

MAGNO|DUR

FOREVER WOOD CONNECTIONS

Built to last. Good for sales.



MAGNODUR. Long-life connections.

MAGNODUR:

UNIQUE WOOD CONNECTIONS

FOR MORE ADDED VALUE

MAGNODUR is suki's extensive range of high corrosion-proof, premium wood connectors that provide extreme durability even when used outside.

YOUR BENEFITS WITH MAGNODUR:

- ▶ Only MAGNODUR can do what MAGNODUR can do – a truly unique and unrivaled product range
- ▶ An easy improvement to your range
- ▶ Genuine added value to convince your customers
- ▶ MAGNODUR replaces zinc plated, coated and even stainless steel wood connectors – making your range leaner
- ▶ Good for your sales and your profits



THAT'S WHY MAGNODUR IS SO SPECIAL:



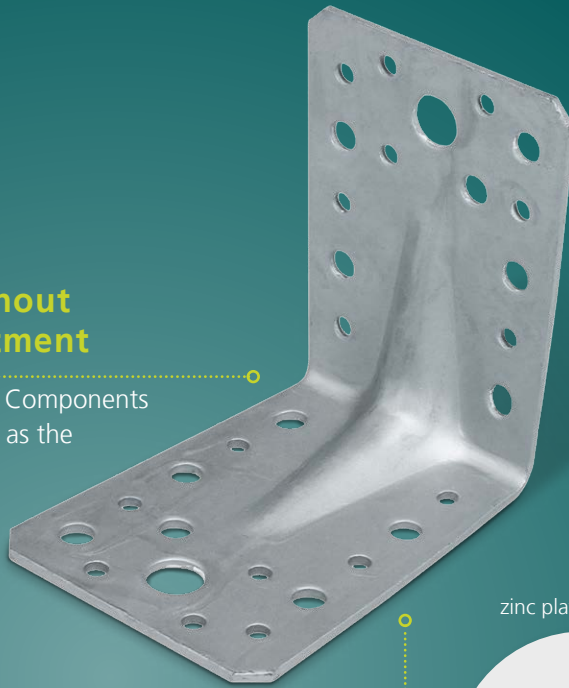
► Ready to paint without priming or pretreatment

The benefit for your customers: Components can be painted the same colour as the wood or a colour of choice. Your benefit: One product for every need.

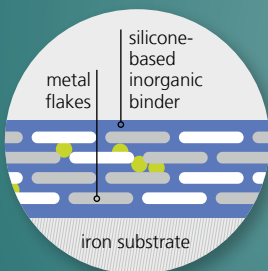


► More environmentally friendly than zinc plated products

Free from chromium VI, so not harmful to health or the environment.



MAGNODUR's tough



► Tough coating for extreme durability

MAGNODUR's tough coating copes easily with persistent exposure to weathering. Even surface scratches or knocks do not impact the product's durability. A clear advantage compared to zinc plated wood connectors!

zinc plated surface



MAGNODUR



► Resists corrosion like stainless steel

After 336 hours in saltwater-spray test, zinc plated products reveal pronounced signs of corrosion and rust. MAGNODUR, on the other hand, remains flawless. And offers stainless-steel quality for much lower cost!



CE approved wood connectors
ensure safe, solid construction

MAGNODUR MEETS EVERY NEED

Joist hangers



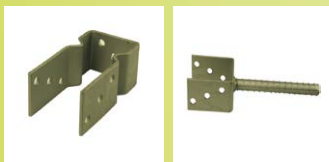
Door and gate fittings



Fence construction



Post anchors and supports



Screws



Bolts and catches



Brackets and nailing plates



Hinges and fasteners



Furniture and construction brackets



THE BEST BUSINESS MODEL: MAGNODUR REPLACES ALL OTHER WOOD CONNECTORS

MAGNODUR's extensive range of wood connectors comprises everything your customers could possibly ever want for their internal and external projects. For you, this represents a business model that offers greater success: use MAGNODUR to replace your current range of wood connectors, not supplement it. The advantages are not only obvious but also proven.

