

RAPIDS

**CO-OP
ADVERTISING
PROGRAM**

2026

**PRINT MEDIA,
ONLINE ADVERTISING
& MORE**

SERVING YOU SINCE

1936

CONTACT:

Catalog@RapidsWholesale.com

800-472-7431

DEAR MARKETING PARTNER:

Thank you for your consideration in participating in our CO-OP Advertising Program. We at Rapids & Affiliates take great pride in all of our marketing efforts. Our combined assets for all of our divisions have the potential to place your brand and products in front of the eyes of hundreds of thousands of potential customers.

We are excited to promote your products, grow sales, and strengthen our partnership throughout the course of this program. We are committed to spotlighting the benefits of your brand using both our web and print marketing strategies.

It is our goal to work with you to make sure equipment and supplies are noticed through all of our digital and physical channels. Your contributions go a long way in achieving that goal. Together, I'm sure we will find a path to grow revenue and create new brand advocates for our mutual benefit.

In this packet you will find the basic participation levels we recommend to our vendor partners along with a brief description of the services offered at the level. We encourage you to review and select the most appropriate plan relative to your marketing budget. Should you desire services beyond our core benefit tiers, I would be happy to discuss those with you as well.

Let's go sell some stuff!



PAUL ADAMS

EXECUTIVE DIRECTOR OF
MARKETING, E-COMMERCE,
& RETAIL SOLUTIONS

PAUL.ADAMS@GORAPIDS.COM

**SMARTER TOOLS.
STRONGER CONNECTIONS.
SHARED GROWTH.**

**NEW OPPORTUNITIES
FOR VENDOR PARTNERS**

**WHY THIS MATTERS
FOR OUR VENDOR
PARTNERS**

2026 MARKETING INNOVATION & TECHNOLOGY EXPANSION

In 2026, Rapids is investing in a fully integrated **MarTech ecosystem**—including **Adobe Marketo Engage** and **Salesforce CRM**—to enhance how we promote our vendor partners and drive product engagement across every stage of the buyer journey. This evolution allows us to deliver **targeted, data-driven marketing** that reaches the right operators, dealers, and specifiers with the right message—at the right time.

MARKETING AUTOMATIC CAMPAIGNS

Segmented email workflows and lead nurture campaign series can further promote your products within Rapids' ecosystem when applicable.

DYNAMIC LANDING PAGES & FORM FILLS

Custom campaign landing pages with integrated Salesforce lead qualification and capture with relevant CTAs.

WEBINARS & VIRTUAL TRAINING

Joint education and product sessions with full promotion and CRM integration. We host, you provide expert solutions to common and timely customer pain points.

CROSS-CHANNEL CAMPAIGNS

Coordinated outreach across our varied customer solutions (Design, Supply, and Repair) for maximum visibility.

VENDOR SPOTLIGHT VIGNETTES & ENDCAPS

Quarterly “mini kitchen” vignettes and endcaps at Rapids retail locations featuring select vendor products in functional, real-world settings. These displays highlight product performance, promote brand storytelling, and provide opportunities for on-site training and visualization.

Rapids integrates marketing, sales, and operations into a unified system to ensure campaigns translate directly to results. Our 2026 Co-Op enhancements extend your reach, deepen engagement, and deliver measurable ROI— all while maintaining our hallmark Midwest values of partnership, transparency, and service.

2026 Technology-Driven & In-Store Co-Op Enhancements

Rapids' new MarTech stack—featuring Adobe Marketo and Salesforce—opens new digital and in-person opportunities:

- Automated email campaigns
- Vendor co-branded landing pages
- Webinar hosting & lead generation
- Multi-channel digital promotions
- In-store vendor vignettes & endcaps

Ask your Rapids Marketing Representative how to participate in our 2026 Marketing Automation and Vendor Spotlight Programs.

The logo for RAPIDS features the word "RAPIDS" in a bold, blue, sans-serif font. The letters are outlined in white and set against a teal diamond-shaped background that has a white outline and a teal fill.

