

# TRENDLINK

NEWSLETTER FOR ALL TREND DEALERS

SPRING 2018

**TREND  
PERSONNEL**

**TRC  
PROGRAM**

**NEW  
PRODUCTS**

**REASONS  
TO USE  
TRENDNET**

**2017 REVIEW  
& 2018 PLANS**

**WEBSITE  
FEATURES**

**PROMOTIONS**

**MERCHANDISING  
SUPPORT**



***trend***<sup>®</sup>  
*routing technology*



**Alistair Roberts**  
CEO & Managing Director  
robertsa@trendm.co.uk

**Welcome.** It is my pleasure to introduce myself as the new Chief Executive & Managing Director of Trend Routing Technology. Having spent over 14 years in the hardware industry I was very familiar with Trend and the great name it has built up over the last 63 years. It's reputation for quality, service and innovation is unrivalled within the industry and so I am immensely proud to be joining such a passionate team that holds such great values.

Team Trend has worked tirelessly over the last year to help support our dealers through the Trend Routing Centres, training academy, shows and exhibitions, merchandising teams, magazine articles, how to guides, product videos

and many more ways to help support and grow the dealer network. In 2018 you can expect to get the same level of support plus more!

We are pleased to launch the comprehensive Trend Routing and Woodworking Catalogue making it easier and more accurate to find the right products for your customers as well as a great range of new products including the much anticipated ergonomically designed Air Stealth Mask plus a range of exciting new jigs and cutters.

Thank you for your continued support, should you have any questions or feedback please do not hesitate to contact me.

## BOARD OF DIRECTORS

Grant Davidson recently became our Operations Director. With his career encompassing both vast multi-channel global corporations, Grant brings with him a wealth of experience developing and optimising supply chains to better meet customer needs.



**Grant Davidson**  
Operations Director  
davidsong@trendm.co.uk



**Chris Lamb**  
Finance Director  
lambc@trendm.co.uk



**Neil McMillan**  
Technical Director  
mcmillann@trendm.co.uk



**Mike Tideswell**  
Sales Director  
tideswellm@trendm.co.uk

## REGIONAL SALES MANAGERS

Foster Blockley and Carlton Heathcote join our team of Regional Sales Managers. Please feel free to contact your RSM directly to discuss any support requirements you may have.



**Foster Blockley**  
North England Area  
07814 455048  
blockleyf@trendm.co.uk



**Carlton Heathcote**  
Industrial Tooling & Eire  
07376 394791  
heathcotec@trendm.co.uk



**Martyn Pratt**  
National Acc. Manager  
07980 901944  
prattm@trendm.co.uk



**Keith Draper**  
Scotland/North Area  
07980 901771  
draperk@trendm.co.uk



**Terry Phillips**  
South West Area  
07802 247352  
phillipst@trendm.co.uk



**Barry Shelford**  
Central West Area  
07973 386090  
shelfordb@trendm.co.uk



**Ian Winter**  
Central South Area  
07827 944828  
winteri@trendm.co.uk



**Terence Patten**  
South East Area  
07768 317726  
pattent@trendm.co.uk

## DEALER SUPPORT

Our Dealer Support Manager is here to assist you. Working with our merchandising team who will visit your store to ensure the displays are optimised to give high impact to customers visiting your store.



