



# 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 identical 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: \$715.44

Or **\$124.14**/mo (5 mo). Select from 2 plans  
Save up to 9% with business pricing. Sign up for a free Amazon Business account

**Delivery & Support**  
Select to learn more

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26-Inch 5-Drawer Steel Rolling Cabinet With Soft Close Slides, Pink  
Brand: The Original Pink Box  
3.0 ★★★★★ 2 ratings

**\$1,291**<sup>27</sup>  
Or **\$258.26**/mo (5 mo). Select from 2 plans

Get \$50 off instantly: Pay \$1,241.27 upon approval for Amazon Visa. No annual fee

**Delivery & Support**  
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Brand The Original Pink Box  
Color Pink