

The
MEXCO
diamond tool
DISPLAY
STAND



DEMAND THE BEST

Ideal for Builders Merchants / Plumbers Merchants

- Bespoke heavy duty design • Clear application descriptions and easy to follow application charts • Endless product combinations
- Unique product selector and grading system • Interchangeable graphic areas • Low energy display lighting • W 68cm x D 54cm - H 192cm

AS FEATURED IN

Professional Builder

tools, equipment & workwear

PRODUCT TEST

Once upon a time in

MEXCO



Roger Bisby is down Mexco way with the diamond blade specialist's new point-of-sale information

We have produced many articles on diamond blades over the years, explaining how each type of blade works, and the message is that there is no such thing as one blade that is optimised for all tasks. As much as you might try, we recognise that there is a lot of information to hold in your head when you go to buy a new blade or core bit. It is also a lot to ask of the merchant, or tool outlet, to provide in-depth details on each and every blade. Diamond blade specialist Mexco recognised that there was a real need for good, clear information at the point of sale on what the blades in their range do. They have produced a merchandiser that holds all the key blades in their range with easy-to-follow information beside each row, and under each blade. In essence, they have managed to reproduce several pages of their catalogue in a single vertical display.

The impact on sales has been remarkable. The independent merchant I visited told me that sales had more than

doubled, but, more importantly, they are not getting returns from people who would previously have bought a blade only to find out it didn't do what they wanted it to. With more blades going out the door, and none coming back, the merchant can now view diamond blades and core bits as a hassle-free sale – which was not always the case. In fact, the display has been so effective that customers are not even bothering to look at any alternative brands. Builders and plumbers seem very happy to have a merchandiser unit that answers the questions they might not even have thought to ask, and to be able to make their choice in a fraction of the time it would previously have needed.

Since the launch of the builders' merchants' stand Mexco has now added a plumbers version, which is being rolled out

Builders merchant stand



through plumbers' merchants. Obviously the focus for plumbers is more on core bits, but plumbers also need smaller blades for 100mm angle grinders. The smaller blades come as a continuous rim for cutting ceramic and porcelain tiles to the segmented blade, which is useful for cutting in roof tiles around soil stacks and boiler flues. All that seems to be missing from Mexco is the 'l', but you can bet your life that plumbers and builders all across the country will ask for Mexco blades. In

fact, to that end I typed it in on

Google and up came Mexco. Scrolling down a bit I also found a selection of very gruesome looking knives.

MORE INFORMATION

For further information on Mexco use the reader enquiry number 168