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**From:** Adam Peach  
**Sent:** Thursday, 8 March 2018 11:24 AM  
**To:** Adjudication  
**Subject:** Tooltechnic Systems MRP

**Categories:** Submission

**ATTN:** Tessa Macrae

**Subject:** TTS Retail Price Maintenance

Good Morning Tessa

My name is Adam Peach and I am a senior manager for Adelaide Tools.

I'd like to share the positive affects the MRP has had for our business and our customer database.

From a business perspective, Adelaide Tools has made a significant investment into floor space and stock levels to further enhance our Festool offering.

Because Festool is a highly specialised range of products which requires demonstration and training, the extra facilities in our store enable us to educate

customers as to how Festool products can meet their needs and offer problem- solving products to get the job done more efficiently.

Additionally, Festool's commitment to train our staff, both in-shop here and at their head office in Melbourne, has greatly improved our staff's selling abilities

thereby improving customer experience. Our ability to offer a unique, premium quality product to solve user needs, and to demonstrate, in-store, a more

efficient and cost effective way of working, has built a satisfied and loyal group of customers and significantly enhanced our Business.

Because all this comes at significant cost, it's reassuring that the 'guaranteed' margin on Festool products make this more affordable.

Adelaide Tools is totally committed to the Festool programme and the Retail Price Maintenance agreement underpins its viability.

We strongly advocate that it continue.

Kind Regards

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