**Cheryl Blake**  
Dealer Support Manager  
01923 249911 Ext. 231  
blakec@trendm.co.uk



**Ross Lonnon**  
Merchandiser



**Brendan Fanning**  
Merchandiser



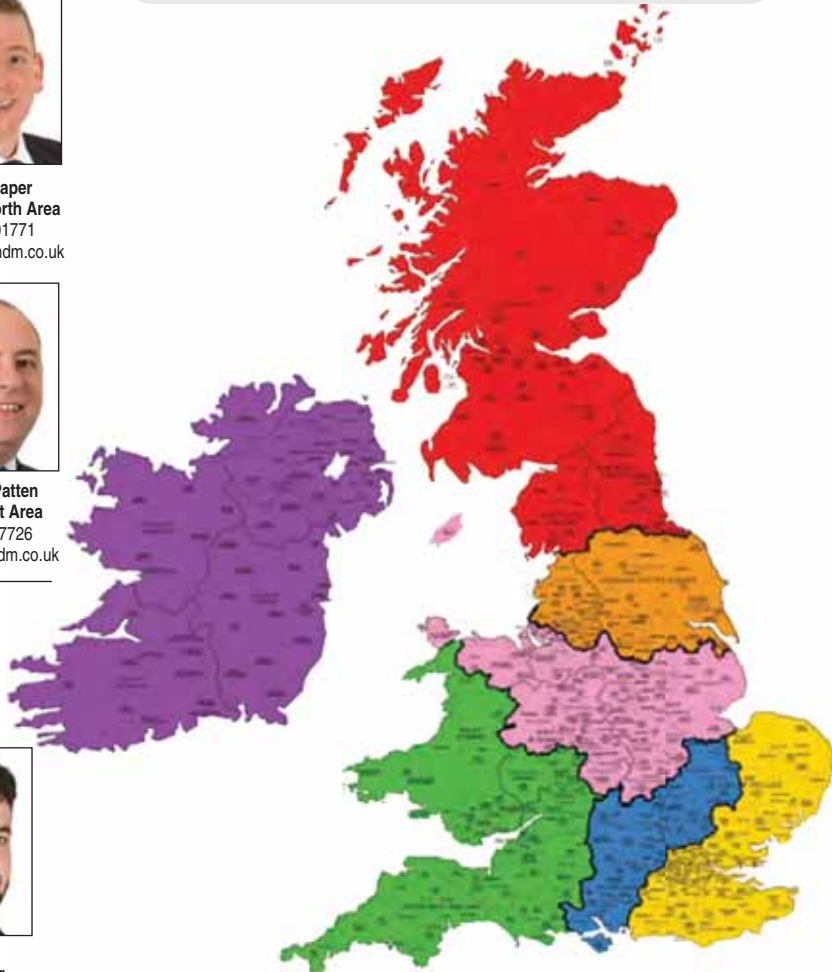
**Max Pratt**  
Merchandiser

## NEW 2018 CATALOGUE LAUNCH DATE 8TH MAY 2018



Please find enclosed with this edition of Trendlink, a copy of our new 2018 Catalogue.

Your initial delivery of new catalogues will arrive shortly. Should you require more, then please speak to your RSM or call our Sales Office.





# WORKING TOGETHER IN PARTNERSHIP

Over the past six years we have rolled out our highly successful Trend Routing Centre and Trend Stockist program to more than 350 Dealers.

We are keen to expand these networks further to increase our coverage across the country.

**OVER ONE MILE OF TOOLBARS INSTALLED!**



## BENEFITS OF BEING A TREND ROUTING CENTRE (TRC)

- Exclusive Promotions.
- Annual Stock Assessment.
- Personalised Catalogues.
- Reduced Minimum Order Value.
- Preferential Dealer Referral.
- Staff Training.
- Merchandising Support.

## TRC TRAINING PROGRAMS

We continue to run our Product Training sessions for TRCs at our Head Office Training Academy in Watford.

The course is free of charge and spans two days of product and sales training for your staff with accommodation and refreshments.

If you would like to enquire about training, please contact your Regional Sales Manager or Cheryl Blake.



## DATA & GRAPHICS

### DATA FILES & PRICE LISTS

Available to download from Trendnet or directly from our FTP server.

- 2018 Price List.
- Standard or customised nett price files.
- Web data file.
- Daily stock availability files with out-of-stock due dates.
- Discontinued product references.



[www.trendnet.co.uk](http://www.trendnet.co.uk)

# NATIONAL SHOWS & EXHIBITIONS

Our demonstrators will be on hand promoting our products and giving advice.



