

# Why **Paslode** is the clear favourite

Be a winner in **Paslode's** 'Dream Stable'



**Paslode's Dream Stable**

**Win one of three VIP days at the Cheltenham Gold Cup on March 17th 2006**

To celebrate Paslode's position as the leading gas tooling brand, we're inviting Paslode customers to take part in a very special promotion we've called 'The Paslode Dream Stable'. These lucky winners can look forward to a VIP day for 2 at one of sport's blue ribbon events, The Cheltenham Gold Cup (sponsored by many as the "Olympic Games" of horse racing).

You'll also have the opportunity to place a bet for a staggering £1,000.

Secure VIP race day hospitality right at the heart of the action. Our prize includes tickets, car parking, a wrist badge, a champagne reception and complimentary bar and a full course lunch/dinner followed by tea. This will be the Cheltenham Gold Cup in true VIP style.

[ask here for details](#)

**Win a VIP day for 2 at the Cheltenham Gold Cup and get a £1000 bet!**

1st for performance  
1st for innovation  
1st for value

Be a winner in **Paslode's** 'Dream Stable' competition...

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**Paslode** gas nailers

**scratch and win**  
£20,000 worth of prizes to be won

300 batteries • 300 in car chargers  
100 cleaning kits • 20 IM250A or IM350

**Good luck.** To redeem your prize see over.

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1st for value

## ITW - Paslode Impulse nailer

A promotion to encourage user loyalty and goodwill

### Background

ITW are a global manufacturer of power tools who pioneered and patented 'gas' technology as used in the cordless Impulse tools. ITW's dominance of the UK market was threatened by two major competitive launches coinciding with the expiry of patent protection.

### Business opportunity

To frustrate competitive entry and preserve distribution and end user goodwill during the competitive launch period.

### Strategy

To re-assert Paslode's superiority based on a heritage of innovation, leadership and performance – 'Always First...'

To introduce value added products and new competitive pricing

To use direct mail and an on-going promotional mechanic to build customer loyalty and brand goodwill.

## Results

The competitive launches appear to have had little effect on the Paslode Impulse brand and anecdotal evidence suggests that the promotional contact with Paslode users has been positive.

ideas that work across media and time...

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