

# Get Dealers & Bulk Buyers Interested in Your New Product

## Generate More Business Inquiries



Getting write-ups about your New Products published in Bracecorp Publications (Sourcing Hardware / Sourcing Electricals & Lighting) is an effective way to generate business inquiries from potential trade partners and other bulk buyers.

However, magazine readers will become interested in a New Product only if the write-up provides comprehensive information, and encourages them to make further inquiries about it. This means that the write-up should tell more about the product than about your company, and give readers reason enough to send an inquiry.

Bracecorp Publications would like to receive information about a New Product that you have launched, or are planning to launch. A product can qualify for a New Product write-up if it has been launched not earlier than 3 months from the publishing month of the magazine.

Moreover, it should be a first time for you: an innovation, a new feature, a new finish, or even a new brand name for an existing product line can be considered for such write-ups.

A New Product write-up can have a maximum length of 75 words.

### High Voltage Flex & Grip Gloves

REGELTEX, a French manufacturer of insulating gloves for electricians, has recently launched Flex & Grip insulating gloves with high-performance dielectric properties and mechanical resistance. They are available through distributors Chirag Corporation.



The gloves are non-slip even in humid conditions, and provide maximum safety and comfort. They come in under 1,000 and 7,500 volts; and for maximum use in 17,000, 26,500 and 36,000 volts.

Each pair is packaged in an opaque sachet and colour coded to indicate class of protection.

Tel: 022 2887 5012

Fax: 022 2887 9065

E-mail: [info@regeltex.com](mailto:info@regeltex.com)

Website: [www.regeltex.com](http://www.regeltex.com)

### Following details are important for making the write-up useful for volume buyers:

Model/Brand name of New Product

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Certification (ISI, UL, CE, energy label etc); this is more important than company certification such as ISO

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Specifications (sizes, capacities, weight, colours, finishes, etc)

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Price (specify whether MRP or dealer price)

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Packaging details (type of packing, quantity per bulk pack, quantity per consumer pack)

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Warranty / Guarantee (give specifics & years)

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After-sales service (method of complaint registration, cost to customer)

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Company Contacts : Tel/Fax/E-mail/Website

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Any other information about the New Product

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High resolution image of product or a good quality scan

Fill up the above spaces and send your information to Fax: 011 2653 2661 E-mail: [editor@bracecorp.net](mailto:editor@bracecorp.net)