

Ideas at WORK

Tips & insights from America's leading supplier of specialty hand tools & equipment

Malco

Malco Products, Inc., Annandale, MN 55302 • www.malcotools.com • 800-328-3530

Better ideas for the real world 

TOOL KITS with a CUSTOM FIT



Building and strengthening relationships with the future of the skilled trades has long been a priority for Malco Products. And in recent years, we have made relationship building with industry educators and students a genuine passion. Malco's Custom Kitting Service is a great opportunity for distribution to build on this foundation of trade school and union training programs, and loyal ranks of industry instructors/trainers.

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YOUR OWN MALCO PAGE!

Look for the Distributor Tab on the www.malcotools.com homepage.

This helpful feature lists services, programs and special offers currently available to distributors, including close-out items. It also contains advertisements running in trade journals and other helpful information including planogram examples to help you organize your display or communicate needs for a review and reset to your Malco representative.

Explore the distributor page soon and see what it has to offer you!



TOOL KITS *with a* **CUSTOM FIT** *Continued from page 1*

MALCO'S CUSTOM KITTING SERVICE AT A GLANCE:

- ✓ As few as 6 tool choices packed in a No. TB1 tool Bag qualifies as a kit.*
- ✓ FREE shipping on any size kit order.
- ✓ 50% discount on the No. TB1 Tool Bag.
- ✓ Personalization available with school or union logos on the kit insert card (1-time \$25 logo set-up charge).

- ✓ School order discount! All kits that you sell for use by students will be invoiced at printed price less a 10% pass-along discount when a copy of a school or union Purchase Order is submitted with a firm order.

**We have also expanded our kitting service to include the addition of non-Malco-branded tools and accessories after meeting the modest 6-tool Malco minimum. In these cases the request for quote should include brand names, part numbers and descriptions for non-Malco items to be included in the kit.*

ASK FOR A QUOTE

Get your Custom Tool Kit list together and call **Malco Customer Service** at 1-800-328-3530 weekdays, 7:00 a.m. to 6:00 p.m. Central Time or Fax anytime to 1-800-206-6760.

International Customers may call 1-320-274-2376 or fax 1-320-274-2652.

In Canada call 1-800-219-1085 or fax 1-800-222-5329.

Go to www.malcotools.com and click the Distributor Tab to see a copy of the distributor brochure *Think Outside The Box And Into The Bag* describing this service.

ADVERTISING UPDATE



NOVEMBER
- Home Builder, Canada



OCTOBER
- Journal of Light Construction
NOVEMBER
- Journal of Light Construction



OCTOBER
- Snips



NOVEMBER
- Snips



NOVEMBER
- World Fence News
- Fencepost

REDLINE™ TRANSITION

THE FUTURE IS NOW

It's time to step up to optimized, easy-grip handles, maximized compound leverage, and a sure, secure one-hand operation latch.

Effective January 2012, Malco will no longer offer the non-Redline handled tools listed below. These old style handled tools will need to be replaced with Redline models.

Replace these items with Redline:

C4, C5, C6, CGP, FCS, JCC, JCC50, JCC75, HP18K, N1, N2, NHP1, PL1, S2, S3, S5, S6, S9, SC3, SL1, SL2, and SL8.

REDLINE catalog numbers are easy to remember. Just add an "R" to the ends of the numbers above to convert to Redline.

Hurry! Don't delay a single order. Load Redline numbers in your system today.

REDLINE™
HANDLES by Malco



CONTRACTOR PROMOTIONS MALCO HAS YOU COVERED

For a modest qualifying order, our Program of Distributor-Based Contractor Promotions offers:

- FREE Flyer Announcements**
- FREE Pass-Along Premiums**
- FREE Bundled Added Value Pack Options**

— AND A MAILING SERVICE!

Available for a \$25 flat fee plus the cost of 1st Class Postage!

ASK YOUR MALCO REP

Your Malco Representative has all the details of how you can grow your Malco sales with a Malco Contractor Promotion Program customized to fit your needs.



SPECIAL NOTICES

The New PEX Stapler for Wood & Foamboard is Now Available for Shipment!

The new PEX Stapler (PWS1) secures a layout of PEX pipe to a wooden sub-floor or foamboard base faster than any other layout method.



