



**STOCKIST**  
**SALES & MARKETING**  
**SUPPORT**



**DURO-DIAMONDS.COM**

**YOKOTA.CO.UK**







# STOCKISTS SALES & MARKETING SUPPORT BROCHURE

We don't just want you to purchase DURO branded products - we want to help you sell them out! We have a number of standard and bespoke services we can offer from toolbars to dual branded posters. All designed to help you increase your sales.

MERCHANDISING

MERCHANDISING ACCESSORIES

POINT OF SALE

IN-STORE POSTERS - PRODUCT / PROMOTIONS / DUAL BRANDED

DUAL BRANDED PROMOTIONAL / PRODUCT RANGE FLYERS

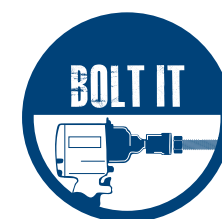
BESPOKE MERCHANDISING AND WALL COVERINGS

OUTDOOR DURO BANNERS

PRODUCT TRAINING

MARKETING SUPPORT FOR PRINT OR WEB - IMAGERY / VIDEO / LAYOUT

**DURO-DIAMONDS.COM**  
**YOKOTA.CO.UK**





# PRODUCT MERCHANDISING TOOL BARS

THE ULTIMATE SHOWROOM INSTALL. WE CAN WORK WITH YOU TO PICK THE PORTFOLIO OF PRODUCTS THAT SUITS YOUR BUSINESS AND INSTALL THESE HARD HITTING UNITS FOR YOU.



DIFFERENT TOOLBARS CAN BE CONFIGURED TOGETHER TO COVER ANY SIZE OF SPACE



1 METRE TOOLBAR



1/2 METRE TOOLBAR

WORK DIRECTLY WITH YOUR AREA SALES MANAGER TO BUILD A RANGE TO FILL THE TOOLBAR AND MEET THE REQUIRED ORDER LEVEL AND WE'LL SEND IT WITH THE PRODUCT FREE OF CHARGE. YOU CAN OF COURSE PURCHASE ANY OF THE TOOLBARS SEPARATELY



# PRODUCT MERCHANDISING TOOL BARS - HANGING ACCESSORIES



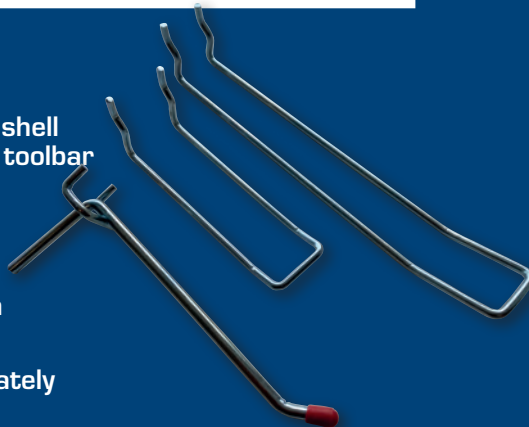
TOOLBAR SOLUTIONS

**MAXOUT**  
YOUR SHOWROOM



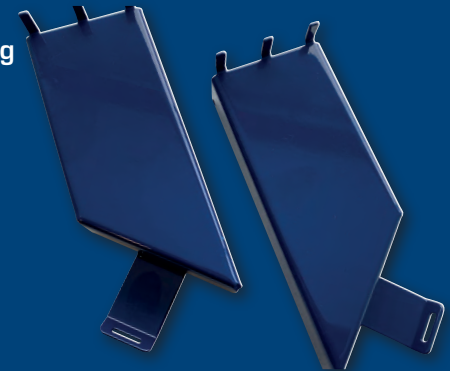
## STANDARD METAL EURO HOOKS

- > Allows for packs with euro slots to be hung
- > Blade boxes and clam shell packs hang flat to the toolbar
- > Short and longer euro version plus single prong available
- > Euro hooks Included in toolbar installations
- > Can be ordered separately



## SPACE SAVING HOOKS - LEFT OR RIGHT ANGLED

- > Enables blade boxes and clamshell packs to be hung at an angle & closer together
- > Saves a large of amount of retail space to enable more products to be merchandised
- > Can be ordered separately





# PRODUCT MERCHANDISING - SELL OUT SUPPORT



## CORE DRILL HOOKS

- > Uses 1/2" BSP male thread to secure core in place
- > Enables dry diamond core drills to be safely merchandised as seen above
- > Outer carton can be hung alongside
- > Can be ordered separately



## OUT OF STOCK REORDER CARDS

- > Highlights which product needs to be re-ordered
- > Parts numbers & barcodes can be included

