



**CONSUMER PRODUCTS INDUSTRY**  
Products to Drive Retail Success

# IT ALL STARTS WITH ONE CALL

**WITH APACHE, A SINGLE PO CAN COVER MULTIPLE PRODUCT LINES, HELPING REDUCE OVERHEAD AND PAPERWORK.** That also makes it easier to qualify for freight discounts that can significantly reduce shipping costs.

At a time when vendor reduction initiatives are at the forefront for many organizations, partnering with Apache helps you consolidate your supplier base while increasing efficiencies – all while making you look like a hero to your company.

- ▶ **As your single-source supplier, Apache will save you time, money, and energy.**

- — **1 Point of Contact**
- — **1 Purchase Order**
- — **1 Bill of Lading**
- — **1 Invoice**



## FOCUSING ON THE RETAIL EXPERIENCE

Your retail customers come to you for solutions. They have projects to do. Repairs to make. Work to get done. Their time is valuable. They don't want to run from store to store searching for what they need. And they sure don't want to spend their time returning the wrong items or ones that fail.

That's why you need Apache. Apache is your single-source supplier of OEM-grade:

- ▶ Air Hose and Reels
- ▶ Baler Belting and Accessories
- ▶ Fuel Hose, Nozzles, and Accessories
- ▶ Hose and Tubing Products, and Accessories
- ▶ Hydraulic Hose, Adapters, and Accessories
- ▶ Pressure Washer Hose and Accessories

We're a global solutions provider based in the heart of the Midwest – always on the lookout for smarter, stronger, tougher products that are made to last.



*Since we started selling Apache air hose reels, along with their enhanced point-of-purchase materials and custom display bracket, our sales have increased substantially. Their custom display option makes the difference between customers seeing product in a box, versus visualizing it in use in their own home. The reels are now accessible for customers to "touch and feel," without leaving opened product packages on the shelf. Apache's support as a supplier partner has enhanced our ability to meet our customers' needs, helping us increase our sales and product turns.*

—Vice President/Manager,  
Farm & Home Supply Chain

### DISCOVER BROAD CHANNEL EXPERTISE

Whether you're a national chain serving specialty markets or a local or regional store offering a little bit of everything, Apache brings a wealth of knowledge and experience in helping our retailers deliver the right product mix to their customers across a variety of categories:



**Hardware    Agricultural    Industrial    Do it Yourself    Automotive Aftermarket    Lawn and Garden    Power Equipment**

We closely monitor industry developments, and identify growth areas while keeping a watchful eye on the competitive landscape. Keeping on top of current pricing trends through our extensive database. We understand the importance of getting the maximum revenue out of every square foot of floor space.

In short, Apache is the one resource buyers rely upon to make informed decisions in an ever-changing market.

## ENERGIZING RETAIL SHELVES

No other company sells across all the channels that Apache does. Our diverse product line means you'll have what your customers need when they need it.

### DESIGNED TO PERFORM

Regardless of whether those products come from across the street or halfway around the world, no product earns the right to be called Apache until it's been tested to ensure it meets our rigorous quality standards.

From burst tests to tension checks, you can be confident that every product that comes from our ISO-certified facilities will meet the toughest standards of all – your customers'.

It's for these reasons and more that Apache can claim some of the lowest return rates in the industry. And that means more profit, and less headache, for you.



### REDEFINING THE APACHE BRAND

Apache has always been at the leading edge of retail packaging design, from innovative ways to display products to often-imitated color-coding systems.

We continue to set the pace with a vibrant new shelf presence carried through all of our retail packaged product lines. Our Apache brand provides a strong, recognizable identity befitting the quality and price point of our product lines.

Big, bold type makes it easy for shoppers to find just what they're looking for, while strong color choices help differentiate Apache products from other brands. The versatile design adapts to large and small packages alike for a cohesive look, and also allows for continued color-coding for more complex lines like hydraulic fittings.

Good looks aside, this redesign was undertaken with one goal in mind: to attract, inform, and inspire shoppers at the moment of truth.



### APACHE'S XTREMEFLEX PRODUCTS:

Apache XtremeFlex hoses are engineered for greater flexibility combined with durability, and are lighter weight.

- Air Hose & Reels
- Fire Safety Kit
- Pressure Washer Hose
- Replacement Water Transfer Pump Kits
- Suction Hose

### CHOOSE APACHE

From agricultural hose and tubing to baler belting, from hydraulics to pressure washer hose and beyond – our depth and breadth of consumer product lines means we have the items your customers want – backed by the focused service and support you need to succeed in today's ultra-competitive retail environment.

With Apache as your business partner, you get:

- ▶ A proven market leader with a global reach
- ▶ 50+ years of dedication to quality, selection, service, and support
- ▶ Durable, quality products tested and proven to withstand the toughest applications
- ▶ An ally who understands your unique challenges as a retailer
- ▶ A partner committed to your success



## MAXIMIZING YOUR SELLING SPACE

It takes more than great products to get your customers' attention. Our full, go-to-market retail program engages your customers and increases your sales. Together we'll increase your sales velocity, grow the return on your investment, and move your business forward.

### PLAN-O-GRAM FOR SUCCESS

To get the most out of every square foot of your selling space, we offer plan-o-grams in various configurations for each of our product lines. Our displays are easy for you to set and easy for your customers to understand. They also allow you to offer a complete solution in a relatively compact footprint.

Of course, we understand that retailers have unique needs and there are times when our standard displays may not represent a perfect solution.

We'll work with you to develop customized plan-o-grams that not only fit your sales floor, but also fit your goals for product turns and profitability.



### ATTRACT & INFORM

Apache also offers point-of-sale materials to help quickly guide shoppers to the right products during the purchase process. These include:

- ▶ Header signage
- ▶ Shelf talkers
- ▶ Channel cards
- ▶ Flipbooks
- ▶ Product literature

New point-of-sale materials will sport the updated Apache look and feel, along with relevant messaging that calls out key selection criteria.



Download a pdf of our product literature: [apache-inc.com/literature](http://apache-inc.com/literature)



### TAP INTO APACHE SUPPORT

From outside sales to inside customer service, your Apache team is here for you. If you're new to Apache or you just want to revisit your product selection, we can conduct a full-line review to help determine the right product mix for your channel or region.

We make adding new products easy with detailed product worksheets. We provide suggested retail pricing for all of our products based on a comprehensive competitive analysis, so you can keep your profit margin front and center where it belongs. We'll even fill out your new product templates for you – whatever it takes to streamline the process and save you time.

Need training? We can provide that too, with a range of options and locations:

- ▶ On-site training
- ▶ Seminars
- ▶ Webinars
- ▶ Vendor trade shows

### CONSTANTLY CONNECTED

The Apache website provides 24/7 access to your account, giving you the freedom to check order status or history, track shipments, or reprint packing lists whenever you like.



## GET FOCUSED ON SUCCESS

Shop products on the website with access to order placement for standard products. Full product details are available on items listed, and many of our products can be priced and ordered online. Call 800.459.8423 or visit our website at [apache-inc.com/shopproducts](http://apache-inc.com/shopproducts) to learn more.



APACHE-INC.COM



BELTING / HOSE / CUT & MOLDED PRODUCTS / ACCESSORIES

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