



2017 Issue 1

## Celebrating 100 years of TRICO

We are delighted to be celebrating our 100th year anniversary this year. Founded in 1917, we will commemorate a century of wiper blade evolution and innovation throughout 2017.

Serving as a pioneer in the industry, as cars weren't even built with wiper blades until TRICO developed the Rain Rubber—our first mass production, manually-controlled wiper blade. A decade later, we introduced the first ever two blade wiper system, Visionall. More than 1,000 patents later, we are the visionary behind many innovations that have enhanced driving visibility, including windshield washer systems, rear wiper blades and beam blade technology.

We have not only led the way in wiper blade evolution, but have also spent the past century expanding globally, opening divisions in Europe, Australia, Argentina, Brazil, Mexico and China. Today, we produce one of the most comprehensive offerings of wiper blade solutions across the consumer, trade and OEM channels.

## Redditch Utd declares The TRICO Stadium open!

We have proved a major supporter of Redditch United since it agreed to sign-up to the Club's dream of climbing the football ladder.

Our Marketing, Brand and Product Manager, Sam Robinson, said we were "a proud partner" of Redditch United Football Club and was delighted with how the opening ceremony unfolded. He said: "We are delighted to join all associated members of Redditch United to unveil The Trico Stadium. Trico is dedicated to supporting the Club's drive and commitment to grassroots football and helping disadvantaged players enjoy their football."





# TRICO Exact Fit

## New Hybrid Blade now available

We are the first to launch a 300mm length hybrid blade to the aftermarket. Fitting the passenger side of the Nissan Note Mk 2 (2013 onwards), it gives customers the original hybrid styling but with improved performance over the Original Equipment blades by utilising the Trico beam blade substructure rather than a conventional blade substructure.

## Exact Fit Rear and Beam Blades addition

There are also six new Trico Exact Fit Rear wiper blades providing critical rear windscreen visibility in today's aggressive driving environment. These are designed to fit unique rear integral and beam wiper arms, with these new references covering more than 20 late model vehicles.

We are also delighted to announce the introduction of its latest wiper blade range extensions, with four blade lengths all featuring the brand new 19mm Push Button FZ connection system.



Part of the complete Trico Exact Fit range, the new FZ connection is unique to applications such as the Lexus NX 2014 onwards, Toyota Mirai 2015 onwards, Toyota Prius 2016 onwards and Land Rover Discovery/Range Rover/Range Rover Sport 2017 onwards.



# TRICO Flex®

## The complete package with new Flex carton merchandisers

### Trico ICE Merchandiser now available!

Along with our new Flex carton merchandisers, we have also introduced an ICE merchandiser measuring just 60cm x 40cm and 1.6m tall. It also will come with pre packed with 64 Ice blades, a header card and catalogue.

**TRICOIce®**



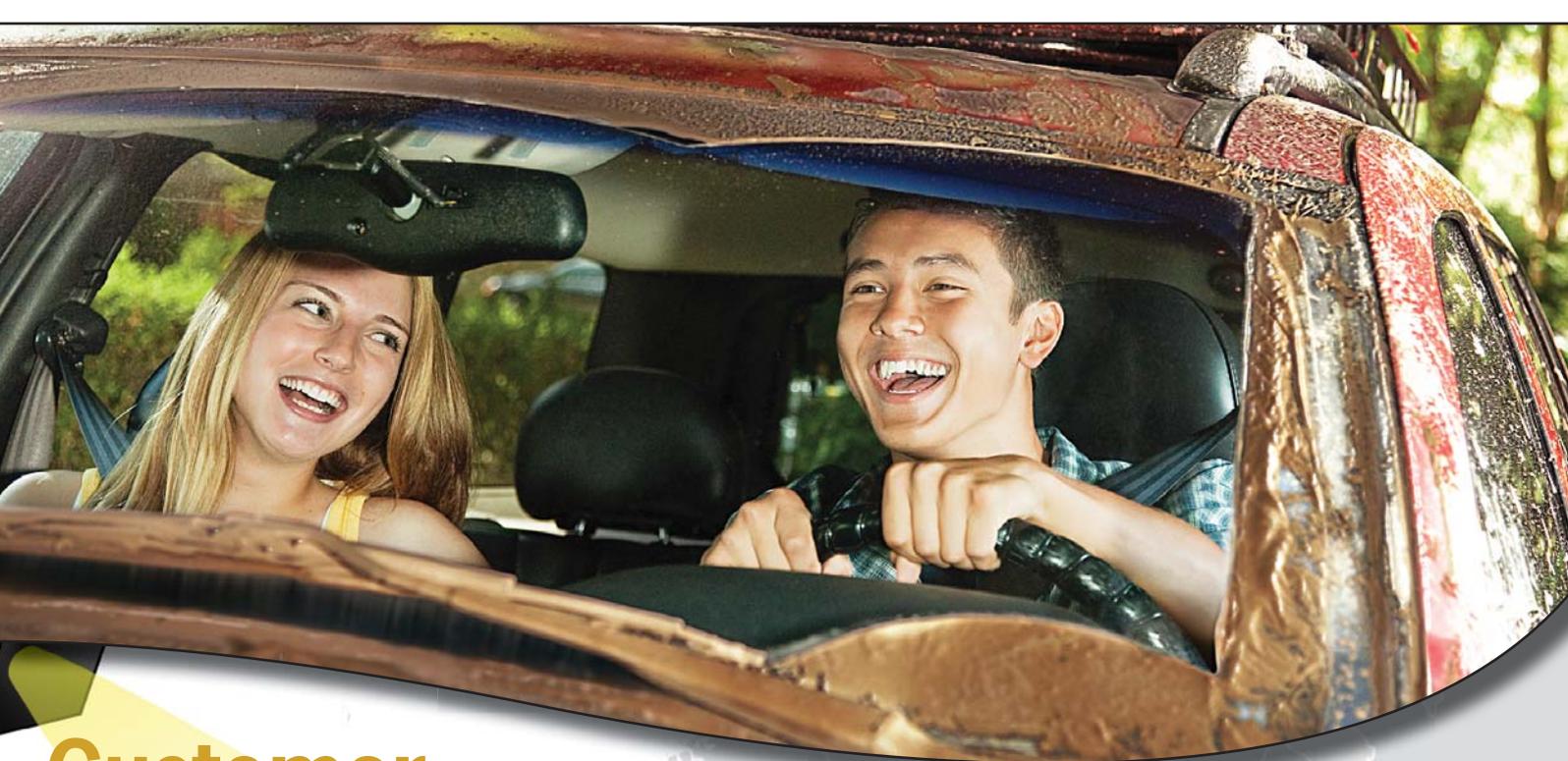
We are well aware that space can be limited in some garages, motor factors and retail stores, so we have introduced a Flex carton merchandiser measuring just 60cm x 40cm and 1.6m tall. It comes pre packed with 64 flex blades, a header card and catalogue.