1936

OUR FIRST YEAR
IN BUSINESS

PRINTED ADVERTISING

90,750

CATALOGS PRINTED
IN 2025

ONLINE ADVERTISING

1,800,000

PAGEVIEWS IN 2025

99,126

PRODUCTS SOLD
ONLINE IN 2025

661,000

ONLINE USERS

10,526

MARKETED ITEMS

RAPIDS 2026 CO-OP
ADVERTISING PROGRAM

CO-OP ADVERTISING PROGRAM

WEB MARKETING

In terms of web marketing opportunities, positioning your products online through a variety of channels provides great growth potential through increasing brand recognition and an ever-expanding customer base. These channels include SEO and GEO-friendly product pages, comprehensive PPC or CPC advertising campaigns through Google, Bing, social media, newsletters, blog posts, video promotions, on-page digital banner ads, and more.

Along with our in-house marketing strategies, we are always receptive to ideas from your marketing department or sales team regarding product promotions or featured benefits.

PRINT ADVERTISING

Our elaborate printed direct marketing strategy utilizes both comprehensive customer analysis based off of years of sales history, as well as targeted new customer prospecting.

Our 2026 beer specialty catalog and quarterly sale catalogs are all assembled with a focus on positioning brands based on their participation level and relevance. For our retail store, we mail out promotional mailcards. These efforts both reach thousands of customers a year!

In addition, we regularly add sales flyers to purchases that go through our warehouse to expand product awareness.

4 PARTICIPATION LEVELS

BRONZE

Products are placed on our
website & catalogs

SILVER

Priority placements, prod-
ucts in marketing efforts,
branding on site

GOLD

Features on blogs &
newsletter, potential
cover feature

PLATINUM

Marketing increase in
videos, photography,
SEO searches, & more



BRONZE LEVEL PARTICIPATION

PRODUCTS INCLUDED ON OUR WEBSTORE

National Chemicals Nickel-Safe Ice Machine Cleaner, 16 oz. bottle

Be the first to review this product

\$12.49 RAPID SHIP
SKU: 6K200-E

Rapids Rewards members earn 2 points with this purchase.

Qty:

Add to Cart

ADD TO WISH LIST | ADD TO COMPARE

16 Oz. bottle of Nickel-Safe environmentally friendly ice machine cleaner concentrate. For use in cleaning of all makes and models of commercial ice makers.

Details | Additional Info | WARNING - CA Prop 65 | Reviews

National Chemicals Nickel-Safe Ice Machine Cleaner, 16 oz. bottle

Use this Ice Maker Cleaner to make sure your ice maker is producing the best looking and best tasting ice. This concentrated environmentally friendly formula can be used to remove algae growth, lime scale and the build-up caused by hard water. It can be applied to nearly all the components of your commercial ice maker including the ice holding bins, cooling trays, water trough, turbines, distribution tubes, and more. According to the packaging, the nickel-safe formula can be used on all makes and models of ice makers.

Not only is the formula environmentally friendly by containing no nitrites, being low in phosphates and biodegradable, but it is low in odor and easy on the hands making it safe of a burden on your staff to maintain your equipment. The low foaming formula removes nearly the build-up and mineral deposits with ease with as little as 2 oz. per gallon making it a pretty economical option. Of course, heavier scale deposits may require a little more - maybe up to 4 oz. per gallon.

How to Apply the Ice Machine Cleaner

Product pages on our e-commerce websites dedicated to your products, complete with images and descriptions. Customers all over the USA will be able to view and order the products.



PLACEMENT OF PRODUCTS IN OUR CATALOGS

Product placement in the spreads of our seasonal catalogs, mailed directly to potential customers.

