

Introduction

The **Easi Plumb** and associated brands consist of a comprehensive range of Plumbing, Heating, Gas, Shower, Bathroom, Ventilation, Insulation, Drain Clearing, Stove & Chimney Care and Specialist Tools presented in both a retail and customer friendly fashion. In combination, these ranges are intended to provide retailers with a single source Retail Plumbing and Related Product Solution.

Product Range

The product range is very in depth and provides retailers with the possibility of offering their customers all of the parts and accessories necessary to carry out most Plumbing, Heating, Insulation, Ventilation and Drain Clearing jobs. It is suitable for both professionals and DIY enthusiasts.



Bulk Packs
Provided with trade persons in mind, they are available for selected and fast moving lines. Such provision reduces overall component costs by an average of 10%.

Packaging

The entire range is packaged either on hanging cards or hanging boxes. They are all "Euroslot" punched and are supplied ready to be conveniently located on Peg Board or Slat Wall. They may also be hung on Clip Strips. The range of cards and boxes has been designed to look both aesthetically attractive and informative providing new and unique opportunities to retailers to sell products heretofore stored out of view of prospective customers.

Most of the range features easy to follow Installation Instructions. These may be printed on either the front or reverse of the packaging and is dependent on the component type. Most installation instructions for fittings will be found on the reverse, while those for the more unusual items will appear on the front. Although all instructions are written in English, the graphical "story board" layout of the packaging has been designed so that to inform non English speaking persons as to their use.

All products are supplied Bar Coded. The full range is available electronically in Microsoft Excel format for immediate upload to customer computer systems, thereby ensuring a fast and accurate assimilation of data

Care for the Environment

The packaging is simple. It is made almost exclusively of recycled card. Components are attached to the cards in a number of ways. The principal method is the use of small but strong plastic staples which firmly grip the components. Other methods include plastic bubbles stapled to the card or "Die Cut" cards which are specifically designed to attach certain products. In all cases any attachment to the cards are easily separated for environmentally friendly disposal. Where none of the above methods is suitable, a series of hanging boxes accommodates such items.

Layout Formats

The entire range is suitable for display on Peg Board or Slat Wall. When planning the hanging layout, assume that the area consumed will generally be about 20% greater than the accumulated card/box area. Excel Industries can provide all the assistance necessary in planning and installing the range. All that is required are details of the available display area in your store, together with an instruction on the product groups you wish to include. From this we can prepare a full proposal for your consideration.

Following acceptance of a range proposal Excel Industries will install the range utilising your display board and hanging "pegs". On request we can provide any display equipment necessary. Header boards are available free of charge. Depending on customer needs and with advance agreement, we can provide a merchandising service.

Marketing Opportunities

Many Plumbing and related components have, until now been stored out of view of potential customers, thereby greatly reducing the possibility of increasing sales. The Easi Plumb concept circumvents this problem. Our concept places everything in view of the customer. Easi Plumb offers a Total Retail Solution.

Typical header board









Typical reorder label



Maintenance

Easi Plumb displays are easy to maintain! Each new installation is carried out by an experienced member of our merchandising team against a pre-planned layout configuration. Underneath each peg and directly behind each hanging product we place a self adhesive "out of stock / reorder" label. The labels include pertinent information which is useful to both the store owner, the merchandiser and the retail customer. Each one is barcoded for easy reordering and from a customer perspective, allows them to see that the product out of stock is included in the range, therefore providing them with the choice to come back another day. The label also includes a picture of the missing item. From a maintenance point of view, it is easy for either the retailer or our merchandiser to order new stock. It also ensures that newly delivered stock is placed exactly where it should be which in all cases will be related to the items adjacent to it.

-  All products are stored at the point of display. Fast moving lines can be "multi faced" to overcome the possibility of stock outs. No additional behind the scenes storage or stock is necessary.
-  The displays are visually attractive to and easily understood by your customers.
-  The range includes many new, unique and interesting products which offer further possibilities to increase sales.
-  The Easi Plumb and associated product ranges have been specifically developed with today's retailer in mind. They provide a single source Total Retail Plumbing Solution.
-  Comprehensive stocks are maintained by Excel Industries at all times.
-  The dedicated Easi Plumb website easiplumb.ie allows end users to familiarise themselves with the complete range broken down by product group. They can also find their nearest local stockist.



Merchandising Service

On request and by agreement, Excel Industries can provide a regular merchandising service from one of our directly employed members of staff. The service includes a tidy up of the display, repair of damaged packaging, merchandising of new stock and the provision of a suggested new order. From time to time he will recommend new lines for inclusion in the range and the discontinuation of lines which are not selling. From a retailers perspective Easi Plumb offers a hassle free solution to the provision of a comprehensive plumbing range.

Excel Industries,
Coolmine Industrial Estate
Clonsilla Road,
Dublin D15 N704. Ireland

Tel: 01 8118701
Fax: 01 8118785
Email: sales@excel-industries.com
Web: easiplumb.ie

