

Distributor "Tool Partner" Program Stock Package for Point-of-Sale Counters

Let's connect.

Special
Multipliers &
Promotions



Weidmüller 

Introduction

Exceptional products, effective marketing

Today's marketing climate is highly competitive so it's imperative that the marketing message is focused and clear, and the marketing support is useful and effective. Weidmuller's tool merchandising campaign delivers on this.

Choose a discounted stock package that includes an assortment of Weidmuller's most popular hand tools and you will receive marketing support designed to help increase your point-of-sale business.

Benefits

Discounted Stock Package

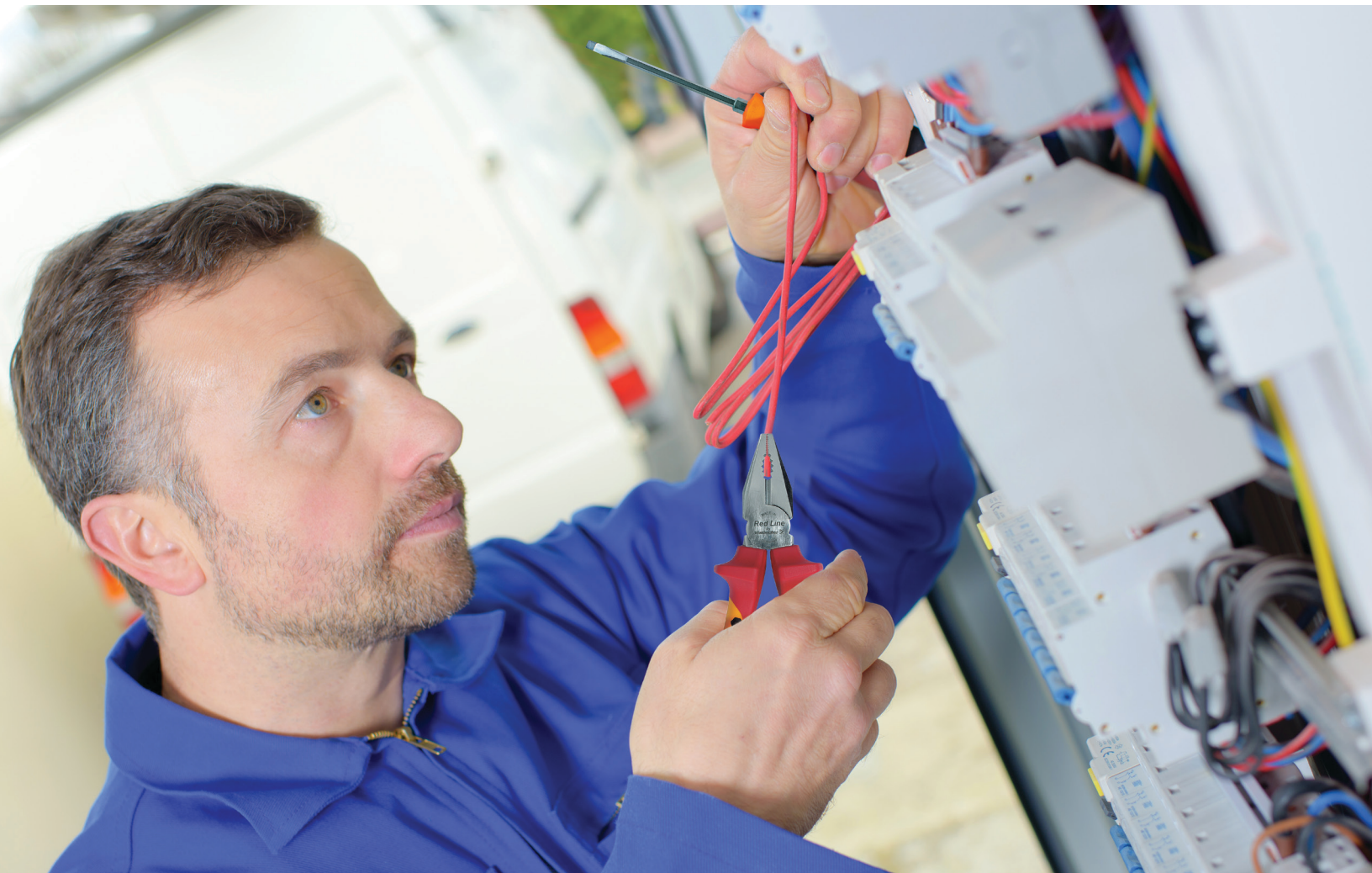
Save up to \$3,000.00 in tools and ferrules

Special "Tool Partner" Multiplier

Make 10% additional margin on tools and 25% additional on ferrules

Sales Campaign and Marketing Support

Increase sales at your counter and your branch with free promotional materials and semiannual tool promotions



Marketing Campaign Support

Participate in Weidmüller's tool merchandising campaign and you will receive a variety of ads and point-of-sale marketing pieces designed to generate customer interest and help boost your sales! As an added incentive for participating in the program, you will receive a special "tool partner" multiplier to help increase your profitability.

