

Work with the best.

NEWSLETTER 30

September 2013

PB SWISS TOOLS

Dear Readers,

With a Swiss tool, you can delight women and men alike throughout the world! Show your customers your appreciation with something new and really useful.

Tools and tool sets from PB Swiss Tools are outstandingly suitable as gifts and promotional items. Print with your logo or your welcome message, they are ideal ambassadors for maintaining relationships.

Kind regards



Eva Jaisli

CEO, Chief Executive Officer
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PROMOTIONAL ITEMS

ONLINE-TOOL

With our new online tool, creating your first drafts on different tools using your own logo is extremely easy.

Let us know about the creation you would like to implement with us.

In only 3 steps to the first design idea:

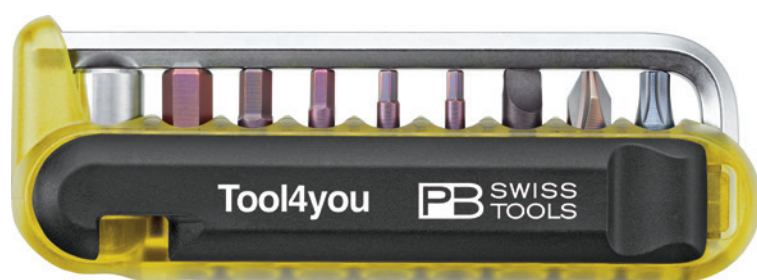
1. Select the promotional article
2. Select the color
3. Position the logo



Link to the online-tool



FOR OUR 4 BESTSELLERS ONLINE-TOOL



BikeTool

The compact BikeTool from PB Swiss Tools is the dream of every cyclist.

In a carrier made of impact-resistant plastic, the handy set combines an adapter made of stainless steel, an L-wrench for quick and powerful tightening and loosening screws, eight C6 PrecisionBits for the most common screws and two tire levers, that are resistant to cleaning agents, oil and gasoline.



Available in 6 colors



Insider 1

One of our bestsellers for years. This present is guaranteed to provide joy. The Pocket Tool can be accommodated anywhere. It is the ideal companion on the road, in the shop, in the studio and in the house.



Available in 6 colors



Insider 2&3

The tried and tested ball-shaped handle guarantees high hand torque. Insider 2 and its universal bit holder for 1/4" bits is the ideal compact hand tool for your hobby room or when traveling.

Tight and rapid screwing is easy with the Insider 3 and its ratchet module – new: also available in a long design.

Company logos are shown only as examples of the various inscription options and are the property of the corresponding companies.

PROMOTIONAL ITEMS

GIFT PACKAGES



Attractive it is indeed, the new gift packaging for our four promotional bestsellers. The card inside the box measuring 44x180 mm can be designed with your welcome message, your logo as well as your personal signature.

Thanks to the high-quality transparent box, your imprinted company logo on the tool and on the card is immediately visible. Operating instructions are included in each packaging.



Representation of the gift packaging with an individually designed greeting.
View of rear side (1) and front side (2).

PROMOTIONAL ITEMS

MANY POSSIBILITIES

The tools and tool sets from PB Swiss Tools with individual imprint are suitable as useful gifts and promotional items.

More info is available on our website under the following link:
www.pbswisstools.com/en/specials/promotional-items/tools.html



BEST PRACTICE

BIKETOOL WITH CAMOUFLAGE LOOK

Thanks to our long-standing partner in Japan, the tools from PB Swiss Tools are greatly appreciated in this market. New needs are being identified and jointly developed further. Our partner, Kiichi Tools Co. Ltd., in Osaka, Japan, provides information about the creation of the Special Edition:

What brought about the idea of creating a BikeTool in camouflage colors?

The assortment of our customers for self-defense is already very comprehensive. The reputation of the company is excellent. The only thing missing was a reliable PocketTool. Because the quality of PB Swiss Tools and the color code design enjoy a high degree of familiarity, the customer requirement can be met with the new development.

What type of feedback did you receive from users?

The BikeTool is being recommended to friends and acquaintanc-

es. The tool is handy and perfectly suited as a companion on the road. In emergencies, the BikeTool is always readily available. With the special color design, it distinguishes itself from other tools and, therefore, can easily and quickly be located.

Any other interesting facts?

Resellers have pointed out that the BikeTools stand out very well on display due to their special color and receive a lot of attention.

Which customers, besides cyclists, purchase this bike tool?

It is purchased by do-it-yourselfers and professionals in Japan. Because it can be used in a multi-functional way and features a stylish design, it is also very well liked by young users.

www.kiichi.co.jp

Special editions

Starting at 500 units different handle type, we will deliver the handles of the classic or multicraft screwdrivers in the colors you desire.

Ideal for company inaugurations, anniversaries, employee presents and much more!

