

www.abracs.com



DISTRIBUTOR SUPPORT

CATALOGUE V2



SUPPORT YOUR SALES



Boost sales, create product awareness and make your shop & marketing look great with the Abracs distributor support range. We've developed a wide selection of internal and external marketing material including product display stands, trade counter displays, banners, flags, posters, plaques, stickers and merchandise to enhance brand and product appearance in-store.

This package is designed to attract and inform your market about the Abracs product range, quality and performance. As an Abracs customer you have access to the entire distributor support range to help develop sales and customers.

We have included order values to receive each item next to each product cost so you can build up a range of support material free of charge as you order regular stock. If you have any questions about how the distributor support package can support sales in store, online and through your sales channels please get in touch with the Abracs team now.

**Artwork is subject to some minor changes.*





ON THE WALL

NEW PRODUCT POSTERS

Choose from all BRAND NEW Abracs products ranges to advertise in store.

PRODUCT RANGE POSTERS

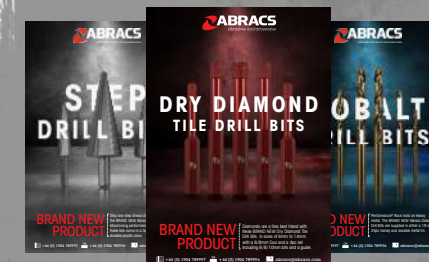
Select which range of Abracs products you would like to showcase in your store to increase product awareness.

ABRACS POSTERS

Increase Abracs brand awareness and increase sales with one of the Abracs brand posters.

Get in touch with the Abracs team so we can provide you with the product range, new products or brand poster of your choice, all supplied in a metal clip frame.

| Specification | Size | Cost | FOC Spend |
|----------------------|------|--------|-----------|
| New Product Poster | A1 | £13.50 | £135 |
| | A2 | £9.00 | £85 |
| Product Range Poster | A1 | £13.50 | £135 |
| | A2 | £9.00 | £85 |
| Abracs Poster | A1 | £13.50 | £135 |
| | A2 | £9.00 | £85 |





POWER STATION

POWER STATION POSTERS

Draw attention to and advertise the Abracs POWER STATION stand, holding a wide range of abrasives and accessories.

POWER STATION STAND

Fuel Your Tools with Professional Quality Products at the Abracs Power Station display stand.

POWER STATION FLOOR MAT

Place anywhere you need around your shop to advertise the Abracs Power Station with our three main ranges, Cut & Grind, Sanding & Finishing and Powertool Accessories.

POWER STATION EXTERNAL BANNER

Grab the attention of passers by with the Power Station External Banner.

Become an Abracs POWER Distributor and receive the full range of shop, marketing and sales support from Abracs.

| Specification | Size | Cost | FOC Spend |
|-------------------------------|--------------------|---------|-----------|
| Power Station Poster | A1 | £13.50 | £135 |
| | A2 | £9.00 | £85 |
| Power Station Stand | 540 x 1190 x 240mm | £105.00 | £1000 |
| Power Station Floor Mat | 91 x 61 cm | £30.00 | £300 |
| Power Station External Banner | 3m x 2m | £60.00 | £600 |
| Power Station Bundle | — | £208.50 | £1800 |





TRADE COUNTER

ABRACS CLOCK

Our feature piece showing off the three main product groups available from Abracs.

PRODUCT VIDEOS

Our 12 product videos are a fantastic and entertaining way of gaining product knowledge and seeing our products in use. Pre-loaded onto a memory stick.

PREFERRED DISTRIBUTOR WALL PLAQUE

Let your customers know you are a Preferred Distributor of Abracs Abrasives and Accessories.

TRADE COUNTER MAT

Show off the full range of Abracs products and draw attention to the Abracs catalogue.

Get your trade counter looking great and let customers know you're a preferred distributor of Abracs Products.

| Specification | Size | Cost | FOC Spend |
|-------------------|-------------|--------|-----------|
| Abracs Clock | 26cm | £27.00 | £270 |
| Product Videos | N/A | N/A | N/A |
| Wall Plaque | 300 x 200mm | £30.00 | £300 |
| Trade Counter Mat | 434 x 234mm | £5.50 | £55 |





BANNERS & FLAGS

ABRACS BANNER

Advertise the full Abracs range of products and draw in traffic with an eye-catching external banner.