We tour the country throughout the year, to bring your customers expert advice and demonstrations on a wide range of our products.



**Makers Central**  
NEC, Birmingham



**Toolfair Harrogate**  
YEC, Harrogate



**National Ploughing Championships**  
Scraggan, Tullamore, Co. Offaly, Ireland



**W18 Show**  
NEC, Birmingham



**The Tool Show**  
Kempton Park, Sunbury-on-Thames



**SkilBuild National Final**  
NEC, Birmingham

**OVER 100,000 VISITORS**

## INDUSTRIAL TOOLING

We have now dedicated more pages to our Industrial Tooling range in our New 2018 Routing & Woodworking Catalogue.

Industrial ranges in our Catalogue this year include;

- Industrial CNC Machining Cutters
- Industrial Sawblades
- CNC Machines
- Spindle Tooling
- Industrial Drilling.



### PRODUCT GRAPHICS

Web images of all our products are available on our Graphics DVD or directly from our FTP server.

If you would like a Graphics DVD, Trendnet login or our FTP server details, please contact the Sales Office.



## STRAIGHTS

New 1/2-inch shank two flute cutters.  
Product Ref.  
**3/02, 3/61DC**  
page 6

# NEW

## PROFESSIONAL ROUTER CUTTERS

### NEW

### DRAWER PULL

Creates finger pull in cabinet doors.  
Product Ref.  
**C305**  
page 97

### CHAMFER V GROOVE

For veining, panelling, 'V' grooving, bevelling & chamfering.  
Product Ref.  
**C044A**  
page 94

### OVOLO

R2mm round over.  
Product Ref.  
**C074C**  
page 98

### BIRDSMOUTH

To make round boxes and other multi-sided objects.  
Product Ref.  
**10/50, 10/51**  
page 27

### ONE PIECE SLOTTER

2mm slotting.  
Product Ref.  
**C143B**  
page 108

### STRAIGHT

8mmØ Straight  
Product Ref.  
**C012C**  
page 89

### ROTA-TIP

Shank mounted bearing profiler for template work.  
Product Ref.  
**RT/71**  
page 15

### NEW

## CRAFTPRO ROUTER CUTTERS

### FIVE PIECE WORKTOP SET

12.7mm x 50mm worktop cutters with 1/2-inch shank.  
Product Ref.  
**KFP/3/83DC**  
page 7



## SAWBLADES

**TCT** **NEW**  
TUNGSTEN CARBIDE TIPPED

- New TCT sawblades to suit:
- Mafell KSS40 and Erbauer ERB690CSW plunge track saws.
  - Dewalt 184mm DCS570N cordless saw.
  - Dewalt DCS577BN 250mm cordless mitre saw.
  - Dewalt DHS780 305mm cordless mitre saw.

See page 129



### NEW

## DRILL BIT GUIDE & COUNTERSINK SETS

With Festool® Centrotec compatible shank fitting. Five piece self-centring drill bit guide and drill countersink set and a five piece drill countersink set with bit holder.  
Product Ref.  
**SNAP/F/CS/SET, SNAP/F/DBG/SET**  
page 247

## WOOD TWIST DRILL SET

**HSS**

5 Piece premium quality High Speed Steel hex shank drill bits for drilling wood. Lip and spur (Brad point) for clean entrance holes in wood for dowels.

Product Ref.  
**SNAP/WTD1/SET**  
page 239

## METAL TWIST DRILL SET

**HSS**

Premium quality 5 piece High Speed Steel hex shank drill bits for drilling wood, plastics and metals.

Product Ref.  
**SNAP/MTD1/SET**  
page 245

## trend® Snappy

The Quick Release Drill System



**WS**





# PRODUCTS

## AIR STEALTH HALF MASK

New generation of half mask ergonomically designed with low profile. Replaceable twin filters for 99.99% filtration efficiency. Large downward facing exhaust valve. Assigned Protection Factor APF20.

