

## ▶ DOUBLING DOWN ON DAMN GOOD TOOLS

RICH BENNINGHOFF, PRESIDENT & CEO, MALCO PRODUCTS SBC

At Malco Products, our mission is to create “Damn Good Tools” that have been proven to help trade pros get the job done faster, safer and more effectively than ever before. However, those tools don’t get into the hands and trucks of expert HVAC and roofing, gutter and siding technicians without the hard work of our distribution partners.

While we offer all the traditional programs you’d expect from a tool maker with our market longevity, we’re doubling down on some unique offerings this year.

**Social Media.** Since social media is a great way to get the word out and reach a larger audience of trade professionals, we’ve been providing sample posts and images about some of the exciting things happening at Malco for distributors to share on their social channels. As an extra bonus, every time distributors use one of the posts and tag Malco on Facebook or Instagram, they are entered to win a credit on their account.

**Display Contest.** Distributors worked with our Malco sales rep and customer service teams to design displays that offer high visibility and easy point-of-purchase. For the contest, distributors submitted before and after pictures of their Malco tools display and received a free Carhartt jacket just for entering. From the initial entries, 20 distributors will be awarded credit for future orders on their account.

**Custom Materials.** Our in-house design team works with distributors to create materials that stand out with customized images and messages. From custom packaging and tool kits to showroom merchandising materials, we provide a range of options for developing eye-catching materials that help you grow your business.

The Malco team is immensely proud of the effort we’ve put into designing, developing and launching innovative products. That team includes our distributor partners as we work together to provide technicians high-quality tools.



BENNINGHOFF

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## ▶ HIGH QUALITY, RELIABLE PROTRACTORS AND KNIVES

JAY GORDON, NORTH AMERICAN SALES MANAGER, SAWS AND HAND TOOLS, THE L.S. STARRETT COMPANY

Miter Protractors are ideal for all building trades that require the measuring and transferring of angles. Miter Protractors take error-prone calculations out of the process of miter cuts. A miter cut scale transfers readings directly to the miter saw for miter joints. Part of the popular Starrett ProSite 505 Protractor family, the 505P-7 7-inch Miter Protractor is ideal for carpenters, plumbers and all building trades that require the measuring and transferring of angles, miter cuts as well as being exceptionally helpful for DIYers. The series also includes the Starrett 12-inch Aluminum Combination Protractor which provides 5-in-1 functionality with the ability to perform miter cuts,

single cuts, act as a protractor or roof pitch, and offers a compound cut conversion table.

Starrett Utility Knives are ideally suited for the professional contractor's cutting requirements. The Starrett Exact Plus Hidden Edge-Retractable Blade Utility Knife has a trapezoidal blade that stays safely tucked away when not in use, and also works with hook blades. An easy-to-use safety lock and lever allows the blade to be exposed instantly. Starrett Exact Plus Utility Knives also include a folding knife with an aluminum die-cast body using a trapezoidal or hook blade.

Starrett jobsite hand tools include Pocket Scribers featuring a knurled and nickel plated steel handle. The scriber point is finely tapered for precise positioning and a hexagon-shaped head prevents the tool from rolling. Adjustable Jaw Cut Nippers feature a special design including heat-treated steel frames for strength, that provides powerful leverage for efficient and clean cutting, and is recommended for all wire cutting applications. Starrett screwdrivers include a jewelers' version for relatively small, delicate work and models with precision-machined tips for top quality and exact fit.



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**RANCO INDUSTRIES, INC. | 3421 RUSK ST. HOUSTON, TX 77003 | 713-228-5543**