PRODUCT RANGE BANNER

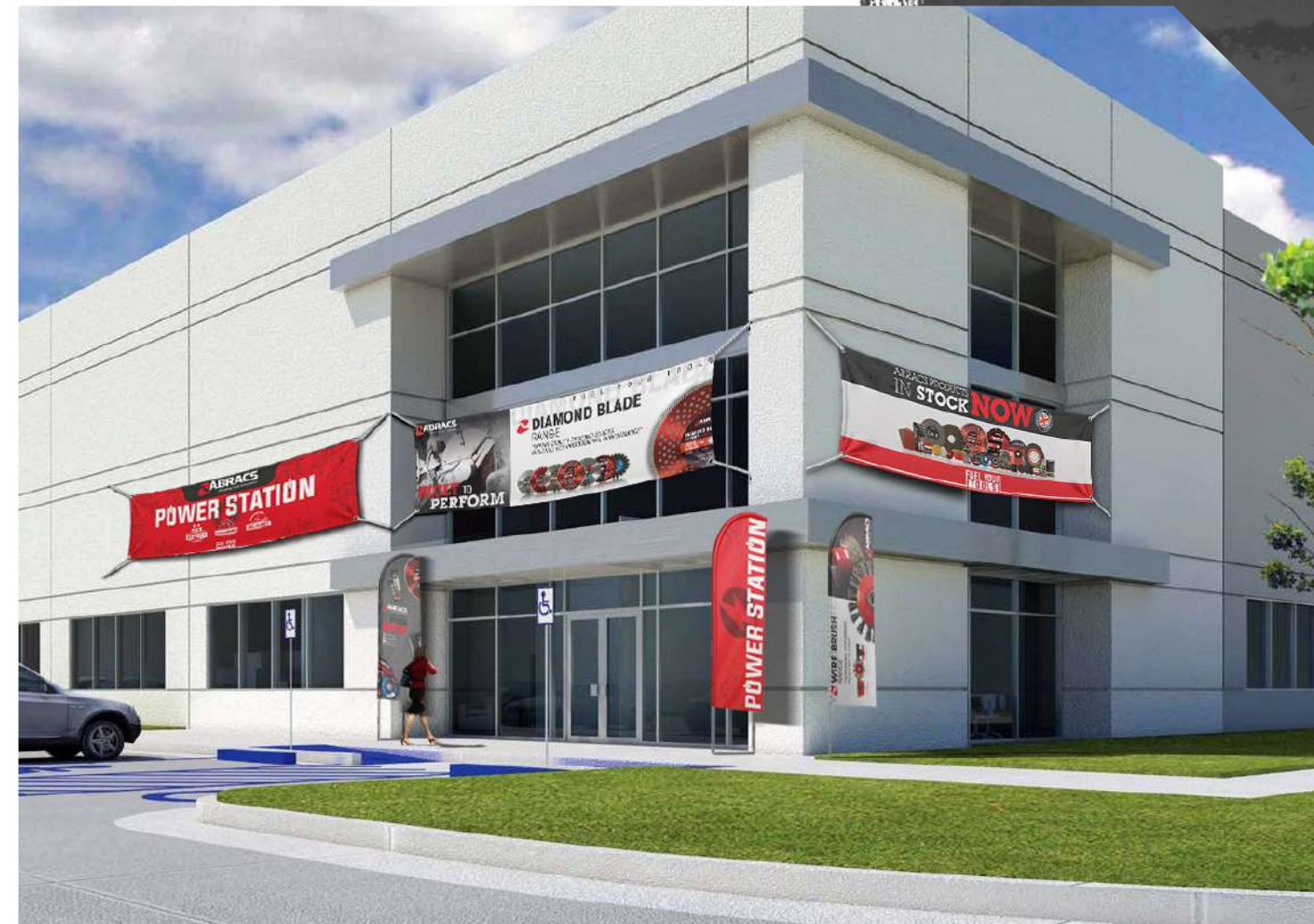
Select from a variety of product range banners showcasing Abracs top selling products.