- ▶ **better customer satisfaction through added value**
- ▶ **better true margins**
- ▶ **better sales**

HIGH-IMPACT

DRIVE SALES

Take full advantage of MAGNODUR as your driver to improved sales by marketing it prominently. To ensure maximum impact on your wood connector display, we provide eye-catching banners and in-store signage systems. Thanks to 60 years' experience in the field, we know exactly how to make the most of a square metre. **Optimising space efficiently is our thing. And your key to success.**

Physical displays of each product group ◀

at the POS show customers which product is best suited to their project.

A numbering system leads them quickly to the right item

All the key benefits are explained on a display sign ▶

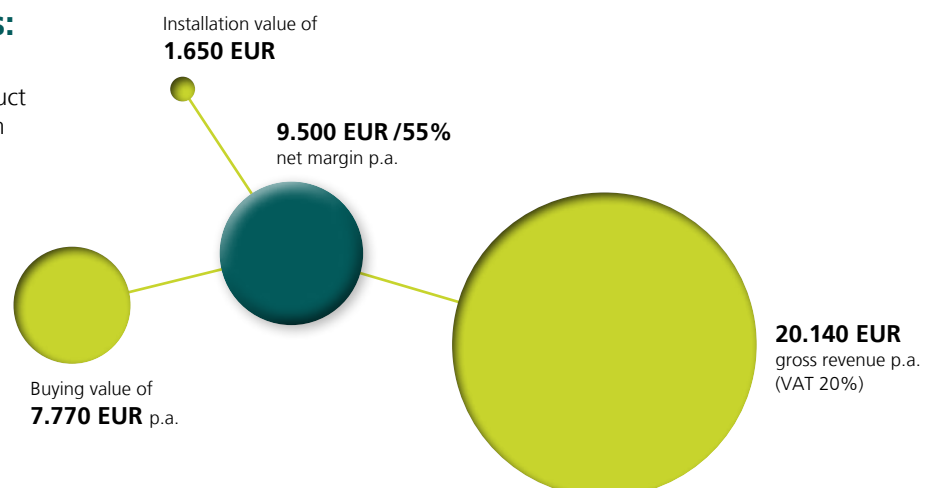
to show the customer they have found the best solution

Big product labels containing all the relevant information ▶

provide the customer with details such as the item description, dimensions, type and thickness of material and CE mark

► Predictable success:

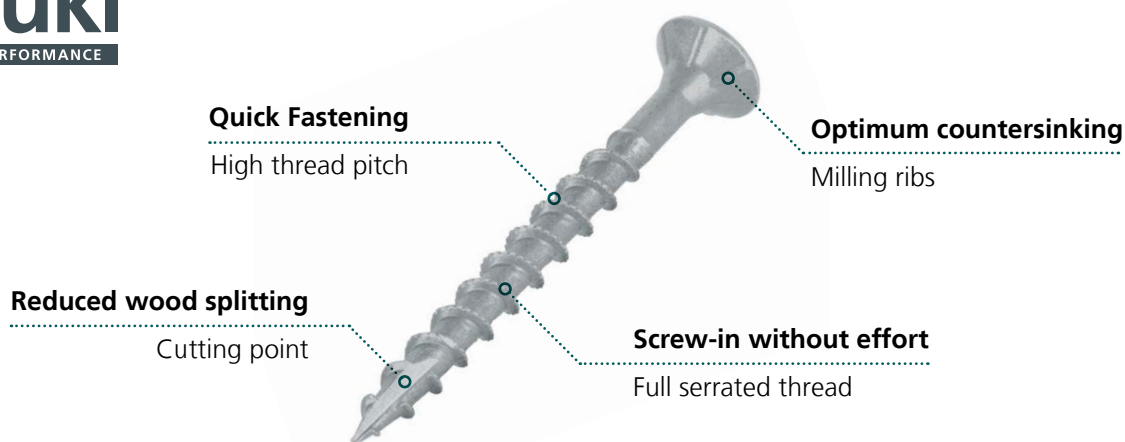
Values based on a 4000 m² European DIY store with a product display measuring 1.00 x 1.85 m and average footfall:





MAJOR BENEFIT – THE MAGNODUR SCREWS

Systematic assortment expansion: The proven Universal-Screw from the suki Performance range with all the professional advantages for fast, time-saving fixing with minimal effort and reduced splitting is now available in MAGNODUR quality.



