



SUNEX INTRODUCES THE RED PROGRAM

NEW SUNEX TOOLS PROGRAM MAXIMIZES DISTRIBUTOR ONLINE SALES

Sunex Tools, based in Greenville, South Carolina, provides workplace solutions for industrial and automotive customers. Sunex offers an expanded product line of impact sockets, lifting equipment, hand tools, air tools, tool storage and USA-made hydraulic presses. As consumer behavior has shifted towards a streamlined purchasing experience, Sunex Tools has launched the RED Program to help its partners reach their customers.

“First and foremost, the RED Program is a drop ship program,” explains Tom Northcott, director of industrial sales at Sunex. “It’s a way for distributors to be able to deliver our products to their customers without investing capital or maintaining an extensive inventory.” With the RED Program, partners will be able to post and sell thousands of Sunex SKUs on their websites.

The RED program actually began as an e-commerce based sales program, aptly named Rapid Ecommerce Development. “The program was extremely well received

by our e-commerce partners,” says Northcott. “We knew we had to expand it so all our partners could benefit from it as well. We want to make sure that we’re not only delivering quality products, but also continuing to support our distributors.”

In addition to the drop ship element, the RED Program includes a robust offering of content and marketing support for the distributor. Features of the program include an online library of images, product copy and an easy-to-access distributor portal. RED partners also have the opportunity to be listed as a Buy Now partner on sunextools.com.

“We put these tools together in one convenient red box to ensure our partners are successful and deliver the best solutions to their customers,” says Northcott. **cs**

For more information on Sunex Tools, the RED Program, or to request a launch kit please contact Tom Northcott at tomnorthcott@sunextools.com.

RED PROGRAM AT A GLANCE

1. Drop Ship
2. Content Support
3. Distributor Portal
4. Buy Now

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