
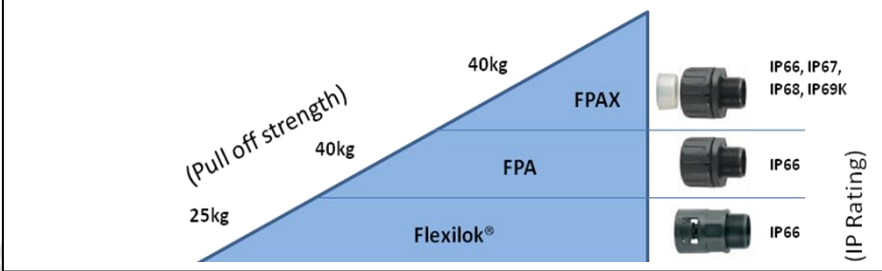


## Product Launch – Export Communication

### Flexilok®

Date;	February 2009
Overview:	<p>New range of slim-line one piece fittings in straight, 90deg and coupler variants.</p> 
Product Details:	<p>A new product introduction from Flexicon to further complement the range of fittings for non-metallic conduits.</p> <p>This range of products offer a slim-line and low cost fittings solution (see chart below);</p> 
Customer Benefits	<p>This new range of fittings offer the following benefits;</p> <ul style="list-style-type: none"> <li>• one piece fast fit – quick installation</li> <li>• slimline design – space saving</li> <li>• IP66 rating – protection against dust and water penetration</li> <li>• pull off strength of 25kg with FPAS21</li> <li>• choice of materials – Nylon (PA66) or polypropylene (available on request)</li> <li>• different colours – Black and Grey (RAL 7031) available as standard, Light Grey (RAL 7035) and White available on request</li> <li>• Low Fire Hazard product</li> </ul>

Approvals & Fire Performance:	   
Marketing Communication Activity:	<ul style="list-style-type: none"> <li>• Added to new PG08-09 Flexicon Catalogue – Page 58 &amp; 66</li> <li>• To be featured in the “Whats New” section of the Website</li> <li>• Product Features Flyer – promote benefits of product</li> <li>• Coming soon: <ul style="list-style-type: none"> <li>○ Video clip to promote ease of installation</li> </ul> </li> </ul>
Competitors:	<ul style="list-style-type: none"> <li>• Adaptaflex – “Adaptalok”</li> <li>• PMA – “Smart line” or “Lite line”</li> <li>• Gerich</li> <li>• Teaflex</li> <li>• Interflex</li> </ul>
Physical Evidence:	<ul style="list-style-type: none"> <li>• Product samples in pack - available from Feb 2009 <ul style="list-style-type: none"> <li>○ Straight Metric in Black - 13, 16, 20, 21, 28, 34mm</li> <li>○ Straight PG in Grey – 13, 16, 20, 21, 28, 34mm</li> <li>○ Straight Metric in White and Light Grey – 20mm</li> <li>○ 90deg Elbow Metric in Black – 20mm</li> </ul> </li> </ul>
Timing:	<ul style="list-style-type: none"> <li>• Market Launch; Feb 2009</li> <li>• Product availability; <ul style="list-style-type: none"> <li>○ 13, 16, 21, 28, 34mm sizes – Straights – Feb 2009</li> <li>○ Elbows and Couplers – Coming soon</li> </ul> </li> </ul>
Target Market:	<ul style="list-style-type: none"> <li>• Commercial Buildings</li> <li>• Data Market</li> <li>• Price sensitive OEM’s</li> <li>• Panel builders and Electrical cabinet builders</li> </ul>
Action Required:	<ul style="list-style-type: none"> <li>• Revisit customer accounts where FPA fittings were considered too large for the application - ALL</li> <li>• Caution when promoting Flexilok - not to migrate business from FPA</li> <li>• Data Market opportunities</li> <li>• Opportunities for different colours / materials (polypropylene)</li> </ul>