

SPECIAL FEATURE

2017 Category Captains

Suppliers committed to increasing sales through category management and driving consumer interest

2017 CATEGORY CAPTAIN

Home Improvement Executive recognizes

Forney Industries, Inc.

as Category Captain in the

WELDING EQUIPMENT & ACCESSORIES

category for its efforts in

CATEGORY MANAGEMENT: Forney's sales team works closely with dealers to help them achieve their points of difference in the market and meet their growth and profit goals. The company's 80/8/8 merchandising strategy is designed to increase consumer satisfaction and encourage impulse purchases of its many welders and innovative equipment.

DRIVING CONSUMER INTEREST: Three concurrent ad campaigns include print, digital, in-store POP, merchandising, and social media initiatives. Along with educational online videos, a new field training team began store demonstrations and associate trainings this year to educate dealers and resellers on maximizing assortments.

2017 CATEGORY CAPTAIN

Home Improvement Executive recognizes

Compass Minerals International, Inc.

as Category Captain in the

ICE MELTERS

category for its efforts in

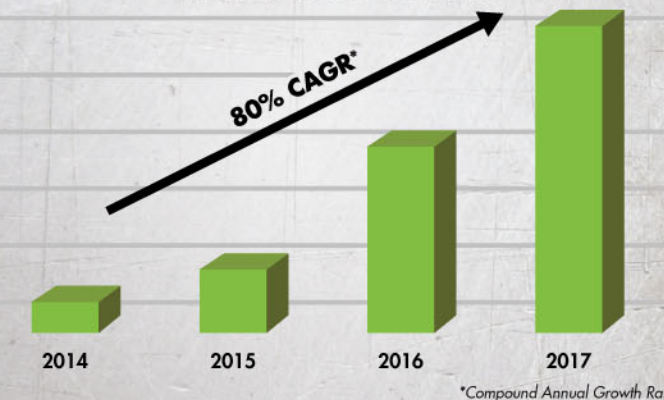
CATEGORY MANAGEMENT: Recently redesigned packaging and collateral materials for Safe Step retail ice melt products provide enhanced tools that make it easier to find the appropriate choice for specific ice melting needs. A recently updated resource planning software system increases efficiencies and better serves customers.

DRIVING CONSUMER INTEREST: Compass Minerals collaborates with organizations such as the Salt Institute, the Snow & Ice Management Association, and the American Kennel Club to help promote Safe Step retail ice melt products. Safe Step's Sure Paws, Mag Chloride 8300, and 6300 Enviro-Blend carry the EPA's Safer Choice certification.

FORNEY INDUSTRIES

INNOVATION DRIVES RESULTS

Welder and Plasma Unit Sales



RESEARCH | LISTEN | DESIGN | SUCCESS

We design and engineer our products to deliver the most desired features requested by metalworking and welding weekend warriors and professionals. We then work closely with our dealers to better understand their market to provide an optimized product mix and marketing plan to achieve their sales and profit goals. With intention, innovation, and partnership, we take pride in offering the best welding and metalworking category solution for you. Let us help you reach new heights of success; contact us today at sales@forneyind.com.

