

# Kincrome: Fit For A King Tool Sale

**Kincrome** is a leading supplier of high-quality tools and equipment to the hardware, automotive and industrial markets across Australia and New Zealand. Kincrome's bi-monthly Tool Sale catalogues are used as a marketing tool for its retail distributors to use. For Father's Day, Kincrome published a catalogue to showcase its seasonal sale.

**Objective:**

The main objective of the 'Fit For A King - Tool Sale' catalogue was to assist retail distributors with a comprehensive catalogue marketing program that would help them with store product sell-in and sell-through. The catalogue also aimed to target tradies and blue-collar workers who use hand tools and allow them early access to market for new and core range products featured in the publication. >>

Catalogues led to spiked sales at Kincrome for promoted items during campaigns

**KINCROME** PROFESSIONAL QUALITY TOOLS  
**TRUST TOUGH**

**FIT FOR A KING FATHER'S DAY SALE**

**KATANA** You hold the power  
18V CHARGE-ALL

**\$229 NEW**

**KATANA CORDLESS 2 PIECE KIT**  
18V CHARGE-ALL

- 1 x Cordless Hammer Drill
- 1 x Cordless Impact Driver
- 2 x 18V 2Ah Batteries
- 1 x 18V Single charger
- 1 x Bag

220500  
5 YEAR WARRANTY  
18V LITHIUM ION  
2 PIECE KIT

SEE THE FULL RANGE ON PAGES 2 & 3

**\$399 NEW**

**KINCROME PORTABLE WORKSHOP TOOL KIT** 94 PIECE

- Metric 1/2" Sockets
- 7 x 1/2" Square Drive Accessories
- 14 Metric Combination Spanners
- 5 Pliers
- 2 TorqueMaster® Screwdrivers
- 9 Piece Ball Point Long Hex Key Set
- Hammer
- Pry bar
- 375mm flex handle and much more...

K1865  
1/2 DRIVE  
50 TORQUE GRADE  
CRV GRADE  
GIFT IDEA

**\$52**

**KINCROME PLIER SET** 3 PIECE

- Combination Plier 200mm (8")
- Long Nose Plier 200mm (8")
- Diagonal Cutting Plier 175mm (7")

K4220  
CRV GRADE

**KINCROME CONTOUR BLACK SERIES**  
**WORKSHOP TOOL KIT**  
22 DRAWER 546 PIECE 42"

- 10 EVA Tool Trays
- LOK-ON™ Sockets and Accessories
- Gear and Combination Spanners
- TorqueMaster® Screwdrivers
- Air Tools and Impact Sockets
- Full range of Striking, Prying, Plier Hand Tools and much more...

P1991MBB

**\$5999**  
SAVE \$600  
OVER \$1297 IN SAVINGS  
HOT PRICE!

**BONUS VALUED AT \$699**

Payment Plan weekly payment ready reckoner

Loan	1 Year	2 Years	3 Years	4 Years
	\$5,999	\$139.58	\$77.29	\$56.49
		\$139.58	\$77.29	\$56.49
			\$77.29	\$56.49
				\$56.49

**KINCROME** SUPATool FINKAL Lisle KATANA

**KINCROME BLUE BLOODS**  
JOIN TODAY!  
Become a Blue Blood today and stay up to date with the latest products, news and promotions from Kincrome!

Sale ends 6/9/2020



# Kincrome: Fit For A King Tool Sale

2 million copies distributed via letterboxes and newspapers

**Method:**

The catalogue was created by the in-house creative team, with 2 million copies distributed via letterboxes and newspapers throughout Australia. The catalogues are foldable, allowing customers to mail them to their data base of trade customers.

**Results:**

According to Kincrome, catalogues have been a successful part of their business for over 20 years, resulting in increased sales for promoted items during catalogue periods and giving confidence to the customer base of continued business.

**KINCROME LOK-ON HEAD TURNING INNOVATION** 85% BOUNDED. KINCROME'S STATE-OF-THE-ART LOK-ON™ SOCKET SETS CAN LOOSEN FASTENERS UP TO 85% ROUNDED. WHERE OTHER SETS WOULD FAIL, LOK-ON™ GETS THE JOB DONE WITH EASE.

