

# Logical. Reasoning.

Perfect for promotions, cross promotions, holiday promotions, charity based messaging, or using endorser related music. Flashing LEDS get your attention and audio message plays while consumer views your printed ad in handle.

- Catch consumers at the moment of purchase!
- Solid, durable molded plastic housing
- No damage to original cooler handle when removed
- Fits easily on to Cool-Ad™ Handles
- Patent protected and unique to Cool-Ads™
- Up to 30 second long messages, with a pause of 40 seconds between each one
- Controlled by a infra-red motion sensor up to 3 feet away
- Self Contained & battery operated using 3 - AAA batteries
- WAV Audio recording is built into IC Board for cost efficiency

With 70% to 80% of purchase decisions made in the store the most critical place to grab attention and affect purchasing decisions is in front of the products.

We build on the intimate knowledge of you and your audience combine it with creativity, design and experience to help you define, develop and improve, your brand awareness.



for all of your branding needs

[www.onesourcespecialties.com](http://www.onesourcespecialties.com)  
+1-949-784-7700



Cool-Ads™, a Product of Wild August LLC  
Focusing on Cost Effective Multi-sensory  
Stimuli for Merchandising

[www.cooladhandles.com](http://www.cooladhandles.com)



## Sound, Light & Touch

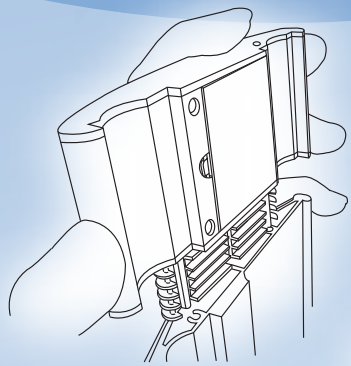
Multi-sensory Stimuli  
Will Increase Sales Lift

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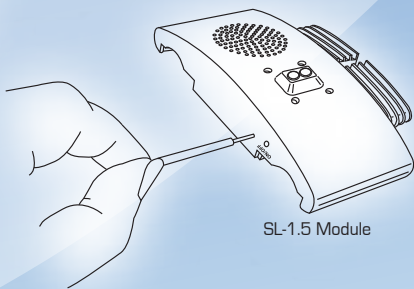
# Outstanding. Point of Sale.

We've got a handle on your cooler Point of Sale, and now it's talking to your customers!

Cool-Ads™ is the affordable way to advertise your product right on the cooler door. Be the only image in the shopper's head when they reach inside the cooler.



Easy to add to the Cool-Ad™ handle, the Sound and Light Module (SL1.5) snaps into place in the top of the handle.



Easy on/off switch you control using the power wand.

Fool proof installation in minutes, ads are easily changed and do not require any tools or screws. The new Sound and Light Module (SL1.5) endcap system utilizes the senses with 4 flashing LEDs and a recorded message of your design in addition to your ad! Catching hold of three of the senses - sight, sound and touch. Cool-Ads™ is the only one of its kind in the point of purchase business. In minutes you can have fresh and new advertisements right at the point of purchase.

Cool-Ad™ Handle  
CAD001BB - Basic Black



Sound & Light Module  
SL-1.5