## PRODUCT ENHANCEMENT

- > Dedicated blade product cards
- > Further promotes product features for easy identification
- > Can be co-branded and priced to suit



## APPLICATION CHARTS

- > Distributor & end-user quick product selector tools
- > Enables quick and easy material / application cross ref
- > Shows user what is available even if not stocked
- > Can be tailored to stockist demand

# PRODUCT MERCHANDISING - SELL OUT SUPPORT



## DURO PRODUCT

DIAMOND JIGSAW
DIAMOND RECIP SAW
BRICK REMOVAL CHISEL
CHANNELLING CHISEL 30MM
CHANNELLING CHISEL 55MM
CHISEL 20MM
EXTRA WIDE CHISEL 80MM
GOUGING CHISEL
MORTAR RAKING CHISEL
SCUTCH COMB
SCALING CHISEL
TILE REMOVAL CHISEL
SDS MAX TO PLUS ADAPTOR
POINT

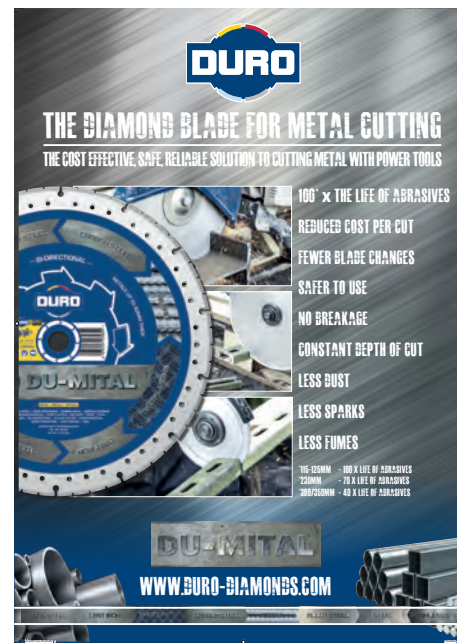
## PRODUCT BACKING CARDS

- > Ideal for SDS chisels, points etc. using hanging product clips
- > Instant product / application recognition
- > Product hangs next to full description and 'in-use' image



## IN-STORE POSTERS

- > A range of hard hitting poster options to promote your stocked DURO products
- > New product promotions to help launch your sales
- > Dual branded, bespoke promotional posters with your logos, pricing and tailored range
- > General product range posters



## Product/New Product Posters

## SPECIAL OFFERS YOUR LOGO



Phoenix House  
Ty Dorch Industrial Estate  
Llanwrda  
Cardiff  
NP23 5TB  
Tel: 01493 480007  
Email: [sales@durodiamonds.co.uk](mailto:sales@durodiamonds.co.uk)



## Bespoke Promotional Posters and Flyers

## BESPOKE PROMOTIONAL FLYERS

- > The DURO marketing department can work closely with you to create eye-catching promotional dual branded flyers
- > Promote special pricing or simply promote the range of DURO products that you stock
- > Layouts can be supplied in any required format for you to print or in a format for you to email out
- > Simply speak to your area sales manager to get the ball rolling



# PRODUCT MERCHANDISING TOOL BARS - SELL OUT SUPPORT



## BESPOKE WALL COVERINGS

- > Flat finish, modern and removable wall coverings for high impact promotion
- > Can be produced in any size
- > Branded or dual branded
- > Coverings can be removed without leaving a residue and replaced or moved elsewhere
- > Involves joint investment - please speak your DURO Area Sales Manager for more details

## BESPOKE MERCHANDISER INSTALLS

- > For qualifying orders we can create bespoke toolbar and point of sale installations
- > Personalised or dual branded toolbar backdrops with high impact visuals to promote tailored product ranges
- > Joint, close working venture with participating distributor managers and marketing teams
- > Can be part of a range of dual branded support items such as posters and point of sale units
- > Involves joint investment - please speak to the DURO marketing department or your DURO Area Sales Manager for more details





# PRODUCT POINT OF SALE OPTIONS



## SINGLE BLADE DISPLAYS



- > Compact, trade counter top, point of sale designed for maximum impact and minimum use of space
- > New product launches
- > Specific product promotions
- > Built-in leaflet dispenser
- > Product and literature can be specified and jointly branded if minimum product order levels are reached
- > Accommodates - 230, 300 & 350mm diameter blades
- > Central blade fixing for security



## SUPER THIN CUT OFF WHEELS P.O.S



- > Compact point of sale unit, designed for maximum impact & minimum use of space
- > 10 tins of either 115mm or 125mm abrasive wheels
- > Robust corrugated card
- > Re-use and refill
- > Free of charge with qualifying order

