



THE RIGHT TOOLS SINCE 1945

Representing the
right **products, programs,**
and **people.**

Getting It Right

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MIDYEAR ROUND UP

As usual, the year is flying by. I have now been with Midwest Tool for four months. I am trying to meet or at least reach out to everyone to see what Midwest can do to better support your efforts. I am confident the tools you will be receiving this year will confirm we are committed to support you.

To make sure we continue on a positive track, I will be reaching out to you to get your input on how your territory will finish up in the 2nd half of 2015. Overall Midwest Tool sales are up 5.4%. The goal is to finish $\geq 8\%$. I am confident we can reach this growth goal since the fall historically is the strongest season for Midwest Tool.

If you have any questions, please feel free to call or email me. It is the company's goal to support your efforts in successfully marketing Midwest Tool.



Cheers,



Chuck Loparo

"HAPPY. EASY. PROFITABLE."

THANK YOU!

Recently we asked you to take a quick survey. The responses were anonymous so if you completed the survey, **THANK YOU!**

The number of people that have completed the Midwest University courses are increasing. This means we have more people educated on Midwest products. **THANK YOU** for your efforts in promoting this program. We plan on developing more training modules for this year.



MIDWEST SNIPS CHALLENGE

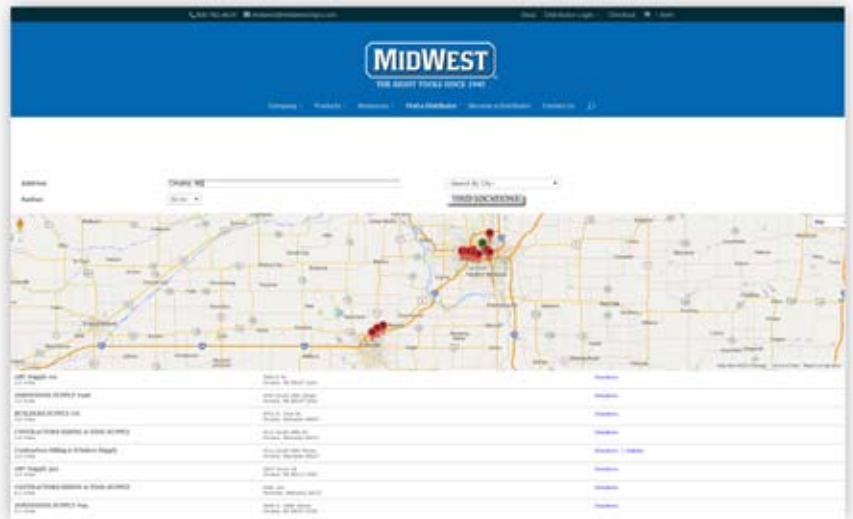
The Midwest Challenge is a success. We are seeing a strong percentage of Midwest Challenge distributors reorder. We feel there are still several accounts we can convert to Midwest. In reviewing the program we wanted to see what we can do to make the program a bigger success. To make it easier, the Midwest Challenge has an easier sign up format. We have created a simple web link (<http://midwestsnips.com/midwest-snips-challenge>). This allows you to easily and quickly send a link to a potential distributor. We have also eliminated the credit check procedure, speeding up the process. The last improvement is the thank you page. Once a Midwest Challenge distributor signs up, they will receive a thank you notification suggesting other common products based on the market industry they selected on the submission page. The goal is to get them to place an order for additional items.



WEBSITE UPDATE

www.MidwestSnips.com

**Have you noticed!
The entire site has been
updated and provides
several benefits for all.**



- The new site is easily viewed on all platforms (desktop, tablet & mobile devices).
- Enhanced distributor log in. While this feature is still being developed, distributors will be able to create their own login and purchase product. The specific log in allows the distributor to see their net pricing. We are on schedule to have this function completed this month.
- Enhanced distributor locator. The site makes it easy for a potential customer to locate a Midwest distributor near them.
- Live Chat will allow us to engage potential customers and distributors.
- If someone wants to be a Midwest distributor, there is a section explaining the benefits of being a Midwest distributor and the option to request more information.

All these improvements will provide and help identify opportunities for our current and potential distributors, while providing a better experience for the user. Please take some time to become familiar with the new site.

THE LATEST PRODUCTS

MWT-DVSSL Snap Lock Punch gets lean and mean.

In September, we will be conducting a rolling change to a stronger more compact version. The current version is manufactured out of stamped metal. The new version is hot drop forged, allowing for a more compact and stronger tool. Part numbers, UPC codes, and pricing will remain the same.



Current Version



New Version

THE LATEST PRODUCTS *Continued*

MWT-A2 Scribe is a handy one-handed tool when you just need to make a quick measure and mark.

This handy tool allows the user to make quick 10 preset measurements (1/8" to 1") and marks the material. Hold it vertically for short measurements and horizontally for larger measurements. There is a short ruler if other measurements are necessary. Samples are being shipped to you this week. There are 12 scribes in a shelf pack and MSRP is \$6.95.



Self-Piercing Screws is a product line that continues to grow for Midwest.

As a result, we evaluated the offering and identified sizes that will round off the product range. This month you will receive a sales sheet highlighting the complete offering. I understand that you might represent a line of screws; if that is the case we do not want to cause a conflict. Just let me know if you do not require the sales sheet and samples.



Something BIG is coming soon ...



MWT-NS1 Nopeus Industrial Profile Shear will be launching later this month.

This product is a joint effort with another supplier to offer the best powered shear that can easily handle 18 gauge cold rolled sheet metal and quickly work through profile material. What is Nopeus; it is a Finnish word that means velocity, speed, and quickness which perfectly describes this tool. Made in the USA, this tool can cut sheets of metal up to 1,680 inches per hour.



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Midwest Tool & Cutlery Co.

PO Box 160
1210 Progress Street
Sturgis, MI 49091 USA

U.S. Toll Free: (800) 782-4659
Outside U.S.: (269) 651-7964
midwest@midwestsnips.com
F: (269) 651-4412