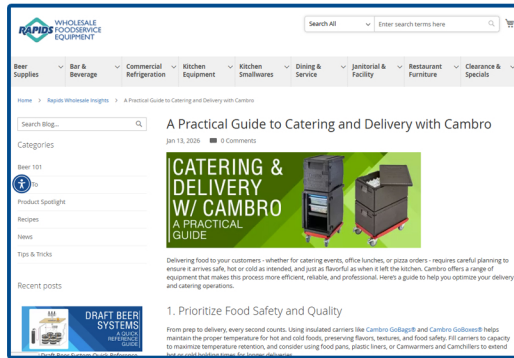
New Products		Food Preparation	Kitchen Cutlery
More on page 20		More on page 25	More on page 26
Cooking Equipment Floor Fryers Double stainless steel construction, 200' or 400'F thermostat, 100 lbs. or 200 lbs. heavy cast-iron covers and basket hangers, handles 2" thick, lined by bakelite with coated handles. Casters included. For hot frying - 1 year warranty. Free parts & labor. RW19 40 lb Capacity \$119.00 RW20 80 lb Capacity \$189.00 RW178 75 lb Capacity \$124.00 Charbroilers High performance Charbroiler 3700 BTU. Removable, detachable cast iron grates. Includes venting and removable grease trap. RW22 27W X 20-3/4" 1 Burner \$627.00 RW24 27W X 20-3/4" 2 Burners \$648.00 RW25 27W X 20-3/4" 3 Burners \$700.00 RW26 47W X 20-3/4" 4 Burners \$754.00 Convection Ovens 2-burner, 3-burner, 4-burner, 5-burner, 6-burner, 8-burner. With one-on feature. Whisper-quiet circulation. Includes 1 year warranty and 30-day money-back guarantee. RW27 18" x 18" x 18" 2 Burners \$482.00 RW28 18" x 18" x 18" 3 Burners \$512.00 RW29 18" x 18" x 18" 4 Burners \$542.00 RW30 18" x 18" x 18" 5 Burners \$572.00 RW31 18" x 18" x 18" 6 Burners \$602.00 RW32 18" x 18" x 18" 8 Burners \$662.00 CHEF'S COMBI Available as Left or Right Designed for precise, versatile cooking, includes customizable controls, humidity management, automatic steaming, ground iron cooking, and WiFi connectivity for smart kitchen performance. VULCAN Includes New Vulcan Certified Chef training with purchase! Visit our website for more information. RAPIDS	Meat Griddles Each burner has 30,000 BTU. 14" x 14" polished steel plates. Stainless steel body. Includes casters. RW33 27W X 20-3/4" 1 Burner \$617.00 RW34 27W X 20-3/4" 2 Burners \$638.00 RW35 27W X 20-3/4" 3 Burners \$659.00 RW36 27W X 20-3/4" 4 Burners \$680.00 Thermostatic Griddles Each burner has 20,000 BTU. 2" polished stainless steel plate. Thermostatic. Stainless steel body. RW37 27W X 20-3/4" 1 Burner \$419.00 RW38 27W X 20-3/4" 2 Burners \$440.00 RW39 27W X 20-3/4" 3 Burners \$461.00 RW40 27W X 20-3/4" 4 Burners \$482.00 Sandwich Griddles Fit over top plates, sandwich griddles up to 400'F. Impact top plates, and 1 year warranty. Compact counter-top design. RW41 Single Plate 24" x 18" \$162.00 RW42 Double Plate 24" x 18" \$183.00	Tomato Slicer 3/16" Cut RW105 1/4" Cut RW107 Cut up to 24 tomatoes in a minute! \$167.92 Fruit Wedge Slicer 3.5" Wedge RW108 1/4" Cut RW109 Ideal for apples, lemons, limes, oranges, tomatoes. \$109.17 Onion Slicers 3/16" Cut RW110 1/4" Cut RW111 Slice 10 onions in 10 seconds! \$346.25 Lettuces Cutter Cuts 1" x 1" Slices RW112 Converts to 1" x 2" cubes for mince lettuce \$324.71 French Fry Slicer 1/4" Cut RW113 Cuts French fries, vegetables, and fruit. \$157.65	High-carbon, no-stain German-forged steel. Durable, corrosion-resistant construction NSF certified. Peeling Knife, 2-3/4" RW114 \$5.91 Paring Knife, 3-1/2" RW115 \$5.57 Utility Knife, 5" RW116 \$6.92 Tomato Knife, 5" RW117 \$7.27 Boning Knife, 6" RW118 \$7.98 Nakiri Knife, 7" RW119 \$12.39 Santoku Knife, 7" RW120 \$11.04 Chef's Knife, 8", 9", 10", or 12" RW121 \$10.95 RW122 \$13.31 8" Slice RW123 \$15.13 RW124 \$17.32 Bread Knife, 8" RW125 \$10.06 10" Slice RW126 \$10.08