## 2-STROKE OIL POINT OF SALE



- > Compact, point of sale designed for maximum impact & minimum use of space
- > Holds 25 bottles of 1 Shot 2 stroke oil bottles
- > Robust corrugated card
- > Re-use and refill
- > Can be supplied free of charge when ordering 25 bottles



# PRODUCT POINT OF SALE OPTIONS

## DRY DIAMOND CORE DRILL KIT DISPLAY



- > Robust, floor-standing point of sale unit for dry diamond core drill kits
- > Fits 5 kits stacked & locked
- > Additional kit sits in open viewing compartment
- > Discuss with your area sales manager for qualifying orders



## SMALL DIAMETER STACKING DISPLAY



- > Compact, metal point of sale unit for angle grinder blades and abrasives
- > Replaceable backing card
- > Can be re-used to promote different products
- > Backing card can be dual branded and priced to suit



## INTERCHANGEABLE METAL / CARD POS

- > Fully interchangeable point of sale system for blades, cores & tile drills
- > Interchangeable metal trays slot into base with card surround
- > Backing card can be dual branded and priced to suit
- > Blade insert holds 20 blades - 5x115mm, 5x125mm, 5x230mm & 5x300mm
- > Core drill insert holds 7 core drills and 5 core drill adaptors
- > Tile drill insert holds 30 tile drills



# ON SITE - SELL OUT SUPPORT

CUT IT



DRILL IT



## DURO

GRIND IT



BREAK IT



DIAMOND BLADES / DIAMOND CORES / DIAMOND DRILLS / DIAMOND SAWS  
CARBIDE BLADES / CARBIDE DRILLS / BREAKERS / ACCESSORIES / [WWW.DURO-DIAMONDS.COM](http://WWW.DURO-DIAMONDS.COM)

## OUTDOOR BANNERS

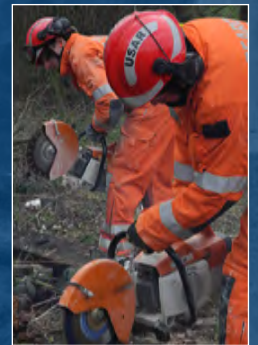
- > Weatherproof outdoor banner
- > Advertise what you are stocking!
- > Supplied with built in eyelets
- > Easy to fix in place



# PRODUCT TRAINING

## PRODUCT / APPLICATION TRAINING

- > DURO YOKOTA can offer product training to distributor employees and field salesmen to ensure they have relevant knowledge to be able to help their own end user customers
- > DURO YOKOTA will advise the correct product for the correct application and also best practice in use to ensure that each user experiences the full capability of every DURO product – whether it be to cut, drill, grind or break the massive range of materials DURO products cover
- > Health and safety best practice can also be shared
- > Speak to your DURO YOKOTA Area Sales Manager to discuss how we can support you with your product knowledge





## PRINT AND WEB SUPPORT



# PRODUCT IMAGES & VIDEOS

- > DURO YOKOTA can support distributors with all their marketing and promotional activities
- > We can supply images in print or web format and video raw footage
- > Website support for all data required - size, weight, barcodes etc

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AIRTOOLS FOR CONSTRUCTION  
AND SURFACE PREPARATION

DIAMOND, CARBIDE, ABRASIVE &  
HARDENED STEEL POWER TOOL ACCESSORIES



THE SUPPLIER OF SYNTHETIC DIAMOND, CARBIDE, ABRASIVE AND HARDENED STEEL POWER TOOL  
BITS, DRILLING, GRINDING AND BREAKING A WIDE RANGE OF CONSTRUCTION RELATED MATERIALS  
WITH 4 PERFORMANCE LEVELS, DURO HAVE THE PRODUCT FOR EVERY APPLICATION

- DIAMOND BLADES
- DRILL SUPPRESSOR WATER LANS
- 2 STAGE AND
- MULTI STAGE
- WIDE FL-POURAGE BLADES
- METAL CUTTING BLADES
- ROPP BLADES
- ALUMINUM BLADES
- FLAKE BLADES
- CIRCULAR SAW BLADES
- GRINDED ABRASIVES
- JAGGED & KEEF SAW BLADES
- DRY DRILLING CORES
- WET DRILLING CORES
- DRILL BITS AND MOTORS
- GRINDING DRILL BITS
- GRINDING THE SHAFT AND MILLING
- GRINDING DRILLING
- GRITTED ABRASIVES
- GRINDING PREPARATION & GRINDING
- GRINDING GRINDERS & DRILLING



FOR EVERY APPLICATION



FOR EVERY MATERIAL

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**01909 552470**

