

## HIDDEN OPPORTUNITIES

# ACME CONSTRUCTION SCORES BIG WITH RHINO PROFESSIONAL LABELING TOOLS

*At the beginning of 2007 Acme Construction and RHINO Professional Labeling Tools teamed up and set out to dominate the Professional labeling market in the Northwest region of the United States. Since the inception of this incredible partnership, sales have taken off with RHINO, profit margins are growing, and most important of all, Acme Construction's customers are excited about this new line of innovative, professional printers.*

### Hidden Opportunities

RHINO Professional Labeling Tools is a sister company of IRWIN Industrial Tools and falls under the Newell Rubbermaid umbrella of companies. The RHINO line of products was developed and launched in 2003 to target the industrial segment of the global labeling market.

The question is, what does the industrial labeling market look like and is it sustainable and large enough to merit your attention? At \$1.2 Billion globally and with \$627 Million in sales here in the United States annually, the industrial labeling market is massive and continuously expanding. One of the fastest growing segments of the industrial labeling market is the desk top/hand held label maker segment – accounting for over \$300 Million in sales in the US. Within this segment you will find RHINO's core markets as: Electrical, Voice and Data Communications, Professional Audio/Video, Maintenance/Repair/Operations (MRO) and of course Industrial/Residential Construction.

### Why RHINO?

The development of the RHINO line of label printers was primarily driven by the needs of our core

end-users. They asked us for three things: 1) Ease of use – if they have to read a manual to print a label, the printer won't get off the truck, 2) High Quality – they asked for labels that won't fall off and printers that won't break down on a job site, and 3) Affordability.

With these concepts in mind RHINO developed a line of printers to meet the needs of our end-users. Our printers are incredibly easy to use with an innovative user interface to reduce complicated menus. The RHINO labels stick and stay stuck and each of our printers are drop tested and designed to be jobsite tough. And, priced between \$20 to \$350, you won't find a more competitively price line of printers in the industry.

### Why Should You Care?

Sure there is a large market and RHINO has great products, but what does this really mean to you? Why should you care? This is the same question Acme Construction had at the beginning of 2007. The fact is, you already have the right customers to sell RHINO. You're selling to them everyday. Electricians, facility managers, safety engineers, and network installers are



all labeling every day. It's time for you to grab your fair share of that business.

For most of you, RHINO sales would be 100% incremental with an average gross margin of 45%. Add in the Evergreen Rebate and the RHINO Rewards growth rebate to boost your profitability, and selling RHINO quickly becomes a solid addition to your product line for the future of your business.

### Proven Success

Acme Construction Supply, based out of Portland, OR, has had tremendous success in 2007 with RHINO. We have worked together to create demand and converted most of the top Electrical Contractors in the city of Portland to RHINO printers. These electrical contractors alone represent an opportunity of \$100,000 or more per year in RHINO sales, making RHINO a key partner in driving incremental growth for Acme Construction. As this partnership continues to grow the question becomes: do you have a similar customer base to Acme Construction? And, would you turn down incremental sales at 45% GM?



Construction/Industrial Supply Distribution Network