**HIGHEST**  
FILTRATION EFFICIENCY 99.99%

**LOWEST**  
BREATHING RESISTANCE OF  
ANY MASK ON THE MARKET\*

Approved to BS EN 140,  
BS EN 143 P3R.

**DESIGN**  
LOW PROFILE DESIGN WITH DOWN  
FACING EXHAUST VALVE WON'T  
STEAM GLASSES OR GOGGLES

**COMFORT**  
CAN BE WORN FOR  
8+ HOURS PER DAY

\*At time of testing



Product Ref.  
**STEALTH/SM** (small/medium)  
**STEALTH/ML** (medium/large)  
page 143

**NEW**

### CRB MORTISE & FLUTING DEVICE

**NEW**

Accessory for use with the Combination Router Base. Fits to CRB baseplate and allows router to be used for mortise or fluting.

Product Ref.  
**CRB/MF**  
page 183



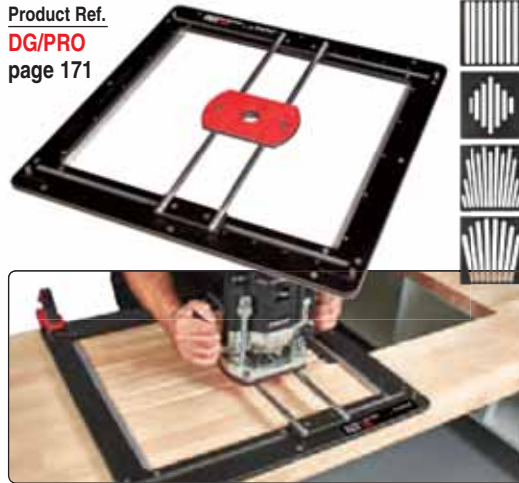
### DRAINER GROOVE PRO

**NEW**

Routing jig that allows different drainer grooves to be routed in solid timber and solid surface worktops, when used with the accessory inner plate templates.

See template designs on page 171.

Product Ref.  
**DG/PRO**  
page 171



### EURO BARREL LOCK JIG

**NEW**

Routing jig to cut hole for Euro Cylinder Lock Barrels.

Routs out recess to suit Euro lock cylinder barrel size 33mm x 17mm/9.9mm.

Product Ref.  
**ECL/JIG**  
page 177



## LED NEW TORCHES

A range of alloy bodied high quality LED torches suitable for all trades. High grade aluminium body with deep-seated anodizing processing for increased abrasion resistance.

The range consists of two head torches, a pen torch, a pocket torch and a angle twist torch



Product Ref.

1. **TCH/AT/B75R**  
Angle Twist Torch

2. **TCH/HP/H20**  
Angle Head Torch

3. **TCH/HA/H10**  
Pivot Head Torch

4. **TCH/PO/G12R**  
Easy Focus Pocket Torch

5. **TCH/PE/B22**  
Easy Focus Pen Torch

9 GREAT

NEW REASONS WHY YOU



WWW.TRENDNET.CO.UK

Over the last few months, we have released several improvements to Trendnet, making it easier to use than ever before. It's not just cosmetic, the improvements expand on the features you use most, making it faster than ever to use.

## ORDER PROCESSING, MADE EASY

### 1. FAST ORDER ENTRY SCREEN



Create multi-line orders in seconds. Copy and paste order lines directly from an Excel spreadsheet, text document, or import a .CSV or .TXT file to generate larger orders quickly and efficiently. You can use either a product reference or barcode.

