



## Branded packaging Q&A's

- Q - If I send out branded Hafren Screws to my customers, I will lose out to other distributors who offer non branded/generic ones.**
- A - The Hafren brand is linked to top quality, so your end user customers will want to come back to you for that guarantee of product reliability.
- Q - I was putting our own brand on the previous cardboard boxes and now I can't because it's got Hafren splattered all over them!**
- A - You can still add a sticker to these boxes if you feel the need and it will give you the added kudos of Hafren too, which makes for peace of mind with your customers.
- Q - The boxes look really great... but will they cost me more money as a distributor?**
- A - No, it's part of Hafren's strategy of raising the awareness to end users out there who don't yet know that security fasteners could help them. So same price, better look, more practical with multiple opening ways and locking tabs, 100% recycled and recyclable... the new green is orange!
- Q - Can I still get my orders in plain packaging?**
- A - No, after a lot of market research and feedback from our distributors, we are actively raising awareness with end users to stimulate growth, which means more sales for you over time! Be a part of the journey with us and everyone wins!
- Q - Why should I be promoting Hafren!!!??**
- A - Brand association with Hafren provides instant and additional credibility for you as a distributor and your customers - a quality product; environmental kudos - all boxes are made of recycled card and can be recycled again, or even simply just used again! There's also the fantastic opportunity for upsell and cross-sell with various products being shown on the packaging that the client possibly won't know anything about.
- Q - If the boxes have Hafren branding all over them, the end users will come to you directly when they want more, won't they?**
- A - There is a chance that this may happen, however because we are wholesalers (**and do not sell to end users**), we are experienced in managing end user enquiries and have a system for finding out who their regular suppliers of security fasteners are. We will always channel those enquiries back through our distribution channels.
- Q - My customers can take their enquiries to other distributors as they will know they can get the same 'Hafren' products elsewhere; they may even take the box to other distributors and ask them if they can sell them. Won't this mean I'll lose business?**
- A - People buy from people. If you are looking after your clients and giving them the service they want and need, why would they be interest in looking elsewhere? Happy customers are repeat customers.
- Q - I have always just sold security when people ask for them. What are the Security ratings on the side about?**
- A - The new range of 1-5 security rating system now means you have an opportunity to (upsell) build better and more profitable sales of higher-end security fixings. Steal a march on your customers and use the Hafren branding as your vehicle for getting the message across!
- Q - Why now/why has it taken Hafren so long to use branded boxes?**
- A - The new high-impact packaging design gives continuity and ease-of-recognition across the Hafren security fastener brand; benefiting distributors with the high regard and consumer trust Hafren have earned amongst end users. The latest packaging is the accumulation of a project that took 3 years; which started with listening to our customers, then design and testing and finally to the finished (bright orange box) you see today. Our anniversary gift to you, we are launching this new packaging as part of our 25<sup>th</sup> anniversary celebrations.

*security fasteners for every application*

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