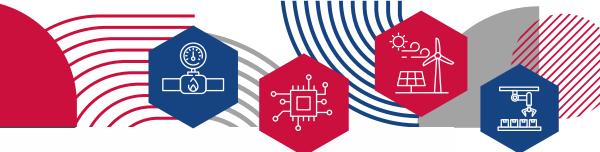


April 6–10, 2025 Hilton Anatole | Dallas, TX



## How much is a red vs. a pink toolbox?

- For the same toolbox, the pink version is more than double the cost of a high-quality equivalent.
- The "**pink tax**" is where companies market products to women that are more expensive than nearly identic; products targeted toward men.<sup>1</sup>
- This is an example of gender-based price discrimination.

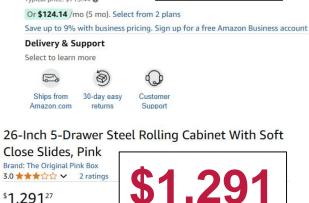


CRAFTSMAN Rolling Tool Chest, 26-inch, 5-Drawer, Workshop Tool Storage with Wheels

(CMST32752RB) Visit the CRAFTSMAN Store 3.9 ★★★☆☆ 20 ratings



\$620<sup>69</sup> -13% Typical price: <del>\$715.44</del> ()



Or **\$258.26** /mo (5 mo). Select



Select to learn more



The Original Pink Box Pink

1- Amy Fontinelle, Ebony Howard, and Vikki Velasquez, "What Is the Pink Tax? Impact on Women, Regulation, and Laws," Investopedia, June 21, 2024, https://www.investopedia.com/pink-tax-5095458