

January, 2013

Importer



# Sales Bulletin

## Product Spotlight: ColorGuard™ L-Wrenches

Bondhus is excited to announce the introduction of our **NEW** line **ColorGuard™ Ball End L-Wrenches**.

ColorGuard™ tools are:

- Color-coded so users can easily identify their most commonly used size at a glance
- Tools sizes are stamped on the tool
- Ball ends insert at a 25 degree angle
- Available in Metric (Long & Extra Long) and Inch (Extra Long)



## New ColorGuard™ tools literature available

Attached is the PDF English version of the new Bondhus ColorGuard™ tools literature (#97177.99) and an Excel spreadsheet with your pricing. **This literature is only available electronically** (we do not have printed copies).



**proTanium**  
HIGH TORQUE STEEL  
High Torque Steel - Up to 20%  
stronger than competition

**ProGuard**  
DST  
World's best corrosion  
protection

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## Bondhus Display Planograms

A common challenge to all importers is to have the Dealer visualize a comprehensive and meaningful selection of Hex / Ball tools (making it difficult to expand the availability of Bondhus tools). With this in mind, Bondhus has put together a 4-page display planogram (see attached #94205) that shows a selection of possible product assortments, from limited selection to full line. This Bondhus planogram selection guide should help your salesmen assist dealers to visualize what a professional Hex / Ball Tool Display should look like and increase sales!

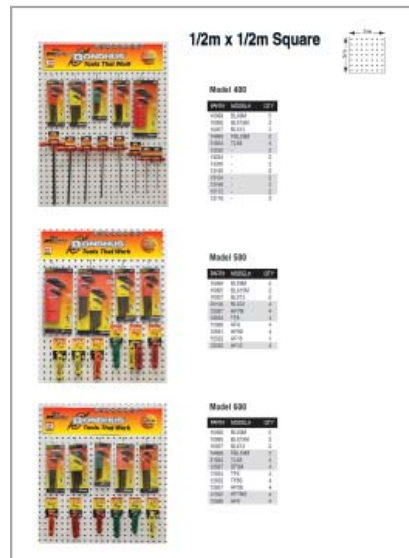
### Here is what has been done:

#### 1. Eight sample planograms have been designed for different size wall spaces.

**Large** - 3 sample planograms using  
1 square meter of wall space



**Basic** - 3 sample planograms using  
1/2 meter x 1/2 meter of  
wall space



## 2. Two new laminated headers to match the planogram widths

**Item #94076** - 89 cm x 10 cm



**Item #94034** - 45 cm x 10 cm



## YOU ONLY NEED TO ORDER THE LAMINATED HEADERS

The sample planograms are to be used as aides at the point-of-sale. You can choose the one that would best suit your client, print it, present it and "close". Cost work-ups for each sample planogram are attached for reference.

Given the nature of our business, dealers may want some changes, but it will open their imagination to an expanded Bondhus presence and increase everyone's profits.

Attached is a pdf of item #94205 (Bondhus Display Planograms) for you to print out. The InDesign files are also available for your use upon request.

**PLEASE NOTE:** You do not need to order the tools listed on the planograms (you should already have these in inventory). All you need to do is order the laminated headers.