

## **Fasco America Introduces New Job Pack Nail Program at STAFDA 2010**

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Fasco America, the exclusive North American distributor of the BECK Fastener Group®, debuts its new and innovative Job Pack Nail Program at the Specialty Tools and Fasteners Distributors Association (STAFDA) tradeshow this November in Phoenix, Arizona.

This new small count program of nails, available in an assortment of varieties, will bring new flexibility to the age-old issue of not wanting too many fasteners of a particular type when just a few will do for smaller jobs.

Brett McCutcheon, Fasco America's National Sales and Marketing Manager notes that, "The program was conceived by the need expressed by contractors working on a variety of projects with multiple applications, frustrated by the inconvenience and expense associated with being forced to buy large quantities of multiple fastener types."

The assortment of fastener packs will consist of 800 to 1,000 counts of a variety of high quality fasteners manufactured by the BECK Fastener Group®, renowned for its consistent innovation and broad product offering for over 100 years. Individually packaged items include cartons of 0° and 15° Plastic Sheet Nails, 15° Wire Coil Nails, 20° Plastic Strip Nails, 33° Paper Tape Clipped Head Nails, and 33° Joist Hanger Nails in a variety of lengths and finishes.

Coil nails are packed four to a box - just the right size for smaller jobs. The nail coils were designed to fit comfortably into the magazines of most common coil nail guns, which typically range in a specified capacity from 200 to 300 nails, depending upon collation type. This count therefore significantly reduces limitations on the type of tools that can be used for any given application. The result is that contractors won't have as many partially used coils, allowing them to switch more easily between fasteners of different sizes or finishes for different projects.

This competitively priced offering also saves contractors money up front, since they will no longer be required to buy more fasteners than needed for a small job, or to finish off a larger project.

Additional cost savings are gained since the smaller pack sizes can significantly diminish or eliminate the need for storing and organizing leftover stocks. Mr. McCutcheon commented that, "By simply right-sizing our product packs to match the requirements of smaller jobs, we're able to bring a crucial time and cost advantage to contractors."

Packaging will be state-of-the-art, with bright full color graphics that will make the full program vibrantly stand out at retail. An added surprise is that a simple handle has been incorporated into the carton design, for value-added ease of use on the job site.

Look for the full plan-o-gram program in brilliant BECK blue with gold BECK quality seal at Fasco America STAFDA booths 1013-1015-1017, and be sure to take advantage of show specials.

**Contacts:**

Brett McCutcheon  
National Sales and Marketing Manager  
Fasco America  
800-239-TOOL (8665)  
[www.fascoamerica.com](http://www.fascoamerica.com)