

**KASP** Locks  
you can trust.



**AVIT** Good  
no nonsense tools.

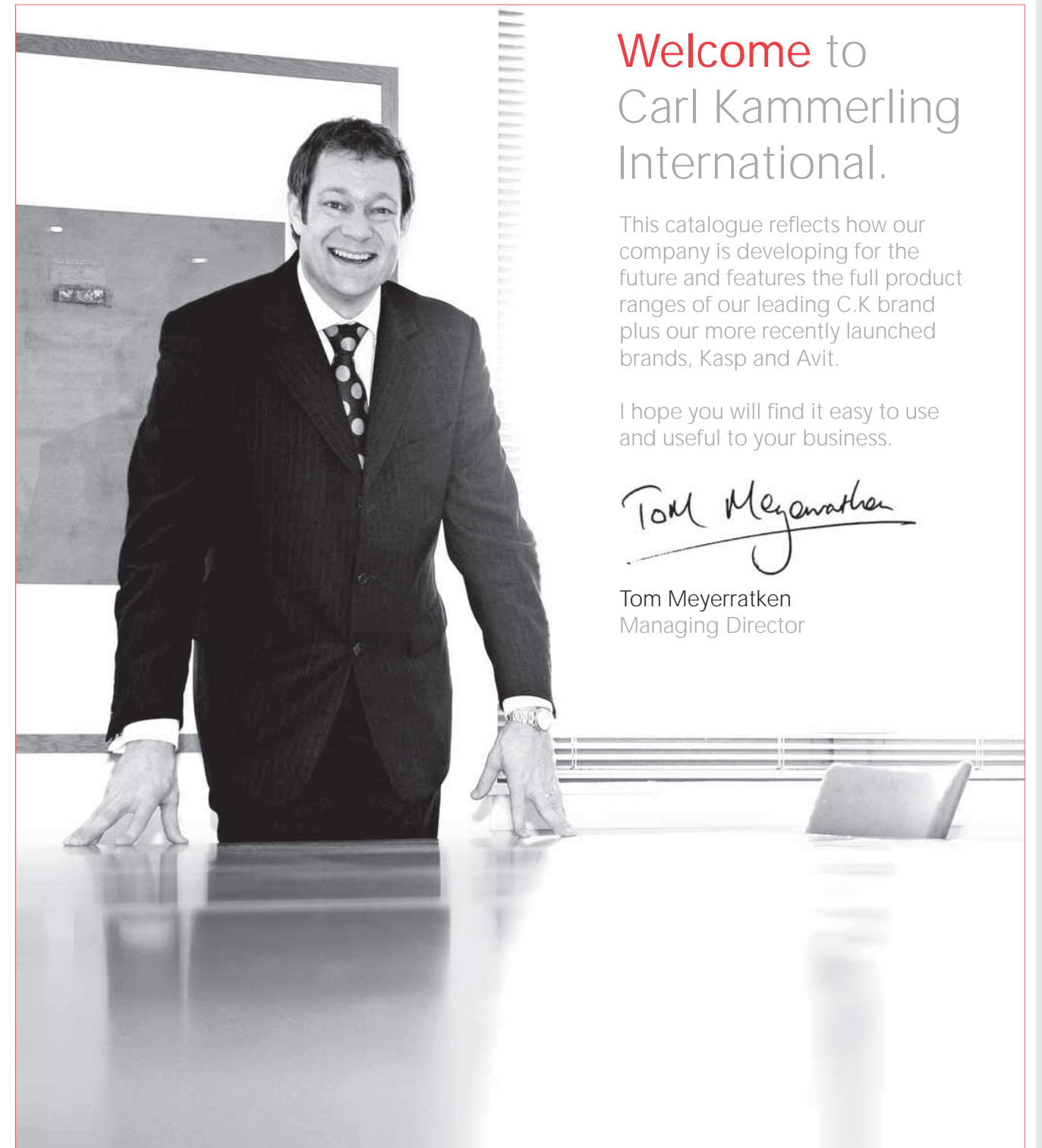


**C.K tools** Designed  
for professionals.



**Tom Meyerratken**  
explains why Carl  
Kammerling International  
is investing in product  
innovation and brand  
development.





