

Hydraulic Hardware

Electrical Hardware

Diesel Emission Products

Tow Dolly Parts

Auto Positioning Dolly Parts

**Miller** CENTURY. **Vulcan**

**WALKER** CHEVRON



Find what you need with  
our detailed diagrams at:  
[Zips.com/part-schematics](http://Zips.com/part-schematics)

Miller Wiring Harness  
Century 21 6" Bed  
Item #:  
12-0302217-2438

Parker 4 Ton  
Winch Motor.  
Item #:  
12-0320147

Miller Control Handle  
Assembly 5 Spool.  
Item #:  
12-0905065

**ZIPS** | **AWDIRECT**

REF # 00-20-08

## Save Big on new Zip's Prime Rollbacks! Starting at only \$67,000



**Save Big!** Zip's Prime Packages offer just the right combinations of steel car carrier body and truck chassis for you. All Prime trucks will have the primary features and accessories needed to get the job done - **nothing more and nothing less - all at a great value!** Call us at 800-222-6047 for more details!

**Package Levels:** Includes all primary accessories along with the following attributes:

### PRIME

- Gas engine (except for 10,500# GVW Freightliner Spec)
- Basic Engine Warranty (Extended Engine Warranty Available)
- Hydraulic Brakes
- Spring Suspension
- Premium Century 10 Series Car Carrier Factory Components
- 96" Wide Deck with stake pockets

Starting at \$67,000



**Fly in to Detroit. We will pick you up at the airport.**

### PRIME PLUS

- Diesel Engine
- Basic Engine Warranty (Extended Engine Warranty Available)
- Miller Exclusive 2-Year Unlimited Mile Allison Transmission Warranty (N/A on Ford and Ram Chassis)
- Hydraulic Brakes
- Spring Suspension
- Premium Century 10 Series Car Carrier Factory Components
- 96" Wide Deck with stake pockets
- Steel Tubular Removable Side Rails

Starting at \$73,000

### PRIME SELECT

- Diesel Engine
- Miller Exclusive Extended Engine Warranty (Not Applicable with Ford Chassis Make)
- Miller Exclusive 2-Year Unlimited Mile Allison Transmission Warranty (N/A on Ford and Ram Chassis)
- Air Brakes
- Air Suspension
- Paterstedt Century 12 Series Low Center of Gravity (LCG) Car Carrier Factory Components
- 12,000# Deck Capacity
- 102" Wide Deck with stake pockets
- Steel Tubular Removable Side Rails

Starting at \$94,500

#### Prime Chassis Available:

- Ford F550
- Ford F650
- Ram 5500
- Freightliner M2
- Hino 258
- International



#### Primary Features & Accessories:

- 8,000# Worm Gear Winch
- Bed Mounted Cab Protector
- Deck Centered T1 Chains Lock Package
- Hot Shift PTO
- 9-Wire Deck Harness
- Wheel Lift L-Arms
- Winch Clutch Release
- Cable Tensioner
- Cable Roller Guide
- Switch Panel
- Installation
- 62" Whelen Justice 10 Head LED Lightbar
- Floodlights (1 pair)
- Tow Light
- (1) 48" Steel Toolbox w/ Stainless Steel Door
- 1 Set J-Chains
- V-Chain
- Fire Extinguisher

CENTURY

**ZIP'S**

**AWDIRECT**

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