

# Brand Identity

## Extensive equipment customization options are key to augment your brand.

Chances are you have been hearing more and more about “brand identity” in recent years, but here at AAE we have been manufacturing products to tie in with brand identity for over 50 years. It began with our standard eight hurdle tube colors along with matching logos on the boards and has expanded to a multitude of AAE products offered in a broader color spectrum with custom decals or silkscreens.

While schools and universities throughout the country have become focused on creating (or recreating) their public image, AAE has been keeping the pace. Now that team uniforms are no longer the sole vehicle to communicate a sports program’s identity, AAE is ready to colorize and logotize whatever equipment you need.

AAE is proud to partner with customers in their quest for the ultimate equipment customization. Several of our product lines continue to be popular brand identity agents: hurdles; batons; DONKEY® press boxes; sideline shelters; award stands; team benches; field hockey bottomboards; football goal post pads; lacrosse goals; high jump and pole vault landing pads; multi-purpose towers; removable outfield walls; track and field surface savers; ShotStoppers; Uni-Body Scorer’s Tables and windscreens. And we’re always willing to add more to that list.

Contact AAE to discuss the details of your school’s brand identity in conjunction with your equipment needs.

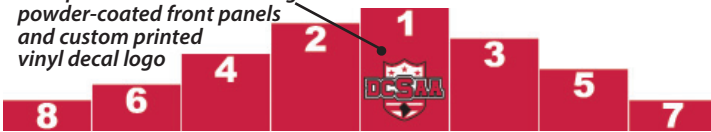


Custom logo silkscreened onto board of Rocker Hurdle with maroon riser tubes



Printed vinyl decal for navy blue powder-coated DONKEY Banner

8-Step Award Stand featuring red powder-coated front panels and custom printed vinyl decal logo



Field Hockey Goal Bottomboards get customized with printed vinyl decal logo and lettering



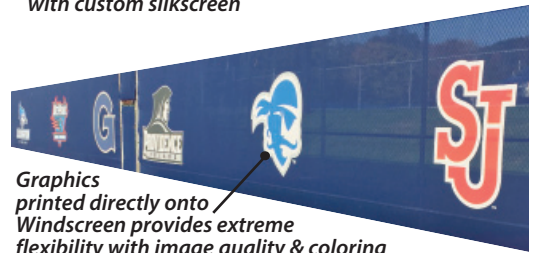
Custom printed vinyl decals for side-by-side orange powder-coated Players’ Sideline Shelters



Full color printed logo & gold metallic vinyl lettering on Goal Post Pad



Two-color powder-coated Award Baton with custom silkscreen



Graphics printed directly onto Windscreen provides extreme flexibility with image quality & coloring



Custom printed full vinyl wrap for DONKEY Banner

Logo printed directly onto Track Surface Saver



Two-color logo silkscreened onto 8' x 12' panel of a Pole Vault Top Pad

### CONDITIONS OF SALE

#### Order Procedure

Orders are accepted via AAEsports.com, phone, fax, mail or email. AAE accepts VISA, Master Card, American Express and PayPal.

#### Acceptance

All orders are subject to acceptance by AAE. Please note there is a service charge of \$10 for all orders less than \$25.

#### Prices

All prices in this catalog are List Prices F.O.B. Royersford, PA, or shipping point unless otherwise quoted; however, it is AAE's standard policy to provide formal discounted quotes that include delivery. Prices are subject to change without notice, and do not include assembly or installation.

#### Loss or Damage in Transit

Prior to accepting a delivery, the buyer is responsible for examining all cartons for any damage, (visible or concealed), loss, or shortage. Any discrepancies must be noted on the trucker's delivery receipt prior to accepting the shipment. AAE would be happy to offer assistance in handling any freight claim.

#### Return of Goods

Written authorization must be given by AAE in order to return any merchandise. A 15% re-stocking charge, in addition to incoming freight, will be incurred.

#### Product Design

AAE reserves the right to make any changes or improvements in the design of our products at any time without prior notice.

### WARNING

AAE attempts to incorporate safety features in the design and construction of all our equipment. However, there are risks involved in engaging in any athletic activity or competition and with the use of any athletic equipment. Some risks cannot be eliminated even with the use of safety equipment, such as safety nets and other protective devices. Risks of injury, including possibly serious injury, permanent paralysis or even death, will still be present from some athletic activities, even if all available safety equipment is used.

AAE does not guarantee freedom from injury or that the use of any of its safety or protective equipment will prevent injuries.

AAE assumes no responsibility for proper supervision, proper training, athletic conditioning, individual performances, external conditions, vandalism, negligent maintenance, failure to follow directions, failure to refer to manuals, negligent or intentional actions of third persons and other things over which AAE has no control.

AAE cautions all users:

- (1) to use athletic equipment only under the supervision of qualified instructors;
- (2) to use athletic equipment only for its intended purpose or purposes (refer to manual enclosed with the equipment, if applicable);
- (3) to make certain that all parts of athletic equipment are present and have been properly installed (see manual, if applicable); and
- (4) to inspect each item of athletic equipment before each use and to refrain from using the equipment if it has been damaged in any way.

Toll Free: 1-800-523-5471 • Fax: (610) 825-2378 • Online: AAEsports.com

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For questions and discount pricing, call 800.523.5471