RAPIDS 2026 CO-OP ADVERTISING PROGRAM



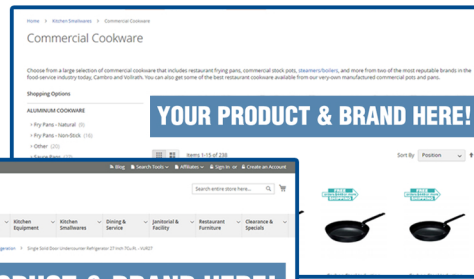
SILVER LEVEL PARTICIPATION

PRODUCT SPOTLIGHT POSTS ON OUR BLOG
& increased exposure in our newsletters

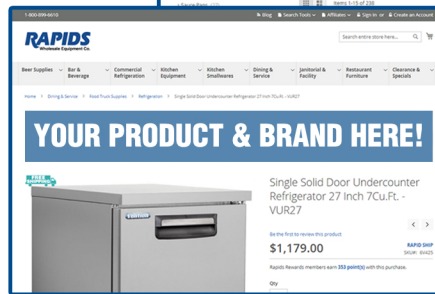


We reach thousands of customers weekly (if not daily) through our blogging and E-newsletter campaigns. Our talented team of writers and artists creatively bring to light new techniques and clever solutions to foodservice providers while suggesting the most appropriate tools for the job. These stories are shared through our multiple websites and several email and newsletter campaigns.

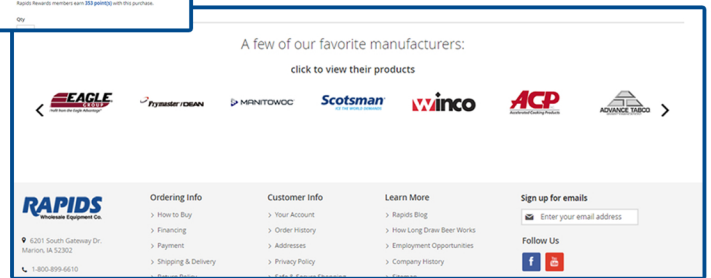
BRANDED BANNERS ON WEBSITE



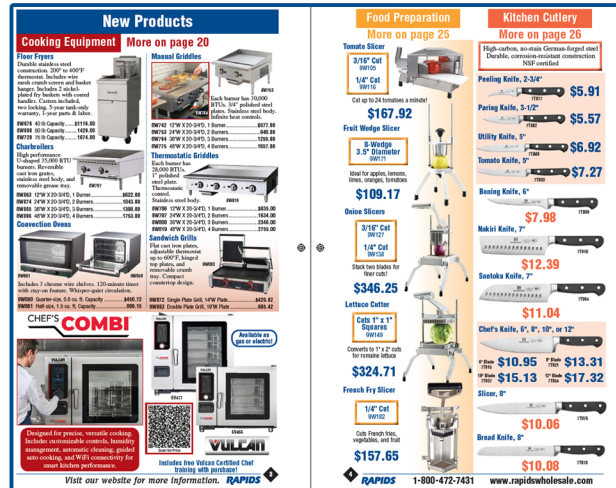
Periodic banner ad placement. Goes on the top of relevant category and product pages. Can also go on main page of website.



