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GRIT

M A G A Z I N E

ISSUE 1 | JAN-MAR 2017

A SNEAK PEAK...

POWER
PROMOTIONS



COBALT HOLESAWS HAVE LANDED!

Why Cobalt is better than our previous range and how it impacts performance. An exclusive introduction to our new range.

2016 REVIEW WHAT A YEAR!

We take a look back at our best year ever, reviewing the key service and product releases in 2016 which help our customers.

TEST ZONE BLACK EDITION!

Our resident product expert Bruce Bellinger gives us a full test report on the "New in 2016" Black Edition Extra Thin Cutting Discs.



FIVE

STAR SERVICE

"I have been working with Abracs for over a decade. Our companies have built a very close relationship over the years and out of all of my suppliers, Abracs understands my business and the way that we work better than any. Friendly, professional, knowledgeable and supportive in helping me to sell more through my sales channels. It's refreshing to work with Abracs' friendly team, they work very hard to ensure the success of their products within my business"

Frank Wick

INDUSTRIAL TOOLS & ACCESSORIES DIRECTOR

WHY ABRACS?

01

- A FRIENDLY FACE -

We ensure that you have a dedicated internal and external account manager that will get know you and your business.

02

- ONE STOP SOLUTION -

No need to deal with the issues associated with multiple supply sources. We've got it covered!

03

- INDUSTRY EXPERTS -

With over 150 years combined experience our team are proud to help with any technical product information.

04

- PARTNERSHIP -

We see our customers as our business partners, not just our customers. Together we're stronger.

05

- MARKETING SUPPORT -

Our in-house marketing and design team are on-hand to assist you with any sales & marketing support.

06

- PRODUCT PERFORMANCE -

Products that stand the test of time, manufactured to the highest standards and developed over nearly 30 years.

INSIDE

COBALT HOLESAWS

How our Brand New Range of Cobalt Holesaws performs against competition

POWER PROMOTIONS

The Brand new promo structure for 2017 designed to power up your sales.

2016 REVIEW

A review of our key product and service launches and updates for the 2016 year.

TEST ZONE

Product Expert Bruce Bellinger puts the Black Edition range through it's paces.

RANGE DEVELOPMENT

Upcoming product categories and range extensions New for 2017.

FUNDRAISING

How Abracs travelled over land and sea last year to fund raise for great causes.

POWER PROMOTIONS

- ABRACS Q1 PROMOTIONS -
4 POWERFUL PROMOTIONS EVERY MONTH

A brand new deal structure for 2017 designed to help increase your Abrasive & Accessories sales.

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" A HUGE THANK YOU TO ALL OF OUR CUSTOMERS, OLD AND NEW! "

"I would like to start by saying a huge thank you to all of our customers for their dedication and loyal support over the years. It is thanks to you that over the past 27 years Abracs has grown into the trusted and premium quality brand that consumers can really rely on today. Your continued business loyalty is greatly appreciated.

At Abracs we aim to build partnerships with our industrial distributors ensuring that all the product, sales and marketing support required is available to help ensure Abrasives and Accessories category growth & success.

With over 150 years shared industry experience within our team I can confidently say that you will not be disappointed with the high level of customer service and knowledge at Abracs. Our forever evolving range aims to provide you with everything your market requires in the Abrasives and Accessories category.

With specifically designed packages for every industry you really can rely on us to deliver a tailored market service. There is no need to deal with the issues associated with multiple supply sources when you deal with Abracs.

We are recognised as the one stop solution for abrasives, consumables and allied products.

I would personally like to introduce you to our new promotional structure...These monthly deals are sure to power up the 2017 year!"

"Successful business is a team effort...That's why we invest in people & relationships so heavily"



Rob Jeffery
Managing Director
Abracs Ltd

www.abracs.com



CLEAR-CUT PERFORMANCE COBALT.

"BRAND NEW FOR 2017"

INTRODUCING OUR NEW RANGE OF...

COBALT
HOLESAWS

KITS AND ACCESSORIES ALSO AVAILABLE.



COBALT

HOLESAWS

KEY FEATURES



Clear-Cut performance. Abracs Abrasives are re-launching their range of premium quality Holesaws. The addition of 8% Cobalt to the metal alloy increases product strength, durability and performance, making this new range really tough on materials, as well as tough to beat.

