

## **Carl Kammerling International Launches its Exciting Highlight 2021 Promotion**

Running until April 30<sup>th</sup> 2021, Carl Kammerling International's exciting **Highlight 2021 promotion** offers retailers and consumers fantastic savings on its leading range of C.K Magma tool storage solutions. Working with trade professionals gives C.K Magma great insight into what works best to make tasks much easier. Its range of innovative tool storage products do just that, offering the very best options for high quality, efficient tools and test equipment storage, to suit everyone's needs.

**Highlight 2021** offers new and existing customers a choice of two levels of buy-in – Entry Level and Range Level plus there's a Replenishment Level for subsequent orders – with customers benefiting from great discounts at all levels. Driving footfall into retailers forms a key part of **Highlight 2021** and includes a consumer advertising campaign, together with eye-catching POS materials to increase demand in-store. The campaign also features a strong emphasis on Social Media, designed to engage consumers and further drive sales.

### **Fantastic Discounts at all Levels**

**Entry Level (MAGR1)** offers 6 fantastic C.K Magma products with unbeatable discounts, including: C.K Magma 3 Pocket Pack; Drill Holster; Tool Pouch; Technician's Tool Case Max; Technician's Rucksack; Mini Bag; plus FREE POS In-store Pack with: A Virtual Showroom Poster/Counter mat with active QR Code to access the full catalogue; plus a Window Vinyl with active QR Code and C.K Magma Baseball Cap.

**Range Level (MAGR2)** offers customers 9 top selling C.K Magma tool storage products in one fantastic deal. Customers also receive a FREE Large POS In-store Pack including a Virtual Showroom Poster/Counter mat with and active QR Code to access the full catalogue; a 600mm Range Display Board; 9 and 6 inch Flat Hooks; and Window Vinyl with QR Code.

**Replenishment Level (MAGR3)** Customers who buy-in to either the Entry Level or Range Level can also benefit from the Replenishment Level, which allows them to re-stock and take advantage of excellent discounts on the full C.K Magma range, with no minimum order value.

**To benefit from Highlight 2021**, customers can simply sign up by contacting their local sales representative, or CKI customer services on 01758 704704 / [sales@cki.uk.com](mailto:sales@cki.uk.com)