EXTERNAL FEATHER FLAGS

Choose from a range of flags to advertise the Abracs brand, Product Ranges or Power Station.

Contact the Abracs team to request your preferred style of banner or flag selecting from our Abracs brand banners, product range banners or chosen flag.

| Specification | Size | Cost | FOC Spend |
|----------------------|--------|--------|-----------|
| Abracs Banner | 3 x 2m | £60.00 | £600 |
| Product Range Banner | 3 x 2m | £60.00 | £600 |
| Brand Flag | 2m | £70.00 | £500 |
| Power Station Flag | 2m | £70.00 | £500 |
| Product Range Flag | 2m | £70.00 | £500 |





MAKE A STAND

ABRACS TIN STANDS

A fantastic addition to any counter top. Suitable for all products supplied in tins.

COUNTER TOP STAND

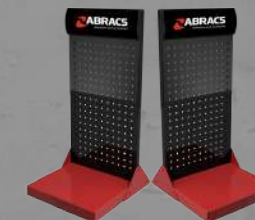
A great way to offer Abracs product promotions and create extra sales at the point of purchase.

2m x 1m STAND ALONE STAND

Our largest stand in the range which can hold a good amount of products with a handy storage drawer to hold excess stock.

Create more sales by making the customer journey to purchase easier with Abracs' distinctive packaging and high quality branding displayed professionally.

| Specification | Size | Cost | FOC Spend |
|--------------------|-------------|---------|-----------|
| Tin Stand | 150 x 390mm | £19.50 | £190 |
| Counter Top Stand | 320 x 600mm | £36.00 | £360 |
| 2x1m Display Stand | 2 x 1m | £192.50 | £1900 |





THE ACCESSORIES

ABRACS MUG

Enjoy your morning coffee from an Abracs Mug.

ABRACS BOTTLE OPENER

Keep close at all times on a handy keyring.

ABRACS PLAYING CARDS

Take a break and play some Blackjack with Abracs playing cards.

SCREWMAGNET

Never lose your screws with Abracs Screwmagnet.

ABRACS STATIONARY

A wide variety of Abracs Stationary products including Catalogues, Note Pads, Desk Planners, Rulers, Pens, Mouse Mats and Coasters.

ON-SITE RUCKSACK

Carry tools and equipment to a job with ease. Designed with a rigid base for durability and tons of storage options including a laptop compartment.

ON-SITE DRAWSTRING BAG

A lighter option to the On-Site Rucksack.

| Specification | Cost | FOC Spend |
|-----------------------|---------|-----------|
| Abracs Mug | £2.00 | £50 |
| Abracs Bottle Opener | £1.50 | £50 |
| Abracs Playing Cards | £4.50 | £50 |
| Screwmagnet | £13.50 | £100 |
| Abracs Stationary | FREE | FREE |
| On-Site Rucksack | \$99.99 | £650 |
| Abracs Drawstring Bag | £6.99 | £60 |





IN THE WINDOW

OPEN/CLOSED SIGN
Professionally made, double sided door/window signs.

ALL PRODUCTS IN STOCK STICKER
Let customers know you stock the Abracs range before they open the door.

PRODUCT RANGE STICKERS
Choose from our comprehensive product ranges to increase awareness.

The market is a tough environment and our range of decals, shop window graphics and signs will help make your shop front stand out, giving an edge over the competition.

| Specification | Size | Cost | FOC Spend |
|-----------------------|-------------|-------|-----------|
| In Stock Now Sticker | 400 x 400mm | £5.00 | £50 |
| Product Range Sticker | 400 x 400mm | £5.00 | £50 |
| Open/Closed Sign | 200 x 60mm | £5.00 | £50 |





ONLINE SUPPORT

Get Abracs looking good on your website to create extra online sales & benefit from online customer enquiries. With access to our product upload file and Dropbox you can select any up to date product image and specification you need.



SALES SUPPORT

Get plugged in to Abracs promotions, presentations, product literature and samples packs with the rep support pack, training and real time support. Our reps can assist you to help boost your sales with their extensive product range knowledge.



