

February 2021

Carl Kammerling Fusion 2021 Trade Promotion – Filled with Exciting New Deals!

Carl Kammerling is launching its exciting **new Fusion 21 trade promotion** - running from 1 February to 28 May 2021 - offering retailers fantastic savings on more than 150 products from all CKI brands including: C.K, C.K Magma, C.K Classic, Avit and Kasp. This great selection of products includes proven sellers, core items, new innovative product launches and great value range deals - all for just a low initial order. Product incentives are available for customers who wish to commit more to the promotion initially, and any of the range deals. This unrivalled package provides customers who sign up with a superb incremental profit opportunity, as well as high margins and great discounts.

Innovative New Products A superb selection of new product launches are available in the Fusion 21 including: C.K Sure Drive Socket Sets – combining high quality with high performance, manufactured from forged chrome vanadium alloy steel, making each part rust resistant, as well as providing excellent longevity; C.K Rescue Hex Key Set; C.K Rescue Nut & Bolt Extractor, the perfect companions for those tricky tasks; and the C.K Magma Wheeled Rucksack Plus, an innovative lightweight and compact tool storage solution.

Great Value Range Deals Fusion 2021 sees a selection of great value range deals, with free products for customers who purchase a range deal. Highlights of the products available include: C.K Cable Strippers; C.K Redline VDE Combicutter; C.K Sure Drive Sockets and Accessories; and C.K Sure Drive Adjustable Wrenches.

Additional opportunities within Fusion 2021 include a number of **Counterbox** promotions, and a brilliant range of **Added Value packs** which provide additional items as FREE.

Retailers who sign up to Fusion21 also **benefit from an excellent sell out package**, which includes: Eye-catching Counter Mats and Price Stickers, designed to drive sales. A brand new product brochure features all the brands and products available in Fusion 21, with a handy content index for quick and easy product selection. Digital consumer brochures can be downloaded using QR codes on printed counter mats and shelf wobblers. A social media campaign will also figure strongly during the promotion to further increase sales.

To benefit from Fusion21, customers can simply sign up by contacting their local sales representative, or CKI customer services on 01758 704704 / sales@cki.uk.com

Don't forget to mark your order FUS21 to benefit from this superb promotion.

Ends.