

Features, Healthy Assortments Add Appeal

Today's woodworking screws are designed for easier driving in a wide range of applications. Broad assortments enable retailers to address different wood thicknesses and work environments.

Quickscrews woodworking screws feature coarse threads with steeper angles and sharper points to make driving easier, says Jared Wiener, evp.

"All of our screws are heat treated and follow strict tolerances to ensure premium quality," Wiener says.

Quickscrews offers the most woodworking screws in the U.S. with a Type 17 auger point, which eliminates the need to predrill a pilot hole, Wiener says. "As our customers said at our recent 'Drive to Win' contest at IWF Atlanta, they 'drive like butter.'"

Quickscrews is also focused on both product and educational value.

"We have imported from Taiwan for over 25 years and work with premier manufacturers to make sure we can offer our customers affordable prices for premium-quality products," Wiener says. "We were one of the first companies in the category to sell online, and we are continually improving our website to offer an efficient user experience."

PrimeSource Building Products aims to be a one-stop shop, offering a complete

line of woodworking screw sizes in job lot and bulk quantities "that focus on the application and the expectation of the customer," says Mike McFarland, director specialty fasteners.

"A high-volume installer relies on Pro-Twist; it costs more, but every screw in every box for every project performs, saving labor, time, and money," McFarland says. "Plus, as a full line stocking distributor with 34 locations, our timely deliveries enables us to carry dealers' inventories so they can focus on growing their businesses."

Kreg Screws are engineered to offer "the best-possible performance in pocket-hole joinery applications," says Dave Stone, senior content specialist at Kreg Tool.

Kreg Tool's designed-in features and technology, Stone explains, include a self-tapping tip that eliminates the need for drilling a pilot hole in the second workpiece; specific thread designs for hardwoods and softwoods that maximize holding power while minimizing splitting; a smooth upper shank with no threads that draws the two pieces together, rather than driving them apart; a flat-bottom head that sits tightly in the pocket hole to pull the joint together without splitting the wood; and square drive to prevent the driver from camming out.

Made from case-hardened steel, Kreg Screws feature a slightly softer core "to prevent brittleness that can cause screws to snap," Stone says. "In addition, we offer a standard zinc coating for durability, a Blue-Kote anti-corrosion coating for outdoor screws, and stainless steel screws for use in high-corrosion environments."

Kreg Screws are available in multiple lengths, each engineered for maximum holding power in a variety of wood thicknesses, and are priced attractively, Stone adds. "Retailers also benefit from great margins."

Marketing to User Needs Carries the Day

Suppliers are emphasizing the way individual woodworking screws can be used to improve DIY and contractor jobs.

"PrimeSource continues to review applications and offer the best options for DIYers and pros," McFarland says. "Our sales team can help match the right fastener with a particular project, and our new quality control lab allows us to confirm that every screw we sell exceeds customer expectations."

Kreg Tool promotes its screws as "the best choice for all projects built using pocket-hole joinery," Stone says. "As the originator and market leader in pocket-hole joinery for DIYers and woodworkers, Kreg Tool remains committed to offering product and educational solutions that help exceed user expectations for simplicity, durability, and satisfaction."

Quickscrews continues to increase its emphasis on understanding and connecting with customers as it expands into the retail market, Wiener says.

"After 30 years in business, we understand deeply how to market woodworking screws to end-users and are excited to develop our understanding of hardware retailers, as well," Wiener says. "Quickscrews is one of the few screw importers left in the U.S. and is still family owned. We have gained recognition for being problem solvers and continuously work hard to provide superior customer service."

Effective In-Store Merchandising, Advertising Create Demand

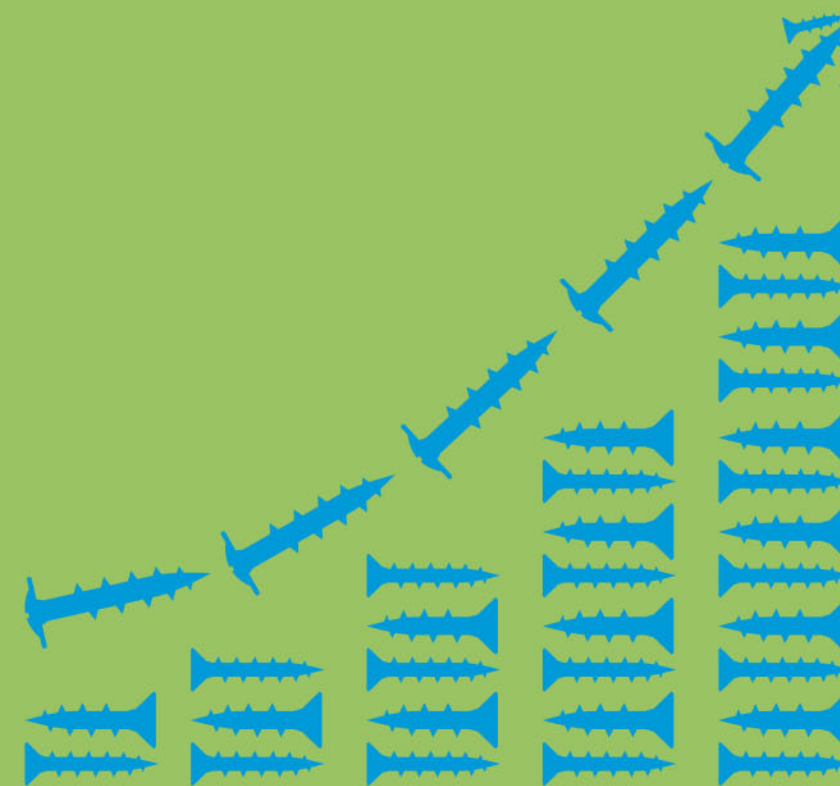
Multiple programs utilized by Quickscrews aim to help increase retailers' woodworking screw sales and profit margins, says Jared Wiener, evp.

"Color-coded labeling with the Quickscrews icon system helps customers in the store quickly determine what screw they need," Wiener explains. "We offer secure, lightweight, clamshell packaging, an industry-best 99% fill rate, and marketing support with custom signage and materials — brochures, infographics — to help end-users and sales staffs. Lastly, our expert sales team can recommend a specific SKU program for any store."

PrimeSource Building Products works to create awareness and demand for dealers selling Grip-Rite and Pro-Twist woodworking screws, says Mike McFarland, director specialty fasteners.

Kreg Tool helps retailers position Kreg Screws as premium products "by offering multiple screw types and sizes as well as package quantities and attractive imagery that shows the uses and benefits," according to Dave Stone, senior content specialist. "Through national television advertising, digital marketing, and organic social-media promotion, Kreg builds awareness of the brand and the benefits of building using pocket-hole joinery."

INCREASE YOUR PROFIT MARGINS BY USING QUICKSCREWS.



Screws sell, but **Quickscrews sell faster.**