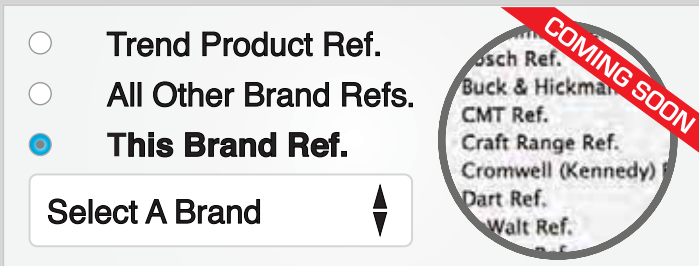
### 2. CREATE AND SAVE ORDERS FOR LATER



Saving orders for later has been greatly improved, the feature now utilises your purchase order number as its name. The order itself can be edited at any time be that today or next week. Saved orders only expire when you submit them for processing.

## POWERFUL YET SIMPLE PRODUCT LOOKUP

### 3. SEARCH BY ALTERNATIVE BRAND REFERENCES



We will enhanced our product search feature to include 35 alternative brand references. Searches can be made on all brands or on a specific brand by selecting your chosen brand from the drop down.

### 4. ADD PRODUCTS FROM SEARCH RESULTS



The facility to add multiple products directly from the search results and product navigation pages have been greatly enhanced for ease of use. Quantity 'plus and minus' buttons have been added to make this process even smoother.

CONTACT OUR DEALER SUPPORT MANAGER, CHERYL BLAKE, FOR HELP WITH ANY OF THE



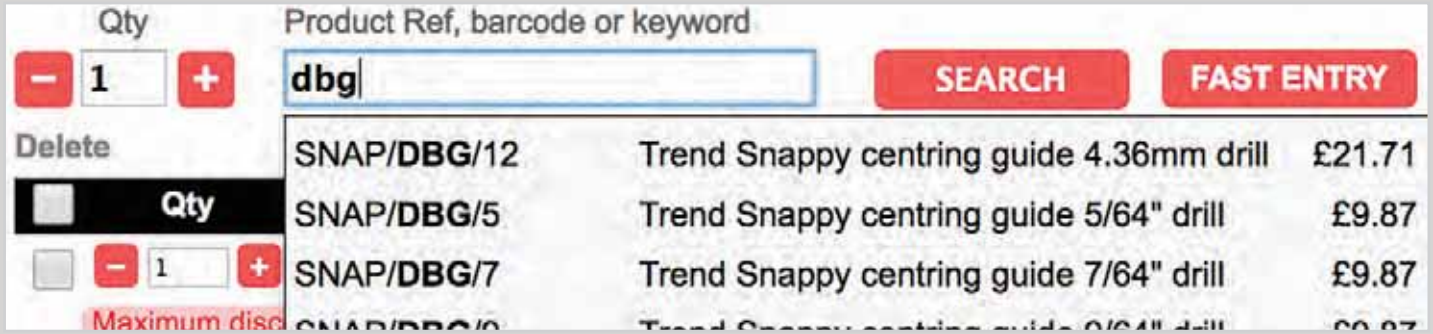
# NEED TO BE USING TRENDNET



If you have any feedback or ideas on how to improve Trendnet further, please get in contact with Senior Website Projects Manager, Danny Lezer, [Lezerd@trendm.co.uk](mailto:Lezerd@trendm.co.uk)

Danny Lezer  
Senior Website Projects Manager  
[lezerd@trendm.co.uk](mailto:lezerd@trendm.co.uk)

## NEW INTELLIGENT PRE-EMPTIVE SEARCH



On the Place Order Page, add products to your order in one click, directly from the pre-emptive search drop down, which will show you the best 25 matching results, as you type. So even if you don't know the full product reference, you can still find the products you want, with ease.

## GIVING YOU TOTAL CONTROL OVER YOUR ORDERS

### 6. ADD COMMENTS TO ORDERS



Product alerts are now clearer, meaning you won't miss out on related products or price breaks. The ability to add comments to product lines has also been improved, along with the ability to instantly increase or decrease the quantities of each line.

