



**Press release
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MAKING FIXINGS IMPOSSIBLE TO IGNORE

As part of its commitment to offering the best products backed by the highest levels of service and support, ForgeFix has extended the range of Point-of-Sale materials it offers its stockists. The leading distributor of fixings, fastenings and associated products has just launched a new countertop display unit to help drive sales of its already popular fixing plugs.

Eye catching yet neutrally branded, the units are designed for use at the point of purchase where they can encourage impulse buying, maximise opportunities for counter staff to cross-sell and prevent customers forgetting to buy an important component in any fixing project.

To accommodate the vast choice of plugs offered by ForgeFix, the units are available in a wide variety of formats and styles. This allows stockists to display those products most suited to their customers' needs.

The units are also supplied shelf ready - complete with bar codes and clear line drawings which make product identification easier. In addition and to further simplify product selection for the customer, individual packs of plugs benefit from details of what accompanying screw and drill bits sizes should be used as well as a check list of suitable substrates.

Commenting on the launch of the new display units, Mike Smith, Sales and Marketing Director at ForgeFix, said: "At ForgeFix, we aim to offer our stockists more than products. We want to provide them with a complete package which adds value and that helps them maximise sales.

“The launch of the new countertop display units is part of that and joins an already wide range of PoS items available to ForgeFix’s customers.”

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Image: ForgeFix CDU.jpg

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Notes to editors:

With over thirty years of experience and a customer base that includes major builder’s merchants, DIY outlets, glaziers and large multi-site retailers, ForgeFix is a leading supplier of high-quality fixings, fasteners, drill bits and ancillary items. The company sources high quality products from manufacturers across the world and prides itself on complementing these products with an equally high level of customer service. Evidence of this can be found in such initiatives as online ordering and next day delivery across the UK mainland.

More information on ForgeFix and its extensive product range can be found at www.forgefix.co.uk