

To: Air Tool Champions; Sales Centre Supervisors and KAMs

cc: Stephen Wright, Alan Donkersley, Ross Gowler, Peter Platt, Kevin Crockford; Rob Slater; David Moore, Peter Park

From: Richard Vaughan

Re: Redashe Tool Balancers

Date: 20th October 2014

New REDASHE Tool Balancers

Take the weight off with a new REDASHE balancer

Buy with any air tool

& save....

Your arm

Your air tool

Your money!!



Redashe have introduced a select range of tool balancers. Designated CKOSB Range they are available in three weight sizes 0.5 – 1.5Kg; 1 – 3Kg and 3 – 5Kg. All have a stroke/drop length of 1800mm. Full details are in Table A. The prices illustrated are list prices and we receive 40% discount off the list. These are a very competitively priced as you can clearly see from the comparison in the table with current Tecna balancer prices.

STOCK

An order has been placed and initial stocks will be 1 each of the popular CKOSB-1 per Sales Centre. This size is likely to be the most popular as it will easily provide a solution for drills, screwdrivers, grinders and many of the smaller air tools in common use. Additionally Leeds and Rochdale will also hold 1 each of the CKOSB-3 and Leeds alone will carry a single CKOSB-5. These are suitable for use with impact wrenches and also customers existing electrical tools which tend to be quite heavy – particularly cordless.

Stock should be in your centre by week commencing 27/10/2014

PROMOTION/LAUNCH

In order to promote sales of the balancers we are putting them on promotional offer, but the offer price is only available if the balancer is bought together with an air tool. If no tool is purchased then the customer pays the list price, albeit that is still very competitive. This offer is available until 31st December 2014. Please see attached leaflet/poster. To make the promotion work it will be necessary to **cross-sell a tool balancer with every air tool sold**. It is possible that the customer doesn't have a need for a balancer on the basis of ergonomics. The other benefit, however, of using a balancer is that when mounted above a bench they make a great way of keeping tools tidy, off the bench but accessible at all times - a great selling point! Bearing this in mind most customers should have a reason to buy a balancer with a tool purchase.

| Model | Weight Kgs | Load Kgs | Stroke mm | Cable size | Dimensions(mm) | List Price | Tecna Equivalent price | Offer price when bought with a tool |
|-----------|------------|-----------|-----------|------------|--------------------|---------------|------------------------|-------------------------------------|
| CKOSB -1 | 0.4 | 0.5- 1.5 | 1800 mm | 2.0 mm | 110 x 143 x 53.5 | £19.50 | £49 | £14.95 |
| CKOSB -3 | 1.6 | 1.0 - 3.0 | 1800 mm | 3.0 mm | 155 x 220 x 705 mm | £40.61 | £121 | £31.95 |
| CKOSB - 5 | 1.6 | 3.0 - 5-0 | 1800 mm | 3.0 mm | 155 x 220 x 705 mm | £44.67 | £146 | £35.95 |

Table A

Posters are on the way to you, please make them part of your air tool display along with a balancer. A leaflet has also been produced and a stock of these will also be available at Sales Centres. KAMS – please collect your allocation from there.

Thank you,

Richard