### 7. MANAGE INVOICES AND CREDIT NOTES



Keep on top of your accounts quickly and easily. Download orders, invoices and credit note pdfs directly from Trendnet via the processed orders and statement pages.

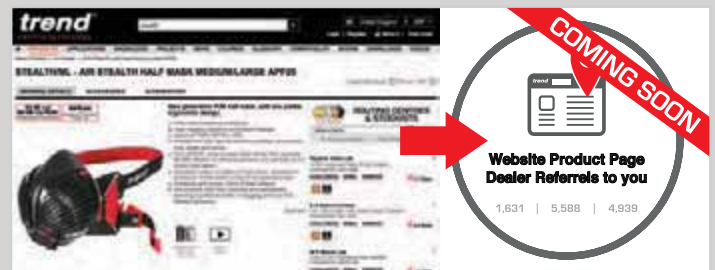
## ALSO...

### 8. WEEK DAY AND SUNDAY DESPATCH



Order by Trendnet isn't just quicker and easier, it offers: reduced carriage charges, no minimum order value and orders can be placed over the weekend, up to 4:30pm on a Sunday for Monday morning delivery.

### 9. HOW WE ARE PROMOTING YOUR STORE



We're adding a new counter to the sales leads statistics displayed on the Trendnet News page. This new counter will increment whenever your store appears within the 5 nearest dealers strip on right hand side of each product page of our end-user website.

# 2017 REVIEW & 2018 PLANS

## INPROFILE END-USER DIRECT MAILING

Our 2017 Catalogue and InProfile Magazine were directly mailed to over 200,000 end-users who had previously purchased Trend products. Additional copies have been distributed throughout the year.



**OVER 250,000 COPIES DISTRIBUTED**

## NEWS

We have sent over 400,000 emails to our database of end-users through out the year, covering our new products and promotions and directing them to you store.



**OVER 400,000 SENT**

## MAGAZINE COVERAGE

We regularly have content shown across a wide range of related magazines including adverts, press releases, product tests and competitions.



**OVER 178,000 READERS**

## TRENDNET USERS AND ORDERS

Our B2B website TrendNet continues to grow and support dealers.

Over the course of 2017 we introduced an additional 100 new Dealers to Trendnet completing over 44,000 orders.



**OVER 44,000 ORDERS**

## DEALER REFERRALS ON EVERY PRODUCT PAGE

Over the course of 2017 we have referred end-users browsing on our website to our network of dealers.



**OVER 1 MILLION REFERRALS**



# AIR STEALTH FEATURES POS, VIDEO DISPLAY SCREEN & GRAVITY FEED DISPENSER



Please contact your RSM or the Sales Team to discuss your requirements.



## UPDATED WEBSITE FEATURES

### HOW TO GUIDES

We are regularly adding to our 12 new 'How To Guides'.

They include tips, techniques and video clips to help you get the best from your Trend products.

This year we will continue to expand our knowledge base, adding more guides, FAQ's and compatibility records.



12 NEW GUIDES

### VIDEO GALLERY

New videos continue to be added to our ever growing library of over 100 videos with 15 being added in the last year.

These range from new products introductions to video demonstrations.

All our videos are categorised into product ranges with a full range of links to related products, knowledge base articles and projects.



15 NEW VIDEOS

### NEW PRODUCT GRAPHICS

Our 2018 Catalogue features our latest new product photography and we can now offer more than 4,000 new Router Cutter images available to download.

We now show 3D and 2D views of every router cutter in our ranges and they are all available for you to download as 2000 x 2000 pixel jpegs via our FTP site.



4,000 NEW GRAPHICS

### TOOLBAR GRAPHICS

We are introducing a standardised set of panels to go above your toolbar display, between toolbars or to stand at the end of a display.\*



\*Designs subject to change.

### TRADE LEAFLET

We have designed a new miniature 20 page, pullout product leaflet which will be included with all trade cutters, power tools and jigs.