NOW AVAILABLE FOR SHIPMENT



TurboShear Drill Attachments are Now Available Packaged in a Carrying Case!

This impact resistant carrying case is now available as an option for TurboShear Drill Attachments ordered under the following numbers:

TSHDCEV for 18-ga (1.22 mm) Steel

TSS1CEV for Asphalt Shingles

TSNS1CEV for Natural Roofing Slate

TSF1CEV for 5/16" (8 mm) Fiber Cement Siding

TSF2CEV for 1/2" (13 mm) Backerboard



TEAM SELLING



Kirk Langbehn
General Sales Manager

Malco is excited to announce changes to our corporate Sales and Marketing structure that will better help service our sales representatives and distribution customers, while achieving the Malco business plan. We call it "Team selling."

Different associates from Sales and Marketing will have direct contact with reps and customers depending on the activity. Team selling provides multiple points of contact within our organization and more flexibility to shift resources to where they are needed. Multiple team members are likely to be involved if an activity has a larger scope.

Kirk Langbehn, our General Sales Manager, is responsible for planning within the sales organization to set up the needed distribution, and communicate the Malco business plan down through our Sales Leaders to our reps. Kirk also is a member of the new product teams that bring all the new innovative Malco Products to market. When not at Malco, he enjoys training and racing in triathlons, and just recently completed his first Marathon. Check out Malco's Facebook page for more pictures.

Stay Tuned! In upcoming issues we will highlight more members of our Sales and Marketing Team!



Malco Products, Inc.

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Annandale, MN 55302

MALCO SHOW PARTICIPATION WHAT'S IN IT FOR YOU

Exhibiting at trade shows is an expensive, time consuming activity. But where else can you interface with so many influential users of industry products and services than on the exhibit floor of a national or international show? And where else can you reach out to these large numbers of movers and shakers under one roof, within the span of a few days? Efficiently seeding the market with innovative solutions as well as building brand awareness and loyalty via trade shows really does impact distribution. Quality face time between manufacturer and end-user supports the brands you carry, the message carried in advertising and packaging, and ultimately, supports the distributor's promotional efforts at the point of purchase and in local media.

Trade shows are also a great learning place for distributor contacts in such an effective show and tell environment. So, if your plans take you to an industry show, or if the show comes to your market, we want to hear from you, and are eager to work with you to promote show attendance to your local trade.

SAVE THE DATES

AHR EXPO

**International Air-Conditioning,
Heating, Refrigerating Exposition**

January 23-25, 2012

McCormick Place North and South
Chicago, IL

www.ahrexpo.com

Visit Booth # 4859

FENCETECH '12

**The 50th Annual AFA Convention
& Trade Exhibition**

January 25-27, 2012

Miami Beach Convention Center
Miami Beach, FL

www.americanfenceassociation.com

Visit Booth # 2145

DACH + HOLZ

January 31 – February 3, 2012

Messe Stuttgart
Stuttgart, DE

www.dach-holz.de

Visit Stand # 9.113 Hall 9

BUILDEX VANCOUVER

February 8-9, 2012

Vancouver Convention Centre West
Vancouver, BC, Canada

www.buildexvancouver.com

Visit Booth # 519

BUILDER SHOW

2012 NAHB International

Builders' Show

February 8-11, 2012

Orange County Convention Center
Orlando, FL

www.buildersshow.com

Visit Booth # W3690

COLOGNE HARDWARE FAIR

**2012 International Hardware
Fair/Practical World**

March 4-7, 2012

Koelnmesse Exhibition Center
Cologne, DE

www.eisenwarenmesse.com

Visit Stand # 060 Hall 10.1

INDOOR AIR EXPO

March 5 – 7, 2012

Paris Hotel

Las Vegas, NV

www.iaqa.org/expo

Visit Booth # 914

**2012 HVAC EXCELLENCE
National HVACR Educators
& Trainers Conference**

March 18-20, 2012

South Point Hotel

Las Vegas, NV

www.hvacexcellence.org/nhetc

Visit Booth # 28

JLC LIVE

**New England 2012 Residential
Construction Show**

March 23-24, 2012

Rhode Island Convention Center
Providence, RI

www.newengland.jlclive.com

Visit Booth # 1012

**For complete
up-to-the-minute
calendar information,
go to www.malcotools.com
and click on Events.**