Suitable for use on a wide range of applications from Wood through to Stainless Steel and outperforming standard construction Holesaws, these really are a powerful cutting solution.

The entire Cobalt Holesaw range is manufactured with high speed variable pitch teeth for fast and clean cutting, making the performance of this particular product one of the best on the market.

Abracs Cobalt Holesaws come individually packaged & contain full information on correct speeds, applications, fitting instructions and safety guidelines. The extensive range comprises of individual Holesaw sizes from 14mm -152mm & Holesaw Kits which have been specifically tailored for Plumbers and Electricians applications. The range also comprises of a full range of complimentary accessories. Bruce Bellinger, head of the product testing team tells us a little more about

the performance of the new Holesaw range. 'I was a little sceptical at first, not really knowing if an 8% Cobalt addition would really impact on the cutting power of the Holesaws but I was mistaken. The cutting power of these products is not be underestimated as it cut through a heavy Steel bar with very little pressure applied. I would however, highly recommend a good cutting fluid to ensure a smooth and clean cut. Experience this performance for yourself and I guarantee you will not be disappointed with the smooth cutting results of this new range. The Kits are extremely handy too, ensuring that you have all of the necessary accessories needed to complete a job. The plastic storage case keeps everything neatly together so you're not searching through your tool bag for the right size Holesaws for the job at hand.'

Get in touch with the Abracs team for more details and to locate your nearest stockist!

01

- MULTI MATERIAL -

Built to perform to the highest standards on most materials including Mild Steel

02

- HIGH SPEED -

Variable Pitch teeth configuration to ensure cleaner cutting performance

03

- STRONG & DURABLE -

8% Cobalt Bi-Metal Structure ensuring longer life and smoother performance during heavy use

2016

WHAT A YEAR

**2016 has been an incredible year!
Lets make 2017 even better!**

It's been an eventful year for Abracs. We have had plenty to celebrate and get excited about. We are especially proud of our 'new look' website setting the bar extremely high for 2017. Our product offering has grown with the introduction of Reciprocating Saw Blades and the very popular Black Edition Cutting Disc Range. These cutting discs took the market by storm giving our customers the opportunity to experience some of the best cutting power available on the market.

2016 has seen us take part in many international trade shows. Our presence at the Eisenwarenmesse International hardware Fair in Cologne was an amazing experience and a great success, for our Export department. Thanks to your support we have also had success with fundraising for some incredible charities.

We have some big launches and service updates in store for 2017 so be sure to keep updated via News-Hub and Social Media.



- NEW WEBSITE -

The launch went down a storm with many complimenting the 'new look' design and user experience.



- CHARITY EVENTS -

A record amount of £10,000 raised for various charities. Thanks to everyone who sponsored us, took part and got involved.



- NEW PRODUCT LAUNCHES -

2016 saw the introduction of Black Edition and Reciprocating Saw blades ranges, plus many more additions and improvements.



- EXPORT -

Our international export offering has grown by over 100% resulting in international customers having better access to Abracs products.



- TRADE SHOWS -

This year our trade show presence has taken Abracs overseas exhibiting at the highly accredited Eisenwarenmesse International Hardware Fair in Cologne.



- TAILORED CUSTOMER SUPPORT -

Having introduced a variety of tailored account packages, our customers can now benefit from a more personal service delivered by our highly dedicated team.

TEST ZONE

“PROFESSIONAL PERFORMANCE FROM START TO FINISH”

Bruce Bellinger, Product Testing

The Black Edition Extra Thin Cutting Discs are the most popular new line in our product range and fit into what is probably one of the most competitive product areas in the Abrasives market. Both the demand for and the sheer amount of Ex-Thin cutting discs available on the market is unbelievable, believe me I've tested most of them! Ex-Thin Cutting products are seen a "yard stick" for quality when customers are looking for disc suppliers so I've chosen them as the first "Test Zone" product to test and review for you to learn a little more about the technicalities. We manufacture 3 quality levels of Ex-Thin Discs to cater for the industrial market and the Black Edition are our top of the range product. They are OSA produced - The OSA is a stamp of the Organisation for the Safety

of Abrasives and is widely recognised as a symbol of quality in European production. Our Black Edition discs are also INOX which means they are suitable for cutting Stainless Steel without contaminating the work piece. We go to great lengths to ensure unmatched quality in production and that all products meet the rigorous demands of industry professionals, however we are particularly proud the performance of our "Black Edition" range. Abracs Black Edition has a few production advantages that translate directly into product performance. One is the stability of the compound which ensures that consistency can be felt all the way through the cut. It's very noticeable how smooth these discs are in heavy use. The specialist grain & bond combination is what also gives

