

## MAKE CUTTING SAFER. MARTOR IN THE WORKPLACE.



Safer cutting? Many users have wanted this and it has now become a reality. In 1976 MARTOR launched the PROFI, the world's first TÜV-tested safety knife. Other patented innovations followed and continue to follow. Companies from the industrial, logistics and trade sectors know that MARTOR is setting the standards in safety at work.

## MAKE PEOPLE HAPPY. ACTIVELY PREVENTING INJURIES.

By using safety knives, cut injuries in the workplace are significantly reduced. So it is no surprise that safety officers and health and safety associations are among the keenest proponents of safety knives.

# 70%

**One example: An international chain of furniture stores managed to reduce the number of cut injuries by around 70% within 2 years.**

# €500

**Lower numbers of cut injuries means lower costs. By avoiding a day lost through injury, employers can save up to €500.**

## MAKES YOUR RANGE STRONGER.

Strong brands in the tool sector push up turnover and guarantee quality. MARTOR gives you both. Furthermore, by listing our products, you will be marketing originals rather than copies of safe and high-quality cutting solutions.

Your benefits at a glance:

- **Branded products that have been in demand for decades in Germany and around the world**
- **Robust and innovative tools with "Made in Solingen" quality**
- **Practical product and sales advice for your sales personnel**
- **Extensive media to gain the interest and loyalty of customers**
- **www.martor.com: value-based website with product filtering and comparison functions**

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## MAKE PROFIT. WITH MARTOR CUTTING TOOLS.



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THE SAFER WAY  
TO CUT.

**martor**

# MAKE SELLING EASIER!

## THE ATTRACTIVE MARTOR PRODUCTS AND SERVICES.

MARTOR is the leading manufacturer of safe and high-quality cutting tools. What differentiates us from other manufacturers is the choice we offer from our range of around 150 different safety knives. Our knives are being used by professionals to cut and process any standard type of material. Furthermore, our cutters, scrapers, graphic cutters, deburrers, blades and accessories all carry the "Made in Solingen" seal of quality.

MARTOR products are currently being sold in more than 70 different countries – mainly through resellers like you. To increase sales both nationally and internationally and to gain new markets, we depend on a close working relationship with you.

MARTOR services provide support in all cutting issues – from training sales personnel to on-site customer consultations. We also have a range of media available to enable you to optimally present our products in catalogues, on websites or at POS's.

All promotion methods and arguments are clearly portrayed in the graphic.

### Products much in demand

People always need to cut. Furthermore, work safety requirements have increased in many countries so safe cutting will be the focus in future. This will raise demand for MARTOR safety knives.

### Products that meet market needs

People will always find the knife they need at MARTOR, whether for use in industry, office, logistics or crafting. With our help, these users can also find what they need from you: we help you to create a MARTOR range aimed at your target group.

### Expert on-site support

Does your customer have a specific cutting requirement and is searching for a solution? Benefit from the expertise of our technical consultants who can accompany your outside-sales personnel on customer visits.

### Training and instruction

We offer training and instruction not just for companies and other organisations but especially for resellers like you. Use our know-how to impress your customers.

### After-sales media

Customers need to be kept happy even after a purchase. Our safety posters and training videos show users the best (i.e. the safest and most efficient) way to cut.

### Extensive media library

We provide you with marketing support in different types of media: animated product videos that focus on our top-selling products, high-quality product images, illustrations and 3D images, sales literature and mailing ideas – make the most of what we have to offer.

### 24-hour proof-reading service

Since the relaunch of our brand in 2013, our media as well as our products now have a standard look. To ensure your print and online media mirrors the brand look, we will be happy to proofread your material – within 24 hours.

