



Space Saver Starter Kit

Space Saver Starter Kit consists of:



	<u>Dealer / Jobber</u>	<u>MSRP</u>
1 SSA8	\$ 274.00	\$ 399.00
1 SSA15	\$ 344.00	\$ 493.00
1 Display Spring	Free	\$ 175.00
2 Mounting Kits	\$ 52.00	\$ 67.00
1 Header -24" x 16"	Free	\$ 20.00
1 Mobile Display	Free	\$ 15.00
5 Catalogs	Free	
25 Brochures	Free	

Retail Value \$ 1,236.00

Jobber Price \$ 722.00

(Designed to fit on existing peg-board)
(Mobile hanging display not shown above)

Order Item #111050

Features of the SuperSprings Space Saver Starter Kit Program

- Inexpensive introduction to the product line
- Smaller product display "foot-print"
- Free header, sample spring and all marketing literature; Peg-board not included
- Full discounts apply to this program

The SuperSprings Space Saver Starter Kit program was introduced in August, 2005 and is aimed specifically at locations with limited display space. In addition, being discounted more than 60% off the Heavy Duty Starter Kit and 55% off the Regular Starter Kit, it is far more affordable to a wider range of customers.

SuperSprings Space-Saver Starter Kit Program

The SuperSprings Starter Kit began with feedback from our new dealers wanting to introduce our product line to their customers. The request was to create a single line item that encompassed a cross section of our most popular springs and all appropriate marketing material. The Space-Saver Starter Kit is a hybrid of this program that is geared specifically at those dealers with limited show room floor space and/or a smaller budget. The Space-Saver is a wall mounted option that includes our two most popular springs, the SSA8 and SSA15 with mounting kits, a separate eye-catching, yellow, single display spring, mounting hooks, a 24" x 16" display header and a ceiling hanging mobile display. Please note; the kit does not include the peg-board shown in the image.

Unlike our Regular and Heavy Duty Starter Kit options which are sold as freight-free, direct drop-shipment to the customer; the Space Saver is not. "Free freight" criteria vary depending on your physical location. Please check with our office for your specific qualifying amount.

Our marketing experience has shown that when we provide customers with the tactile opportunity to "see-feel-touch" our product; coupled with the before-and-after pictures on our display header, the sales results are the most positive. The header pictures coupled with the "Got Sag and Sway" question invite customers to consider their specific need for our product. Being able to handle the display spring lets customers experience first hand the simplicity of our product; in particular, the workings of our patented shackle and roller system. Also the "solid-ness" of the product and our "maintenance-free" claim becomes real apparent.

Each of our previous Starter Kits has been an extremely effective sales tool for introducing and keeping our product on our dealer's showroom floors. Some WD call centers have been asking us for a cheaper introductory offer of our product and we anticipate the Space Saver filling this void.

Please don't hesitate to call our office with any questions you might have about this or any of our Starter Kit programs.