



MARTOR AT THE POINT OF SALE.
OUR NEW, ATTRACTIVE LOOK.



THE SAFER WAY TO CUT



martor

PERFECTLY PACKAGED

Space at the point of sale is limited. The same applies to the customer's attention. Our new POS packaging for MARTOR cutting tools is tailored precisely to this requirement. It is flexible in terms of space requirements and so attractive that customers are keen to pick it up. Our new POS range consists of:

- MARTOR top sellers for your pegboard: knives, scissors, blades, accessories (pages 3 to 5)
- Counter displays as secondary placement (page 6)
- Magnets as additional sales support (page 7)



EXAMPLE Safety knife

QR code with link to the English product page

Description in further five languages

Robust, dirt-resistant POS cardboard

Set of a safety knife and a pack of 10 replacement blades



Front side

Euro hole hanger

New design with a concrete look

A tangible product experience thanks to an opening in the packaging



Back side

Non-verbal presentation of the safety technology, handling and blade change

EXAMPLE Blade

Description in further five languages

Robust, dirt-resistant POS cardboard



Front side



Back side

Blade dimensions and information on the appropriate cutting tools

EXAMPLE Product placement



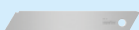
LARGE SELECTION: MARTOR CUTTING TOOLS FOR THE POINT OF SALE.

MARTOR has the right professional tool for every cutting application. With seven safety knives and five safety scissors to choose from, customers are sure to find what they are looking for. The packaging also appeals to them.

DESCRIPTION	ARTICLE	ORDER NUMBER	PACKAGING UNIT	PACKAGING UNIT Size L x W x H	EAN CODE/GTIN Outer carton PU 10
SECUNORM 300 POS SET		30000110.09	1 in self-service single unit box (10 sets in multipack)	217 x 68 x 22 mm (298 x 136 x 73 mm)	4002632805141
SECUNORM 500 POS SET		50000110.09	1 in self-service single unit box (10 sets in multipack)	217 x 68 x 22 mm (298 x 136 x 73 mm)	4002632805189
SECUPRO 625 POS SET		625001.09	1 in self-service single unit box (10 sets in multipack)	230 x 104 x 22 mm (330 x 137 x 109 mm)	4002632805196
SECUMAX 350 POS SET		350001.89	1 in self-service single unit box (10 sets in multipack)	232 x 82 x 22 mm (330 x 136 x 88 mm)	4002632805158
SECUNORM 540 POS SET		54000410.09	1 in self-service single unit box (10 sets in multipack)	217 x 68 x 22 mm (298 x 136 x 73 mm)	4002632805257
SECUNORM 380 POS SET		380001.09	1 in self-service single unit box (10 sets in multipack)	260 x 70 x 25 mm (368 x 150 x 75 mm)	4002632805165
SECUBASE 383 POS SET		383001.09	1 in self-service single unit box (10 sets in multipack)	260 x 70 x 25 mm (368 x 150 x 75 mm)	4002632805172
SECUPLUS 363		363001.00	1 on self-service card (10 scissors in multipack)	185 x 90 x 9 mm (95 x 128 x 195 mm)	4002632972638
SECUPLUS 564		564001.00	1 on self-service card (10 scissors in multipack)	250 x 110 x 13 mm (115 x 128 x 260 mm)	4002632972645
SECUPLUS 565		565001.00	1 on self-service card (10 scissors in multipack)	250 x 110 x 13 mm (115 x 128 x 260 mm)	4002632972652
SECUPLUS 567 MDP		567001.00	1 on self-service card (10 scissors in multipack)	250 x 110 x 13 mm (115 x 128 x 260 mm)	4002632855009
SECUPLUS 568		568001.00	1 on self-service card (10 scissors in multipack)	330 x 125 x 13 mm (130 x 140 x 370 mm)	4002632854866

EVEN MORE INCENTIVES TO BUY: REPLACEMENT BLADES, SPECIAL TOOLS, ACCESSORIES.

Each safety knife is sold as a set with ten replacement blades. Additional replacement blades are available separately in POS boxes. Also of interest: our ceramic blades, the ARGENTAX RAPID cartridge opener and the TOOL RETRACTOR.

