

1<sup>st</sup> August, 2018

Dear Valued Customer,

**Apex Tool Group New Price List: Effective 1<sup>st</sup> October, 2018**

Apex Tool Group Australia/New Zealand wishes to advise that we will be releasing a new hand tools price list catalogue effective 1<sup>st</sup> October, 2018. This new price list will reflect increases across all ranges excluding Australian Made Lufkin measuring lines.

As a business we have attempted to limit the amount of price variations wherever possible. However, due to continued adverse movement in foreign currency, increases in raw materials, key commodities, energy and freight costs we are unable to continue to absorb and sustain these.

The release of this new catalogue also coincides with recent changes made in relation to our global rebranding strategy. You will see updates to the GEARWRENCH and Weller brands plus a consolidation of our leadership brands under CRESCENT as the “primary” brand. This consolidated strategy is designed to leverage marketing assets to build and promote more impactful campaigns and programs under one unified portfolio targeting the professional tradesperson with the new tagline “Trusted by the Trades”.



To assist those who need it, we will be establishing an electronic Excel price file which can be made available on request by emailing [alburypricerequest@apextoolgroup.com](mailto:alburypricerequest@apextoolgroup.com).

For direct access to our customer service centre for sales enquiries and order placement, our phone number is 02 6021 6666 or orders can be faxed on 1800 021 940 or emailed to [alburysales@apextoolgroup.com](mailto:alburysales@apextoolgroup.com).

We appreciate the support you have given in the past and can assure you that we will continue to look for ways to further improve our service to you with many exciting new products and programs planned for 2019.

Yours sincerely,



**Martin Davies**  
**National Sales Manager**  
Apex Tool Group