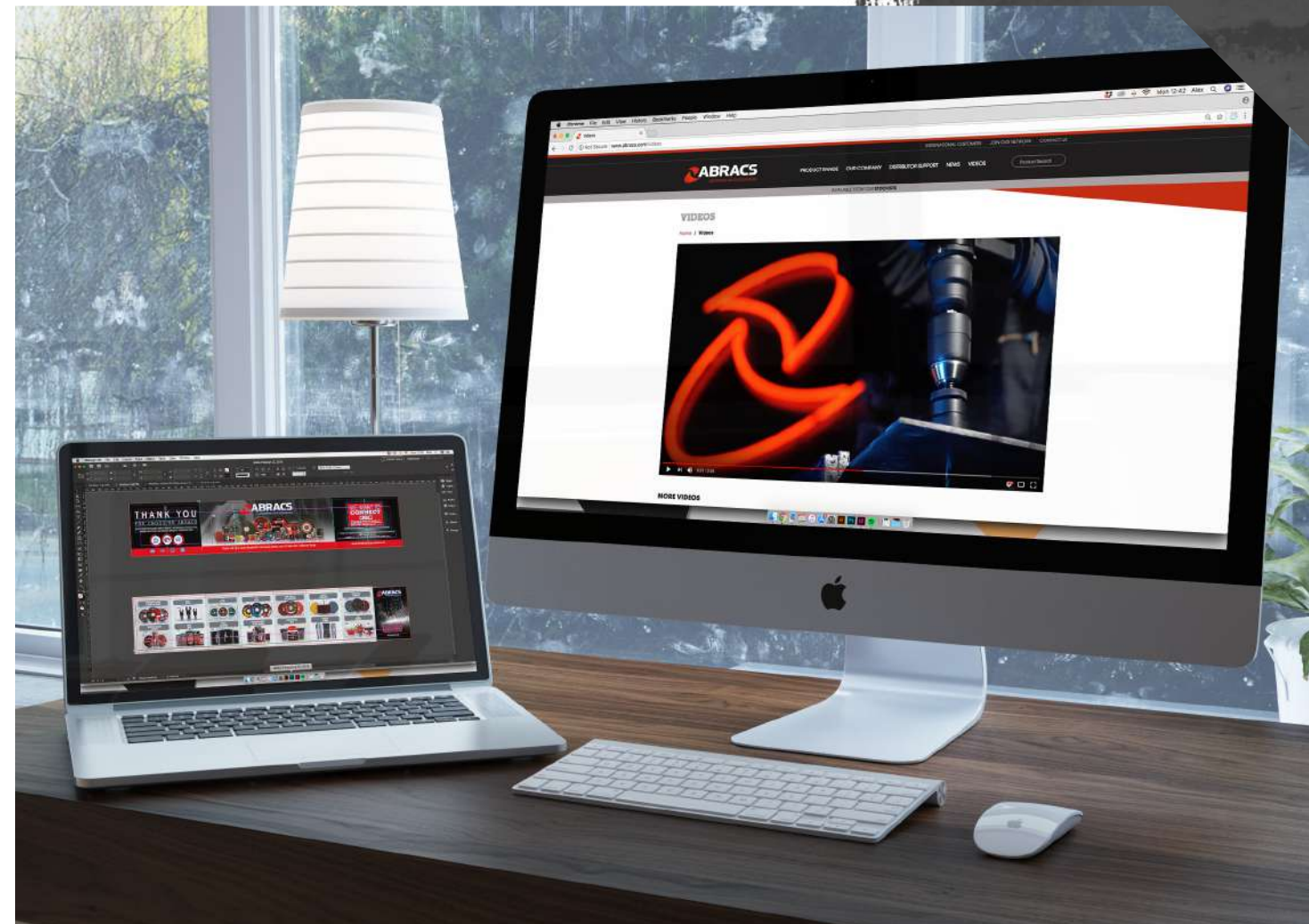
MARKETING SUPPORT

Our in house Design & Marketing team can support your sales and take the work off your hands for catalogues, flyers and promotional material. You supply your company logo and details and we can take care of the rest.



PRODUCT VIDEOS


The Marketing team and Resident Product Tester took to the Abracs Test Zone after hours to shoot videos for each of our product ranges. Upload these to your website or play in store to grab attention and boost customer engagement.





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**FUEL YOUR
TOOLS**
WITH PROFESSIONAL QUALITY PRODUCTS