220,000 LEAFLETS



# NEW MAY - JUNE DEAL

## T11 ROUTER & CUTTER SET DEAL

T11EK 1/2" 2000W Router with **FREE** 35pc 1/2" shank Cutter Set.

Available in 240v and 115v.

**NEW**

Dealer Margin **25%**  
PLUS FREE CUTTER SET WORTH £63 NETT



**FREE 35PC CUTTER SET WORTH £89.95**

Deal Ref. DEAL/T11EK (240V) List Price £388.00 Exc. VAT  
DEAL/T11ELK (115V)

PROMO NETT PRICE  
**£291.00** Exc. VAT

## AIR/PRO POWERED RESPIRATOR DEAL

AIR/PRO Powered Respirator with **FREE** THP2 Filter Pack.

**NEW**

Dealer Margin **30%**  
PLUS FREE ACCESSORY



**FREE THP2 FILTER PACK WORTH £28.18**

Deal Ref. DEAL/AIR/P/A List Price £232.00 Exc. VAT

PROMO NETT PRICE  
**£162.40** Exc. VAT

### TO ORDER CONTACT YOUR REGIONAL

## ONLY 4 WEEKS REMAINING

OUR HUGELY SUCCESSFUL TRADE JIG AND T5 ROUTER PROMOTIONS ARE COMING TO AN END.

From the 1st of June 2018 you will no longer be able to purchase any more of these popular deals, however we will continue to honour customers purchase claims for their free accessories whilst stocks last.

**FREE ACCESSORIES WITH SELECTED JIGS**  
Choose from 4 accessories:

A



Worktop Cutter & Biscuit Jointer

B



Standard Door Lifter





# LER PROMOTIONS

## WORKSHOP ROUTER TABLE & CUTTER SET DEAL **NEW**

WRT Router Table with **FREE** 35pc 1/2" shank Cutter Set.

**Dealer Margin 25%**  
PLUS FREE CUTTER SET WORTH £63 NETT



**FREE 35PC CUTTER SET WORTH £89.95**

Deal Ref. **DEAL/WRT/SS35** List Price **£349.00** Exc. VAT

**PROMO NETT PRICE**  
**£261.75** Exc. VAT

## T35 M CLASS DUST EXTRACTOR DEAL **NEW**

T35 M Class Dust Extractor with **FREE** Holdall & T-Shirt.

**Dealer Margin 25%**  
PLUS FREE ACCESSORIES

Available in 240v and 115v.



**FREE T-SHIRT & HOLDALL WORTH £18.50**

Deal Ref.	List Price
DEAL/T35A (240V)	£349.00 Exc. VAT
DEAL/T35AL (115V)	£390.00 Exc. VAT

**PROMO NETT PRICES**

<b>£261.75</b>	(240V)
<b>£292.50</b>	(115V)

Exc. VAT

**SALES MANAGER OR OUR SALES TEAM**





# MERCHANDISING SUPPORT

## HERE TO SUPPORT YOU

This year our merchandising team will visit your store to ensure that your displays are optimised to give high impact to the customer when visiting your store.



## SALES OPENING HOURS

WEEKDAYS 8.30AM UNTIL 5.30PM

We aim to despatch orders received during these times, however very bulky or large stock orders should be placed by 3pm on Monday to Friday to ensure same day despatch. Please note that Aerosols cannot be shipped anywhere outside the UK mainland.

## WEEKEND DESPATCH

ORDER SATURDAY UNTIL  
**4.30PM** ON SUNDAY FOR  
MONDAY MORNING DELIVERY  
FOR TRENDNET ORDERS ONLY

Contact Sales: 01923 249911



[www.trendnet.co.uk](http://www.trendnet.co.uk)



YOUTUBE  
/TrendMachinery



TWITTER  
@TrendRouting



FACEBOOK  
/TrendRoutingTechnology

**trend**<sup>®</sup>  
routing technology

[www.trend-uk.com](http://www.trend-uk.com)