



EVEREDE TOOL COMPANY

850 W. Hawthorne Lane • West Chicago, Illinois 60185-1998
(773) 467-4200 • Outside Illinois: (800) 621-5486 • Fax: (773) 467-4210
www.everede.net

2020 Everede Swap

End User Version

May 20, 2020

Dear Valued Everede Customer,

Thank you for your continued efforts promoting the Everede Brands of Everede Tool Company, Nine9 and Duemmel. Our mission has always been to provide the best product for machining solutions at the best price. As the economy has been rattled this year, we are focusing our efforts on making it simple and easy for our customers to upgrade their existing tooling. We are running a cutter swap program for a limited time based upon the Everede's total investment, but our hope is to run for at least 90 days. The criteria is listed below by product family. The goal is to get our soft metal and inserts in shops. We are specifically targeting new customers and or new products into existing customers that have not been drop shipped before. We will run similar programs for all 3 of our brands, Everede, Nine9 and Duemmel to achieve stronger brand recognition and gain market share.

Product groups in program. Use Ordering Code: SEP0520

Everede Boring Bars Series A, B, E and F. Includes ANSI series bars. Oversize shanks excluded. No mods applicable. Mods will charged at regular rates.

1. We will exchange a competitor's boring bar in usable condition and unused inserts. Inserts maybe limited to the equivalent number of cutting edges being swapped or 5 pieces. The goal is to get the bars and new inserts of competitors out of the shops and our products in.
2. Target manufacturers are Circle, Hertel, Widia, Kennametal, UltraDex and Scientific.
3. UPGRADE to our superior grades and chip breaker platform, our quality and reliability. MADE IN USA!

Buying incentive:

30% discount on any boring bar without a holder swap. Everede will provide a single insert (excludes PCD, CBN, Chip breakers and non-stocked standards) at no charge with the purchase of a holder. Upgrade to our HPS2 grade and our TL20 grade.

ChamferMill-CHM and Countersink-IND

1. We will exchange a competitor's holder in usable condition and unused inserts. Inserts maybe limited to the equivalent number of cutting edges being swapped or 5 pieces. The goal is to get the holders and new inserts of competitors out of the shops and our products in.
2. Target manufacturers are Hertel, K-Tool, Interstate, and Catalog brands.
3. Displace the low quality non Made in USA Catalog brands with our superior quality and reliability. MADE IN USA!

Buying incentive:

30% discount on any holder without a holder swap. Everede will provide a single cutter load of insert(s) at no charge with the purchase of a holder.



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Return of competitor's product:

Everede will provide a pre-printed FedEx label for competitor's product to be return to Everede at time of shipment.

If the competitor's product is not returned / received within 15 working days, an additional invoice for the difference of normal net and promotional net will be issued against the original order and the distributor will be notified and responsible for payment.

Sales Support:

Please contact your local Everede Distributor or your local Everede sales representative with any questions or opportunities. Joe and I are here to help as well and our contact info is below.

Regards,

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