DESCRIPTION	ARTICLE (Fig. unpackaged)	ORDER NUMBER	PACKAGING UNIT	PACKAGING UNIT Size L x W x H	EAN CODE/GTIN Outer carton PU 10
TRAPEZOID BLADE NO. 65232 POS		65232.71	10 in safety dispenser (10 dispenser in multipack)	98,5 x 67,4 x 18 mm (167 x 75 x 51 mm)	4002632805202
TRAPEZOID BLADE NO. 60099 POS		60099.71	10 in safety dispenser (10 dispenser in multipack)	98,5 x 67,4 x 18 mm (167 x 75 x 51 mm)	4002632805240
SECUMAX BLADE NO. 3550 POS		3550.22	10 in box (10 boxes in multipack)	115,5 x 67 x 23 mm (238 x 75 x 61 mm)	4002632805219
STYROPOR BLADE NO. 7940 POS		7940.61	10 in transparent pack (10 packs in multipack)	147 x 65 x 13 mm (158 x 158 x 40 mm)	4002632805233
STYROPOR BLADE NO. 79 POS		79.61	10 in transparent pack (10 packs in multipack)	147 x 65 x 13 mm (158 x 158 x 40 mm)	4002632805226
ARGENTAX RAPID		594.03	1 in self-service single unit box (10 knives in multipack)	46 x 17 x 166 mm (96 x 96 x 172 mm)	4002632800702
TOOL RETRACTOR		9960.06	1 in polybag (20 polybags in multipack)	135 x 48 x 15 mm (225 x 105 x 80 mm)	4002632804328
CERAMIC BLADE NO. 60099C		1760099.25	2 on self-service card	84,5 x 5 x 160 mm	4002632801730
CERAMIC BLADE NO. 65232C		1765232.25	2 on self-service card	84,5 x 5 x 160 mm	4002632801747
CERAMIC BLADE NO. 92C		1792.25	2 on self-service card	84,5 x 5 x 160 mm	4002632801754



PERFECT COMPLEMENT

For selected safety knives such as the SECUMAX 350 and SECUBASE 383, you can also use our practical counter displays. Place these at central points in your sales rooms. Because there is always a need for professional cutting tools.

- Displays in up to six languages
- With rear panel that can be set up as advertising space
- The SECUMAX 350 incl. separately packaged replacement blade heads



DESCRIPTION	ARTICLE	ORDER NUMBER	PACKAGING UNIT	PACKAGING UNIT Size L x W x H	EAN CODE/GTIN
SECUMAX 350 DISPLAY GB	20 x 350001.02 and 15 x 3550.20	350001.39	1 Display	238 x 226 x 70 mm	4002632803390
SECUNORM 383 DISPLAY	18 x 383001.02	383079.10	1 Display	194 x 243 x 89 mm	4002632803628
SECUNORM 383 DISPLAY	9 x 383001.02 and 9 x 383005.02	383000.10	1 Display	194 x 243 x 89 mm	4002632803499

ENHANCING EFFECT: OUR MAGNETIC BOARDS FOR THE POINT OF SALE.

On request, we are happy to support you with our MARTOR magnetic boards. Size and language can be customised. And beyond that, anything that drives sales is possible – from floor stickers to videos to ceiling hangers. Please contact us.



Magnetic strip, in this example: 980 x 200 mm



Magnetic strip, in this example: 980 x 200 mm



Magnetic sign, in this example: 700 x 300 mm



Magnetic board (150 x 100 mm):
SECUPUS scissors



Magnetic board (150 x 100 mm):
SECUMAX knives



Magnetic board (150 x 100 mm):
SECUPRO knives



Magnetic board (150 x 100 mm):
SECUNORM knives



Magnetic board (150 x 100 mm):
SECUBASE knives

YOUR INQUIRIES AND REQUIREMENTS: OUR PERSONAL SUPPORT.

Was your specific POS requirement not included? No problem. MARTOR will certainly have the optimal solution for you too. Contact us.

You can find further information on our website: www.martor.com

Do you want to stay informed?
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