these discs their increased cutting lifespan. The combination of an integrated bore and strengthened webbing delivers reduced vibration cutting and therefore the speed and accuracy that is desired so much with extra thin cutting by the market. The official figure is 30% extra performance in comparison to price matched products but from a users perspective it's a whole lot more. It may not seem like it but using abrasive discs is a personal thing, every disc has a feel to it and these discs are exceptional. I spend a lot of time using Abrasive products and when I've got a personal project that requires a lot of sheet metal cutting I'll always use the Black Edition 115 x 22 x 1.0mm on my 4-1/2" grinder in my home workshop.



Bruce Bellinger
Product Testing
Abracs Ltd

PRECISION CUTTING

Uniformed high quality webbing & disc structure to ensure strength, consistency and accuracy.

REDUCED VIBRATION

Reinforced bore construction eliminates stress fractures for safer operation and increased product life.

EXCEPTIONAL SPEED

Manufactured using only the highest grade of Aluminium Oxide grain to ensure a super quick and smooth cutting performance.



RANGE

DEVELOPMENT 2017



COBALT HOLESAWS

- February 2017 -

Brand new Premium Quality Cobalt Holesaws will land in February after much anticipation. The now re-imagined Expert Holesaws are built to include an 8% Cobalt Alloy, improving the overall performance and durability.

A full range of sizes from 14mm to 152mm

Full range of Holesaw Accessories.

11pc Plumbers and 17pc Electricians Kits.



TCT BLADES

- Q2 2017 -

Due to launch in Q2 2017 our TCT blade range is now perfected and in production. We have developed and heavily researched this highly specialised blade range and we are confident the performance will not disappoint.

Full range of sizes.

Wood, Steel, Aluminium & Multi Purpose Blades Ranges available.

Full range of Tooth configurations & types.



MULTI TOOLS

- Q2 2017 -

We're excited about our brand New Multi Tools range, due to be launched in Q2! These USA born cutting tools are becoming increasingly popular and with the premium Bi-Metal structure you can be sure they will not let You down.

Bi Metal Construction for extreme strength.

Made in the USA for superior build quality.

Full range of sizes and types available



COATED ABRASIVES PACKAGING



Brand new packaging for Emery Rolls & Sheets designed for usability and easy product storage.

WIRE BRUSH RANGE PRODUCT ADDITIONS



Additions to Spindle Mounted Wire Brush range and Wire Brush Range product improvements.

TILE CUTTING BLADE NEW & IMPROVED



New X-Tech cutting rim for expert porcelain cutting. Specialist improvements to aid professional performance demands.

CHARITY

FUNDRAISING

TOUGH MUDDER 2016

- Team Spirit At It's Best -



*A new challenge was needed.
Introducing the Tough Mudder
Challenge 2016...*

With obstacles named Electroshock Therapy and Arctic Enema 2.0 it's no surprise that this event was not for the faint hearted. Famously known for being one of the toughest events on the planet, this was one of the toughest team challenges to date. The entire team completed the course having raised money for Martin House Hospice, a charity that offers free of charge care and support to families in which there is a child or young person with a short life expectancy.

ENGLISH CHANNEL SWIM

- A Proud Moment For Abracs Ltd -

*We've been busy at Abracs making
sure we do our bit for the people who
really need it...*

When Alex Gowans, Brand Manager at Abracs, stepped into the sea at Dover to swim to France he had 21 miles of open water ahead of him, with temperatures averaging at just 15°C and not even a wet suit for company, this was sure to be a gruelling and extremely challenging task, certainly not for the faint hearted. However, in spectacular fashion Alex completed the swim in an impressive 12.46 hours! All the hard work for Kickstart International who help to provide irrigation pumps and tools for alleviating poverty disadvantaged areas in Africa. Check the news-hub section of our website for a link to the video.



WE WANT
YOUR 
FEEDBACK

| YOUR OPINION MATTERS |

*We would really like to hear from you.
Anything from product reviews to your Abracs product test results.
Not only could you be featured in our new GRIT magazine but we will
also offer special discounts to successful entries.*

Please contact the Abracs team for further details.

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