

Scrail® Fastener debut leads a wave of new product offerings by Fasco America at the 2008 STAFDA Show

This year's STAFDA show was anything but business as usual at the stretch of booth space dedicated to Fasco America, the North American distribution arm of The BECK Fastener Group®.

In a year when many in the business are slowing down and exercising greater caution in response to troubling economic conditions and uncertainty, BECK Management views these challenging times as a period when bold organizations should choose to "march on" and position their companies for the inevitable economic turn around.

The clear result of this confident outlook has been 41 new items introduced to the market in the last 6 months. Add in an *additional* 40 separate new products over the last year, and the total is an astounding 81 new items in 18 months.

Not surprisingly, all this new product excitement prompted a steady flow of interested distributors at STAFDA, anxious to see the latest offerings. It was also a very encouraging fact that 9 out of 10 of The BECK Group's Fasco America and Empire Products loyal customers view the economic downturn as an opportunity to advance in their respective markets with these organizations as their partners.

The flagship of the new items presented was the SCRAIL® collated fastener, billed as "The Faster Fastener." Fasco America's VP and General Manager, Jerry Koontz, commented, "STAFDA convention's results were beyond our expectations due to the SCRAIL® re-launch, which included 33 individual new Scrail® items we now stock."

Brett McCutcheon, National Sales & Marketing Manager, added, "Scrail® fasteners were of great interest to customers looking for products that can impact profitability since they can save time and labor costs in most applications where ordinary screws are used. They also liked that Scrail® fasteners can be used with Fasco pneumatic nailers, but are also compatible with all other common tool brands which will help their customers get more out of the tools they already have."

Scrail® fasteners can be driven with a pneumatic nailer at a rate *twice as fast* as collated screws and *eight times faster* than bulk screws, and have dramatically increased holding power versus nails, with the added benefit of easy adjustment and quick removal. Several innovative additions have been made to the line, such as the coarse thread and BeckDeck™ versions, and the new FasCoat™ finish, designed for applications where superior corrosion resistance is required, such as decking or outdoor furniture.

As you've come to expect from Fasco America supplying the broadest product range in the industry, Scrail® fasteners are available in an array of specialized configurations. Distributors and their customers can easily match the right Scrail® to the job with THREE

thread types – fine AND coarse thread options, plus BeckDeck™ double threads that reduce the unwanted bulge often called volcanoing, cratering, or mushrooming. Scrail® fasteners come in four head types, a variety of finishes, and can be matched to your customer's favorite nailer type - wire coil, plastic sheet coil, and plastic strip collations.

Even the design of the box is innovative, with a bright package in the classic red, white, and blue Fasco America colors. The new carton is designed to be the “stand out” item on the shelf, with clean graphics, and crisp photography of various usage occasions. Bold product benefit callouts make the package itself a valuable sales tool with all the information that the customer may need clearly presented in both English and Spanish.

Also spotlighted were three new Fasco F2B 18 gauge tools, and a whole new wing of Fasco coil nailer models was unveiled including: F48C 55mm (small); F58 70mm (medium); and F58 80mm (large). The NEW TOOL showcase was topped off with a couple of the most popular sizes of Fasco F23 Pinner/Bradders (2 new items) in the most popular industry wide sizes of 1 3/8" (35mm) and 2" (50mm).

Sharing the excitement at this busy booth throughout the STAFDA show hours was the new line of F2B Bradders - Staplers and Combination Stapler/Bradder tools. Billed as “PROFESSIONAL TOOLS for you 18 gauge Applications,” these exciting new models met with universal crowd acceptance. Chuck Hotze - National Product Manager, explained, “these are NOT the Do-It-Yourself or Arts and Crafts grade of tools that so many power tool companies have "settled on" for the 18 gauge market. It's great to have a PRO Model as an option at last.”

And yes...the new product pipeline is active, with more unique and competitively priced items yet to come.