LOGO PLACEMENT ON HOMEPAGE VENDOR BANNER



PRIORITY CATALOG PLACEMENT



Best products may get priority placement in our seasonal catalogs
Prominent logo usage
Colored backgrounds to highlight products



GOLD LEVEL PARTICIPATION

PRODUCT SPOTLIGHT
POSTS ON OUR BLOG
& NEWSLETTER
FEATURES

FEATURES ON FLYERS
SENT OUT WITH
OUR SHIPPED ORDERS

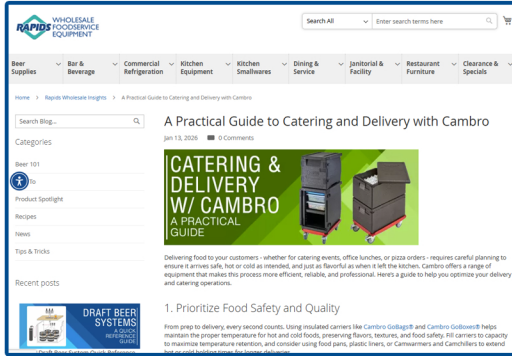
BRANDED BANNERS
ON WEBSITE

EXPANSION OF
SKU OFFERINGS

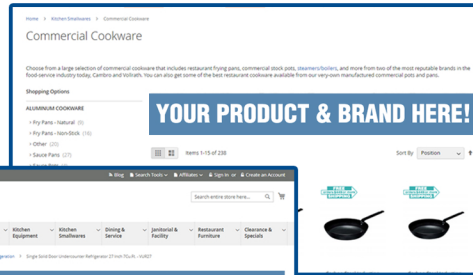
LOGO PLACEMENT
ON HOMEPAGE
VENDOR BANNER

PRIORITY CATALOG
PLACEMENT
POTENTIAL COVER
FEATURES

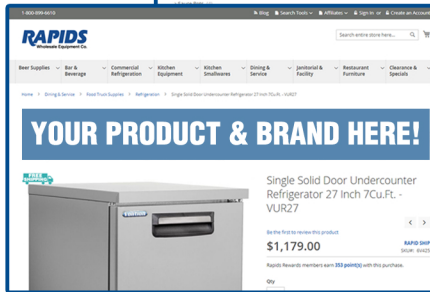
RAPIDS 2026 CO-OP
ADVERTISING PROGRAM



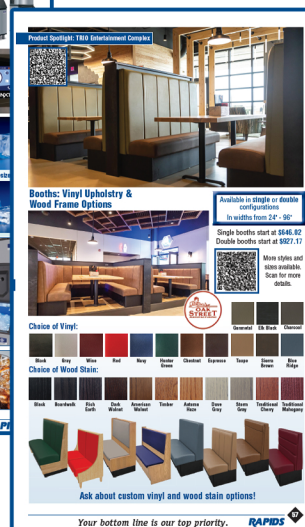
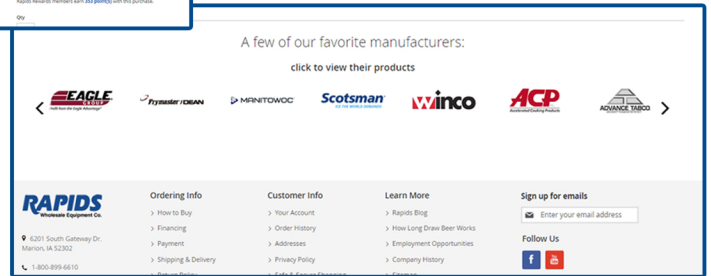
We reach thousands of customers weekly (if not daily) through our blogging and E-newsletter campaigns. Our talented team of writers and artists creatively bring to light new techniques and clever solutions to foodservice providers while suggesting the most appropriate tools for the job. These stories are shared through our multiple websites and several email and newsletter campaigns.



Periodic banner ad placement. Goes on the top of relevant category and product pages. Can also go on main page of website.