► MAGNODUR wood screws and post screws

Stainless and durable – the perfect enhancement to all MAGNODUR products.



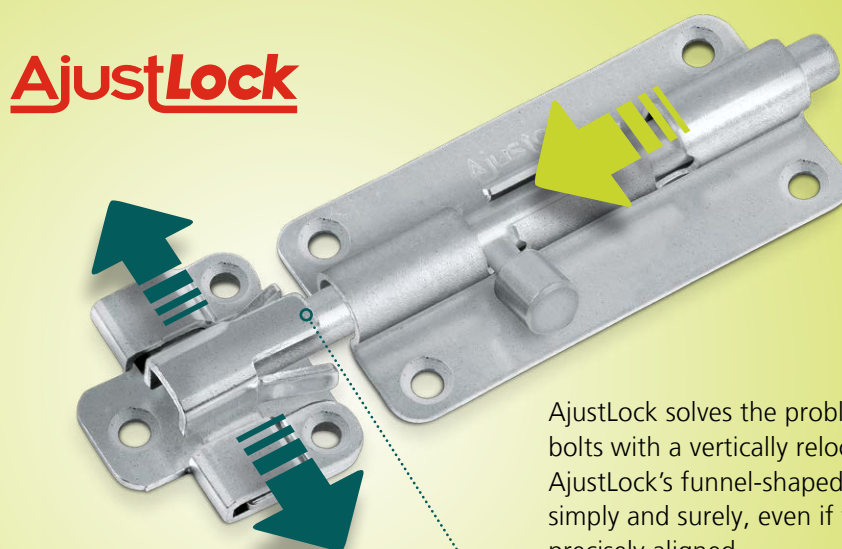
► Economical bulk packs

Many products in the extensive MAGNODUR range are also available in practical and especially economical bulk packaging for craftsmen, online shops and other bulk consumers. Be sure and ask.

SMART BOLT –

AJUSTLOCK

Simple solution for a normal problem: with AjustLock in MAGNODUR quality, the MAGNODUR range offers a unique, extremely rugged barrel bolt with a self-adjusting bolt catch. That simplifies installation enormously, even for novices. They also lock simply and securely if the door or gate should sag a little over time.



AjustLock solves the problem of traditional barrel bolts with a vertically relocatable bolt catch. The AjustLock's funnel-shaped catch receives the bolt simply and surely, even if the catch opening isn't precisely aligned.

PROMOTIONAL ACTIVITIES

suki supports your sales with measures designed to raise customer awareness. These include:

- ▶ dispensers containing information flyers at the POS
- ▶ a high-impact video explaining the advantages of the MAGNODUR range
- ▶ Secondary placements in existing displays or on the open space



Here you can watch the
MAGNODUR video:
www.magnodur.com

A PARTNER, YOU CAN RELY ON

6 good reasons to work with **suki**.



ONE SOURCE FOR SIX PRODUCT RANGES



**NATURAL BORN SPACE OPTIMISATION –
A REFRESHING WAY TO DISPLAY**



**MAKES SURE THAT IT WORKS –
LOGISTICS FLOW WITH US**



**STRONG BRANDS –
FOR YOUR SUCCESS**



**EUROPE-WIDE SALES NETWORK –
GLOBAL STRENGTH WITH LOCAL PRESENCE**



**MADE FOR YOUR TRADE –
CRAFTSMEN QUALITY**







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