

## **Brighter more informative packs, greater security and a magic mushroom!**

### **A little bit of magic**

Fisco has developed a plastic 'mushroom' to the back of several of the Euromet and Fibar models that allows for the fitting of a unique quick-release snap-in plastic belt holster. This concept, originally developed, for short tapes, for the first time gives users the facility of having their long distance measuring tapes readily and securely to hand whenever needed.

### **And better packs**

All Fisco's long tapes now also have new packs, colour coded for easy POP product clarification, according to the type of blade: white for steel, yellow for Tufcote nylon coated steel, green for glass-fibre & blue for stainless steel and incorporate clear illustrations to the main product benefits.

John Fisher, Fisco's Marketing Director said "we introduced brighter, more informative packs on our short tape range last year and, immediately noticed the positive affect this had on sales and company recognition. Since then, we have rolled the concept out across our entire measuring tools range. This has involved much technical innovation & development but has proven to be beneficial to the user, retailer and ourselves".

Another noticeable design feature is Fisco's use of plastic in-store hang packs, instead of the usual backing cards, on smaller models within their Euromet, Meteor & Fibar range. They look great, and because of the type of belt-clip used offer extra in-store security protection and allow for the easy incorporation of electronic security tagging, if required.

For more information on Fisco's long tapes, or any of Fisco's other first class measuring and levelling tools, call Fisco sales on 01268 747074 or e-mail [sales@fisco.co.uk](mailto:sales@fisco.co.uk).

Alternatively visit Fisco at the Totally Tools/DIY & Garden Show, Earls Court 2, London 15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup> January 06, Stand E79 and Stand G90.

**Ends**

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