**Socket Set 29 Piece METRIC/IMPERIAL** • 13 LOK-ON™ Metric Standard Sockets • 11 LOK-ON™ Imperial Standard Sockets • 5 LOK-ON™ Accessories K27024. 335mm x 175mm x 55mm. **\$229 SAVE \$40**

**Socket & Bit Set 43 Piece METRIC** • 10 LOK-ON™ 1/4" Sockets • 4 Accessories 1/4" Drive • 28 Colour Coded Bits • 6mm Hex Drive Quick Release Bit K27000. 160mm x 85mm x 40mm. **\$109**

**Socket Set 28 Piece METRIC** • 21 LOK-ON™ Metric Standard Sockets • 5 LOK-ON™ Socket Accessories K27030. 250mm x 130mm x 45mm. **\$185**

**Socket Set 28 Piece METRIC** • 24 LOK-ON™ Metric Deep & Standard Sockets • 4 LOK-ON™ Socket Accessories K27021. 415mm x 185mm x 55mm. **\$315**

**Socket Set 45 Piece METRIC & IMPERIAL** • 39 LOK-ON™ Metric & Imperial Deep & Standard Sockets • 6 LOK-ON™ Socket Accessories K27003. 335mm x 175mm x 50mm. **\$209**

**Socket Set 45 Piece METRIC & IMPERIAL** • 38 LOK-ON™ Metric & Imperial Deep & Standard Sockets • 7 LOK-ON™ Socket Accessories K27013. 420mm x 220mm x 55mm. **\$315**

**Socket & Ratchet Sets 11 Piece METRIC - 1/4"** • 10 LOK-ON™ Metric Sockets: 4 - 13mm • LOK-ON™ Ratchet METRIC - 3/8" • 10 LOK-ON™ Metric Sockets: 8 - 19mm • LOK-ON™ Ratchet METRIC - 1/2" • 10 LOK-ON™ Metric Sockets: 10 - 24mm • LOK-ON™ Ratchet K27040. **\$85 FROM**

**Socket Sets 12 Piece METRIC** • 12 LOK-ON™ Deep Sockets 10 - 24mm • LOK-ON™ Fastener Punch K27072. **\$169 EACH**

**Socket & Bit Set 24 Piece METRIC** • 12 LOK-ON™ Impact 1/2" Drive Metric Sockets: 10, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 24mm • 12 LOK-ON™ Impact 1/2" Drive Deep Metric Sockets: 10, 12, 13, 14, 15, 16, 17, 18, 19, 21, 22, 24mm • LOK-ON™ Fastener Punch K27074. 335mm x 175mm x 50mm. **\$209 EACH**

4 For full details visit [www.kincrome.com.au](http://www.kincrome.com.au) **SUPATool** **Supatool** **FINCAL** **Labbe** **KATANA**

**KINCROME CONTOUR BLACK SERIES** TROLLEYS / CHESTS / TOOL KITS

- KINCROME Chest Tool Kit** **\$1599 EACH**
- KINCROME Workshop Tool Kit** **\$3199**
- KINCROME Trolley Tool Kit** **\$4399**
- KINCROME Tool Chest** **\$1049**
- KINCROME Tool Trolley Contour** **\$1499**
- KINCROME Workshop Tool Kit** **\$4399**
- KINCROME Trolley Tool Kit** **\$8699**
- KINCROME Tool Chest** **\$589**
- KINCROME Tool Trolley** **\$869**

**Measuring**

- DIGITAL VERNIER CALIPERS** FROM **\$110**
- FIBREGLASS TAPE RULE** FROM **\$48**
- COMBINATION SQUARE** FROM **\$16**
- IMPACT BIT SET** FROM **\$59**
- IMPACT BIT SET** FROM **\$29**
- IMPACT BIT SET** FROM **\$39**
- IMPACT BIT SET** FROM **\$55**
- IMPACT BIT SET** FROM **\$65**
- IMPACT BIT SET** FROM **\$79**
- IMPACT BIT SET** FROM **\$89**

**LEAVES OTHER BITS IN PIECES**

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