

PLUSTEN

hardware • consumables • tools • safety • chemicals

“National wholesale distribution made simple.”

OVERVIEW:

Twenty Five Years ago, the Hardware Industry was virtually controlled by Wholesale Hardware Merchants. Most of the local manufacturers distributed their products exclusively through them. The Wholesalers established their own forum, called the Wholesale Hardware Association and through this body dictated pricing to the Hardware Retail Trade.

Plus Ten was established with the direct purpose of challenging the Wholesaler alliance. As a result of this strategy, Plus Ten was boycotted by many manufacturers and struggled to fill stock ranges. However, as time progressed, the market changed and most of the traditional Wholesalers closed their doors. Cash & Carry stores surfaced and the Mass Multi National Corporations were entrenched.



Plus Ten not only survived this progression, but grew stronger. Over the past twenty five years Plus Ten has evolved with the times and has had to adjust to accommodate market changes. Service and price has remained the main focus of operations.



- Service 3200 retail customers nationally
- Carry a stock range of over 3800 line items
- Strong focus on consumable items
- Strong focus on staff training and customer relations
- Employ sales reps countrywide
- Provide a quick and efficient delivery service nationally
- On-line ordering through RapidTrade
- Strong private labels

The policy of short ranges of fast selling well priced products is paramount. In order to offer better value Plus Ten has contracted primary and secondary local manufactures to private label brand high quality locally manufactured fast selling items at improved pricing.



EXCLUSIVE BRANDS

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TOUGH QUALITY TOOLS, READY TO WORK

IRONMAN is an exclusive Brand used by Plus Ten for the following fast selling items..

Product Range Includes:

Allen Keys • Bow Saws • Brackets Shelf • Caulking Guns • Galvanised Chain • Chalk Line • Digging Forks • Gloves • Grass Slasher • Hammers Ball Pein, Claw, Stoning, Mallets • Hinges Butt, Bullet • Hoe Heads • Hose Clamps • Knives Cane, Corn, Shoe, Trimming •

Ladders Aluminium A Frame, Extension and Combination • Levels • Masks Dust • Mitre Boxes • Pick Heads and Handles • Pliers Combination, Diagonal, Fencing, Lockgrip, Longnose, Mini, Sets, Water Pump • PTFE Plumbing Tape • Rain Suits • Saws Hand, Hacksaw • Scissors • Scrapers Paint, Window • Roofing Screws • Shovels Round Nose • Spades Digging • Squares, Building, Set Squares • Tape Duct, Masking, Packaging, Trowels Brick, Corner, Plaster • Vests Reflective • Wall Spikes • Wrenches Adjustable, Pipe • Many more ranges on the way.



SUPREME CLEAN is an exclusive brand used by Plus Ten to market a range of household and industrial chemicals. Hardware stores are traditionally not able to compete on price with national Supermarkets with respect to household chemicals. Supreme Clean Chemicals is a range of premium quality chemicals now available through Plus Ten at most competitive prices which enables the hardware industry to compete in any market.

One & Only is a brand used to market a speciality "green" powerful industrial detergent and degreaser.

Foodsafe is an SABS brand used to market chemicals to the food industry. Formula Pink is a brand used to market a "green" general purpose, powerful concentrated cleaner.

Tripple Red is a brand used to market an industrial engine cleaner.

The chemical range includes the following items:

Airfresh Atomiser • Bath Tile & Shower Clean • Black Fluid • Bleach • Car Gloss Silicone • Caustic Soda • Cement Remover • Dishwashing Liquid Concentrate and Economy • Disinfectant Sancelan • Drain Cleaner • Engine Cleaner • Fabric Softener • Floor Polish • Food safe Products • All Purpose Cleaner • Hand Cleaner Grit, Gel • Liquid Soap • Scouring Cleaner • Industrial Detergent • Paint Stripper • Pine Gel • Rust Converter • Toilet Bowl Cleaner • Wash & Wax Car Shampoo • Window Cleaner.



PowR is the Exclusive Brand used to market other popular best selling consumable products. These consumable products are locally produced by selected secondary manufacturers who are able to produce premium quality products and vastly reduced prices and include the following item:

Crack Fillers – interior and exterior • Sugar Soap • Adhesives Wood, Professional Wood & Contact Glue • Sealants Polyurethane • Sealant Silicone • PVC Weld • Gloss Spray Paint • Silicone Spray Oil • Polystyrene Cornice Adhesive • Polystyrene Adhesive, Roof Seal Water Proofing Compound complete with Fibre Cloth and importantly a high quality Anti Corrosive Paint for application directly over rusted surfaces for Steel Section, Roofs, Steel fabrication, Construction and Fencing. Available in popular colours and at prices well below current market prices.



OTHER BIG BRANDS

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Plus Ten also stock a wide range of other well-known Big Brands in all our major product categories to ensure our complete range of offerings meet the standard we have set of fast selling KVI's.



FREQUENTLY ASKED QUESTIONS

Q: Do you break case lots?

A: Yes, in most cases we will do so... Order only what you need.

Q: How often do you give Special Offers?

A: Weekly regional specials and monthly national specials.

Q: Do you charge for Delivery?

A: We deliver Nationwide for FREE, with a minimum order of R1000.00

Q: How do I place an order?

A: By Phone, Fax, Email...or online at RAPIDTRADE.

Q: How do I apply for an account?

A: Email us, and we'll get your application underway.

Q: What else do Plusten offer?

A: An excellent call centre, 6500sqm warehouse, Top selling KVI's and a business based on solid values.

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REGIONAL SALES CONTACTS:

Gauteng (East Rand)	Sibu Mdakane	082 855 4945
Gauteng (Pta/Midrand)	Theo Botha	082 467 3015
Gauteng (South)	Darren	082 739 3288
Gauteng (West Rand)	Deen Nagana	073 256 0606
Free State	William Combrink	082 784 6932
Mpumalanga	Christa V Rensburg	084 555 0042
Bronkhorstspuit	Christa V Rensburg	084 555 0042
Swaziland	Christa V Rensburg	084 555 0042
Northern Cape	Herman Kleynhans	082 924 0581
All other Regions	Adriaan van der Nest	011 434 1454