

# PROFESSIONAL **BUILDERS** MERCHANT

THE No.1 BUSINESS MAGAZINE FOR MERCHANTS

NOVEMBER 2014



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**Fantasy  
Football**



**Details on  
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# POINT OF SALE

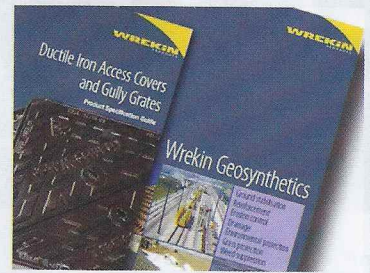
## BIG WIPES 4X4 Grime-busting vans

Bright enough to make even the most dedicated white van man turn yellow with envy, the colourful Big Wipes vans will be heading to building sites, trade shows and builders' and plumbers' merchants with a mission to get tradespeople and their tools cleaned up quickly and efficiently.



With four powerful cleaning agents, Big Wipes 4x4 industrial cleaning wipes are said to be both tough on grime and kind to hands, shifting all modern construction sealants, adhesives, paints, coatings and grime in an instant.

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## WREKIN PRODUCTS New brochures

Wrekin Products has produced two new brochures, offering practical guidance for builders' merchants and their customers on selecting and specifying the best product for the job. Firstly, the geosynthetics brochure contains the full range of Multitrack and Fastrack geotextiles as well as E'GRID geogrids for road, rail and construction.

The second brochure, for manhole covers and gully grates, features the high performance Unite manhole cover and explains the British Standard classifications to help specifiers and users. Comparison tables have also been added to enable contractors to compare directly against Wrekin Products' competitors.

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## HÄFELE UK

### How do you say Häfele? Competition

Trade professionals are being offered the chance to win over £10,000 worth of prizes with Häfele UK through a new campaign to raise awareness of the brand and its comprehensive range. The 'How do you say Häfele?' promo puts the trade's pronunciation of the firm's name to the test, inviting them to post videos to the manufacturer's newly-launched trade Facebook page.

With supporting activities for stockists, all entrants will receive a free Häfele t-shirt whilst the winner of the prize draw will be presented with £5,000 and 50 runners up will receive a Festool drill worth over £200.

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## CONEX BÄNNINGER A6 Range Catalogue

The manufacturer of plumbing fittings and valves has unveiled its new, fully comprehensive product range catalogue. Available as a hard copy or online, it contains detailed information on the company's products with descriptions, product codes, colour pictures, short codes, dimensions, installation guidelines and bag quantity. The catalogue also has an approval and application matrix that shows which products are approved and suitable for which application.

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## ADEY Roadshow vehicle

Adey has unveiled its second customised vehicle to help support its nationwide 2014 roadshow.

The brand new £65,000 VW Transporter will join an existing roadshow vehicle to tour merchants and industry events across the country. Installers will have the chance to learn about the company's four step approach to best practice in central heating system protection while product demonstrations, servicing videos, tips and advice will also be available from Adey's technical specialists.

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## DRAPER TOOLS New catalogue

The new edition of Draper Tools' main tools catalogue — providing a comprehensive guide to the thousands of products available from the company — has been released. Available to all Draper stockists, the full colour 844 page publication features over 10,000 products and is the manufacturer's biggest yet.

There are hundreds of new lines in all categories including tool storage, space heaters and even bicycle maintenance tools. For those trading online and stockists producing their own marketing material, the company has produced a DVD containing digital images and specifications / descriptions of all items appearing in the catalogue for custom use.

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