

# Arctic

# NEWS

Welcome to the new-look Arctic newsletter, bringing you all the latest product and business updates from Arctic Products.

## REGIONAL SALES RESTRUCTURE

In recent years Arctic has continually invested in both our internal and external infrastructure to strengthen and improve our customer service and support.

November 2011 saw the completion of our external sales team restructure, allowing us to provide improved levels of sales support to our 5000+ UK customers. For details of your local contact, please call our sales office on 0113 213 4294.

## PREMIER IN!

During 2011 we launched the Arctic plumbing consumables Premier Stand.

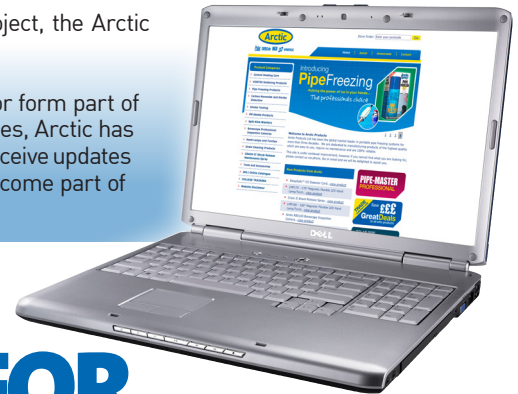
This fully merchandised 1 metre bay, filled with popular consumables products, has proven to improve like-for-like sales by over 60% in every branch.

Polar<sup>®</sup> SleepSafe<sup>®</sup> ARCTIC<sup>®</sup> SPRAY ph<sup>®</sup> VORTEX<sup>®</sup>  
PROFESSIONAL

## NEW LOOK WEBSITE

As part of an overall brand refreshment project, the Arctic website has also been updated.

A simpler user interface and a stockist locator form part of the new design. Alongside the website changes, Arctic has launched a Facebook page where users can receive updates on new products and promotions and also become part of our Beta Tester programme.



## BRIGHT LIGHTS FOR DARK NIGHTS



Although Arctic Products has stocked Ring Hand Lamps for several years, we have recently launched our own branded range, with the release of the LMP180 (pictured). With a 180° folding design, 26 LEDs, dual magnets and 2 hanging hooks, the LMP180 is an essential addition to your toolbox.

### 180° Magnetic Flexible 26 x LED Hand Lamp/Torch

Description	Code
<b>Flexible LED Hand Lamp</b>	<b>LMP180</b>

- 21 x LED Lamp
- 5 x LED Torch
- Includes 230v mains 12v in-car adaptors
- Dual magnetic design for parallel and vertical use with 180° flexibility
- 2 integrated hanging hooks



The SleepSafe COA1 EN50291 approved Carbon Monoxide Alarm was launched in April and has proven to be a hit with merchants and installers alike.

The compact design is more appealing than most other CO detectors on the market and is backed up by a 6 year warranty.

## TURN UP THE HEAT WITH VORTEX

Vortex is the latest range of soldering products to hit the market. Designed from the ground up, Arctic has formulated the gases to burn at higher temperatures than conventional MAPP/Propane gases.

Utilising new chemical processes, Vortex gases can be easily and legally transported around the UK on all couriers, without the need for dangerous goods notes or hazchem training.



## SUPERIOR CENTRAL HEATING CARE



Arctic's new range of Central Heating care chemicals offers increased performance over market leading brands.

Buildcert and WRAS approved, the range comprises an Inhibitor, Cleaner, Silencer and Leak Seal, each designed to treat up to 120 litre systems - 20% more than the leading brand!

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