

When the announcement had originally come we thought that there would be a huge backlash. Surprisingly even the customers we thought would be the first to complain & carry on have been positive.

For us as a business the benefits are as per below

- Increase in customer loyalty, for the main fact that price has now been removed & we can focus on service
- our margin is now reasonable to allow us to invest in ranging & ensure all facets are covered when a festool customer comes in to receive the best customer experience & service
- our staff knowledge is greater with the Festool focus on training & is helping with staff stability
- greater customer satisfaction with festool controlling the promotions & an increase of promotions which I think has contributed to the end users being satisfied that it isn't a money grab by all parties & that they are still receiving great Valued deals

Should you wish to discuss the content of this email further please don't hesitate to contact me on the below details

Regards,

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VEK TOOLS Director

Smithfield | Narellan | McGraths Hill

Prestons | Artarmon | Broadmeadows