Demo Set value \$1000+

Focus tool demo set

- Demo set value over \$1,000.00
- Includes Weidmüller's top selling tools
- One demo set provided for outside sales support
- Training and selling guide provided



Example tool demo set

Act Now and Save!

Periodic promotions to drive traffic (semiannual)

- Big discounts for customers
- 30% plus margin for "Tool Partners"
- One focus tool demo set provided for sales support



Example tool promo



Counter top display 10"w x 12"h x 8"d

- Includes a dispenser for promotional flyers

Part Number: 1454480000



Display includes dispenser for brochures

Free standing display 36"w x 72"h

- Display brings attention to a new counter offering
- Display includes dispenser for brochures

Part Number: 1454490000



Print and digital advertising

- Print advertisements for trade magazines
- Online banners available in various sizes



Precision Tools for Professionals



Pegboard signage and posters

- Easy-to-hang Weidmüller pegboard signage 36" w x 12" h (shown)
- Counter area poster – 24" w x 33" h (shown)

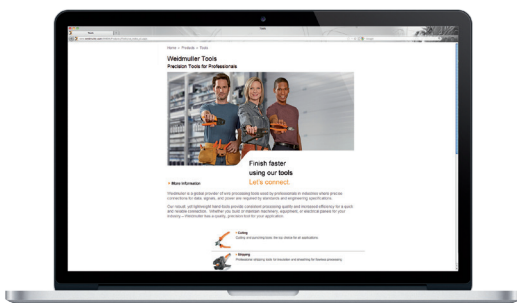
Pegboard Part Number: 6760005814

Poster Part Number: 1454500000



Promotional flyers

- 50 provided with new promotions for display dispenser
- Product details
- QR code



Website landing page

www.weidmuller.com/tools

- Landing page designed with easy access to tool information, videos and technical data.

Discount Stock Package Options

Discount stock packages are available one per location. Select yours now to begin your participation as a Weidmüller "Tool Partner".

You can save over **\$3,000.00** on product alone!

Product	Part No.	Package A Quantity	Package B Quantity
KT 8	9002650000	3	5
KT 22	1157830000	3	3
KT 45 R	9202040000	1	3
KBZ 160	9046280000	3	3
KSE 160	9046410000	3	3
SD Set uninsulated	9009740000	3	3
SD Set insulated Slimline	1274750000	3	3
Swiftly Set	9006060000	3	5
stripax® plus 2.5	9020000000	3	5
AM 16	9204190000	3	3
AM 25	9001540000	3	5
PZ 4	9012500000		3
PZ 6 Roto	9014350000	3	5
Crimp-Set PZ 6 Roto	9028680000		3
CTI 6	9006120000	1	3
stripax®	9005000000	3	5
CS 22-10	1338810000	3	5
CS 30-20	1338800000	3	5
AWG 18-14 Multipack ferrules		*	*
AWG 18-14 Ferrule strips		*	*
Promotional kits	**	5	10

Plus the marketing support

Total Merchandising Costs	\$2,500.00	\$5,000.00
Product Value	\$4,000.00+	\$8,000.00+

* See "PO" Example for part numbers

** See your Weidmüller Sales Representative for the latest promotional set information



Special "Tool Partner" Multiplier

Participating distributors will enjoy more profitability with a special "Tool Partner" multiplier on all tools and ferrules (excludes automated equipment and rail and duct cutters).

Example: Gold Distributor vs. Tool Partner Margin

	Multiplier	Item List Price	Distributor Price	Resale	Distributor Margin
Weidmuller Gold Distributor					
Tools	0.65	\$220.00	\$143.00	\$175.00	18%
Ferrules	0.65	\$12.00	\$7.80	\$10.00	22%
Weidmuller Tool Partner					
Tools	0.55	\$220.00	\$121.00	\$175.00	31%
Ferrules	0.4	\$12.00	\$4.80	\$10.00	52%

Weidmuller – Your partner in Industrial Connectivity

As experienced experts we support our customers and partners around the world with products, solutions and services in the industrial environment of power, signal and data. We are at home in their industries and markets and know the technological challenges of tomorrow. We are therefore continuously developing innovative, sustainable and useful solutions for their individual needs. Together we set standards in Industrial Connectivity.

Weidmuller, United States

821 Southlake Blvd.
Richmond, Virginia 23236
Telephone: (800) 849-9343
Facsimile: (804) 379-2593
Email: info@weidmuller.com
Website: www.weidmuller.com