The Memory Curve Steel beam provides uniform pressure for the clearest wipe. We put safety and quality first, as TRICO Flex has been vigorously tested to perform over one-and-a-half million cycles.

The Flex range is easy to stock, 'on the shelf' or with the Flex carton merchandiser and can be retrieved with ease – but it's not just garages that can benefit from the user-friendly TRICO Flex range.

Our Marketing, Brand and Product Manager, Sam Robinson, said: "This range is the perfect 'first step' for any garage owner or manager; it's an additional profit opportunity with minimal stock investment. Motor factors, too, should be attracted to the competitive price point, considering the premium quality and performance upgrade from conventional wiper blades."





## Customer Spotlight

### Motor World to stock Exact Fit Range in all 37 Stores!

We are pleased to announce that we will now be offering our Exact Fit programme of beam, hybrid, conventional and rear wiper blades to A1 Motor Factor Group (A1MF) member, Motor World, who joined A1MF in November 2016.

We have pledged to install display signage in each store to demonstrate our commitment to Motor World and investment in point of sale.

Our Senior Marketing, Brand and Product Manager, Sam Robinson, said: "I am delighted that Motor World has agreed to stock the entire 'exact fit' range. TRICO enjoys a successful relationship with A1 Motor Stores and A1 Motor Factor Group, and this development further enhances that partnership. Myself and TRICO look forward to working with the Motor World branch teams over the coming months."

Speaking on behalf of Motor World, Ian Lawrence said: "We are pleased to introduce TRICO 'Exact Fit' wiper blades including the Hybrid and specific fit rears to complement our Bluecol wiper blade range.

"The introduction of the additional TRICO range ensures that Motor World can supply 99 per cent of our customer's requirements from stock."

A direct replacement for OE, the range is made from the finest natural rubber and high-strength steel.

The range is sold in single packs as opposed to vehicle-specific pairs, vastly reducing the number of stock keeping units required to less than 150 – instead of an excess of 200.



### 2017 Catalogues

We have now launched our new Exact Fit, Flex, Force, Ice and Full Range 2017 Application Catalogues.

To make these catalogues easier to use, the Exact Fit and Force catalogues are now available in LHD and RHD separately, making it easy for you and your customers to quickly find the right set of wipers for the vehicle.





## OE Spotlight



### TRICO win Scania OEM Business

We are thrilled to announce that we have won the Scania OEM business for the new Scania Global R-Series Truck for both the LHD and RHD front wiper systems.

The new R-Series truck is designed for toughness to master all conditions, represents the next generation, with class leading comfort, control and visibility and is equipped with TRICO's Global 1 blades, which are designed specifically for trucks, and which have been rigorously tested, to meet the harshest of weather, from the coldest to the hottest climatic regions. Our front wiper system has been especially designed to be robust and respond to the challenges and requirements for this global heavy-duty truck.

We supply the whole system from the blades, arms, motor and linkage. We offer the largest selection of heavy-duty wiper products in the market today for virtually all heavy-duty truck, bus and LCV needs.

### Staff Updates at TRICO's European Head Office



Hannah Martin has been with TRICO for six months and is the new product and marketing co-ordinator. Hannah will be working with Sam to develop and implement the marketing strategies for TRICO and our customers including exhibitions, PR and advertising campaigns.

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