## Welcome to Carl Kammerling International.

This catalogue reflects how our company is developing for the future and features the full product ranges of our leading C.K brand plus our more recently launched brands, Kasp and Avit.

I hope you will find it easy to use and useful to your business.

Tom Meyerratken  
Managing Director

Tom Meyerratken explains why Carl Kammerling International is investing in product innovation and brand development.



The C.K Combicutter™ one of our fastest selling products.



The C.K Sabretooth® second to none.

C.K has been a successful brand of hand tools for well over 100 years and is firmly established as the core business of Carl Kammerling International.

Designed for professionals, it is now the best selling hand tool brand for electricians in the UK and is well respected worldwide with sales in over 40 countries.

With such an established and successful brand it is easy to rest on your laurels but to ensure that C.K retains its brand leading status we have, over the last two years, made fundamental changes to the way we approach new product development and the way we market our products.

To gain better understanding of our products in the workplace we set up a customer research group – a permanent panel of trades people and engineers to gain first hand knowledge of product usage and needs. We backed this up by developing a close relationship with The University of Wales to allow us to develop ergonomic designs and rapid prototypes.

These two elements led to the launch of a new sidecutter that has become one

of our fastest-selling products ever - the C.K combicutter™. Designed to satisfy a real product need, the combicutter™ is totally unique and has transformed the way an increasing number of electricians use sidecutters.

Working with metallurgical engineers at our manufacturing facilities we have further improved our sidecutters so the blades are now better than ever, with tests by world renowned VPA in Remscheid in Germany confirming market leading performance.

We are determined not to launch me-too products but to create products that are unique or set new standards which of course means sales opportunities for our customers.

Another good example of this is the recent launch of our new wood saw – the C.K Sabretooth®.

Independently tested by CATRA – the Sabretooth came out top as the UK's fastest cutting first fix saw and once again has been hugely successful in a very competitive market area.

Both the combicutter™ and the Sabretooth enjoyed and benefited from big product launches with heavy marketing support to the trade and the end-user.

We have also invested heavily in new packaging designs and are making sure that all our products are given every opportunity at point of sale by creating merchandising units to maximise impulse purchases.

We are more than happy with the results of our new C.K product development initiatives and there's more to come -

watch this space in 2008!

But our changes in product development have not just been directed at C.K. they have also led to the creation of two new Carl Kammerling International brands – Kasp and Avit.





We have been in the lock and security market as distributors for over 50 years but two years ago we decided once again to innovate and launched Kasp - a totally new brand of our own.

We sponsored consumer research (possibly the first ever for this product sector) to discover the buying criteria people used when buying padlocks and used the information to formalise our product range and to design our packaging and merchandisers.

Our marketing was innovative too - Kasp were the first padlocks to be advertised on national television in the UK.

Kasp is now a market leading brand in the UK and is also enjoying success in another 15 countries worldwide.



We have also created Avit – a value for money range of hand tools designed to complement the C.K range.

Avit packaging was designed to appeal to both the trade and the DIY consumer and, to take advantage of the real opportunity for impulse buys of low cost tools, we designed merchandising units to fill our customers' counter, shelf and floor space.

The success of Avit is reflected in the fact that it was voted 2008 British Hardware Federation Best New Product of the Year.



There is one last piece of innovation that I would like to introduce to you, in an area that is fundamental to our business.

Service to our customers has always been at the heart of our operation - we believe our delivery service is still second to none - and we are now taking customer service into a completely new area.

We have created 'Productwise' – an online product information service that will give our customers' workforce all the information they need to understand our product ranges and give the relevant advice on usage and product benefits.

A modular site, easy to navigate and designed for our key customers to use as an internal sales training aid, 'Productwise' will be fully operational later this year.

We will continue in the future to continuously innovate and improve both internally and within our markets to ensure that we supply you with products that are right for you and your customers.



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