



# THE SWITCH COMPONENTS DIFFERENCE

## KEY CUSTOMER SUPPORT TOOLS

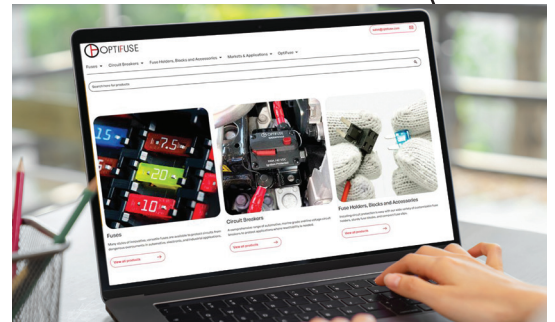


### SALES AND MARKETING

- Direct sales representation with industry expertise
- Product and sales training
- Sales and Marketing promotions
- Sales collateral including catalogs and other marketing materials.
- Industry cross reference and interchange information
- E-Commerce support

### PURCHASING

- Real-time inventory updates for both OptiFuse & Switch Components
- Stocking suggestions for small, medium & large stores
- Volume pricing for bulk products
- Customized product opportunities
- Competitive changeover options



### RETAIL AND MERCHANDISING

- Retail packaging including assortment packs and kits
- Customizable storefront Plan-O-Gram (POG) options
- Point of purchase displays

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