



# 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 Nine9 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: SNP0520**

NC Spot Drill, WSP, R, RC, and LA standard product in 2018 Everede / Nine9 Spot drill Catalog

1. We will exchange a competitor's holder in usable condition and unused inserts. Inserts maybe limited to 6 pieces or equivalent number of cutting edges. The goal is to get the bodies and new insert of competitors out of the shops and our products in.
2. Target manufacturers are K-Tool, OSG, BigKaiser and Ingersol.
3. UPGRADE to our superior spotting platform.

Buying incentive:

30% discount on any spot drill holder without a holder swap. Everede will also provide a single insert (excludes DLC coatings) at no charge with the purchase of a holder.

#### **Engraving 45°/ 60°/ 90° standard product in 2018 Everede / Nine9 Spot drill Catalog**

1. We will exchange a competitor's holder in usable condition and unused inserts. We are not aware of any Indexable engraving solutions. In addition, we will accept solid tools as acceptable swap material and account for the items cutting edge per cutting edge. Inserts maybe limited to 3 pieces or equivalent number of cutting edges.
2. The goal is to get new applications for our unique Indexable solution. Our forms are different than what a solid tool produces, so qualify expectations accordingly.
3. We also need speed. Applications under 8,000 RPM walk away from. Call Joe or Randy for application qualification.

Buying incentive:

1. 30% any spot engraving holder without a holder swap. Everede will provide a single insert (excludes DLC coatings) 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,  
Randall M Rinehart  
Vice President  
[Rinehart@everede.net](mailto:Rinehart@everede.net)  
630-417-6718

Joe Landfair  
National Sales Manager  
[landfair@everede.net](mailto:landfair@everede.net)  
812-219-8677