



REDLINE HANDLES by Malco

A DATE WITH OPPORTUNITY!

Dear Distribution Partner:

I hope this letter finds your business outlook brighter as we forge ahead together in a slowly recovering economy. Malco product development and continuous improvement efforts continue unabated in the pursuit of new growth opportunities for the tool category. In recent years, a key Malco improvement initiative has been the development of our REDLINE tools, to address ergonomic issues and changing demographics within the ranks of professional end-users of hand tools. The REDLINE handle design offers today's end-user population both maximum leverage and a natural ergonomic fit and feel for any size hand.

The list of 22 specialty tool designs where REDLINE handles were first employed has been dual-lined (both REDLINE and original style handle options) since the REDLINE introduction in October 2008. Effective January 1, 2012, Malco will no longer offer the original, (non-REDLINE handled), models of these tools (last available date for sale being December 31, 2011). Guaranteed Sale returns of the original handle style tools (see list below) will be accepted until October 31, 2011.

Discontinued items as of January 1, 2012:

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

If you are not already transitioning sales in your market to the Malco REDLINE handled model numbers (which use the suffix "R"), I encourage you to take advantage of these Promotional Services from Malco:

CONTRACTOR PROMOTION PROGRAM:

- Qualify with a REDLINE order as low as 12 tools.
- REDLINE cap premiums are available for use with this program.
- PREMIUMS and customized promotional FLYERS SHIP WITHIN 3-DAYS of receipt of your qualifying order.

LITERATURE & DISPLAYS:

- Attractive REDLINE BROCHURES, like the one enclosed here, are available for your counter use or mailings.
- Dynamic REDLINE POSTERS are available for your sales room.
- Standard and Customized DISPLAY PROGRAMS can be developed with expert assistance from your Malco Representative.

CONTACT your local MALCO REPRESENTATIVE now for answers to your immediate questions or CALL MALCO CUSTOMER SERVICE at 1-800-328-3530 weekdays M-F, 7:00 a.m. to 6:00 p.m. CDT. From CANADA Call 1-800-219-1085. All other INTERNATIONAL CUSTOMERS Call 320-274-2376.

For specialty tools of the trade, Malco has "Better ideas for the real world" and real opportunities for you.

Sincerely,
MALCO PRODUCTS, INC.

Nancy Gunnerson
Portfolio Planner

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