Potential for expansion of product offerings from your brand, with input from you on which to add.



Best products may get priority placement in our seasonal catalogs. Prominent logo usage Prime locations Colored backgrounds to high-light products Eye-catching page designs with lifestyle images.

**SAME PERKS AS GOLD,
IN ADDITION TO:**

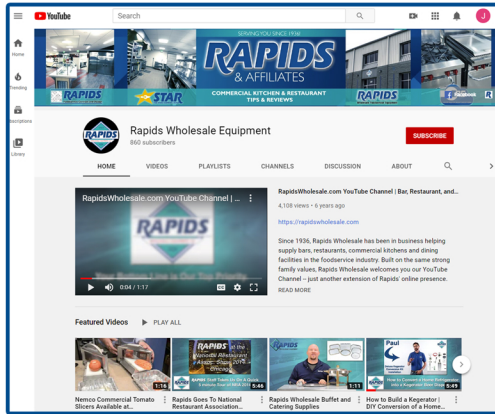
**POTENTIAL BRAND
PAGE IN NAVIGATION**

**INCREASED REFERENCE
IN BLOG & NEWSLETTERS**

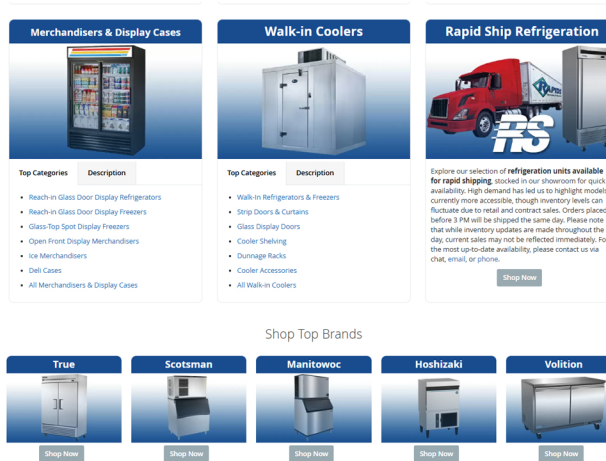
**RE-WRITE OF PRODUCT
PAGES WITH SEO
RESEARCH**

**SALES CAMPAIGN
INITIATIVES**

**PRODUCT
PHOTOGRAPHY**



Video and possibly Rapids branded video production for marketing on product pages, blogs, Rapids YouTube Channel and other social media and in-store closed circuit TV.

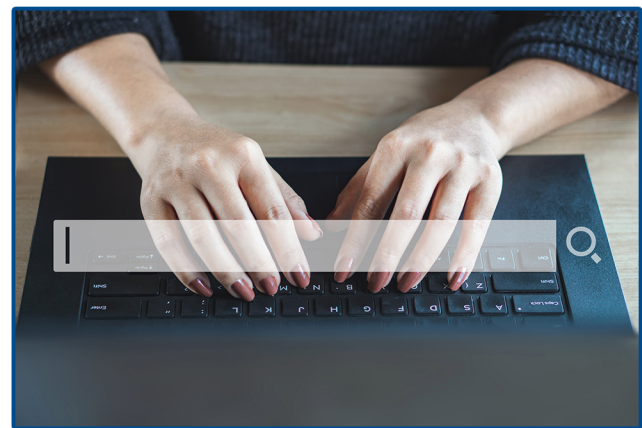


Potential for dedicated brand page on category pages



Dedicated product sprints to re-write product pages based on SEO search term research

Closer co-ordination with Rapids Marketing Staff and Participating Vendor Marketing staff to execute on sales campaign initiatives



Dedicated allocation of still photography staff and resources for multi-angle product photo capture (if stocking product on site)

The logo features the word "RAPIDS" in a bold, blue, italicized sans-serif font with a white outline. The text is centered within a teal-colored diamond shape that has rounded corners and a slight 3D effect. The background of the entire page is a light blue and white geometric pattern of overlapping triangles.

RAPIDS

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Marion, IA 52302