

Client Spotlight: LEUCO



LEUCO, never a dull moment.

What could be worse than a dull cutting tool? LEUCO Tool Company has a reputation for developing innovative products to meet the woodworking industry's demand for fast and accurate wood processing in high production situations. The new advertising campaign developed by Felder Communications Group for LEUCO, leveraged the company's reputation and wrapped it in a promise — LEUCO, never a dull moment.

One of the most common cutting tools is a saw blade. LEUCO developed a saw blade sharpening method that is anything but common. Through its own service centers LEUCO sharpens blades to dramatically improve cutting performance and extend blade life. Felder kicked off the company's new advertising campaign with a saw blade ad that warns blade users that improper sharpening can hurt their bottom line.



Designed for fast, flexible changeovers, the Super Profiler from LEUCO reduces downtime and gives you an edge on accuracy. Replaceable carbide knives are easily interchangeable to provide many profile options. A special steel plate holds the knives firmly in place and provides the necessary support. For details on how LEUCO can keep you sharp with tooling services, high precision custom tooling solutions and responsive customer support, call **1.800.433.1630 today or visit www.leucotool.com**



saw blades | insert tooling | router bits | drills | knives

WARNING
Use of a lesser quality tool may chip away your profit margins.

We make every bit better, so never settle for less than LEUCO tools. From the design of carbide to diamond cutting tools, LEUCO has precision and your profitability in mind. Innovative products that last longer keep LEUCO customers coming back. For details on how LEUCO can keep you sharp with tooling services, high precision custom tooling solutions and responsive customer support, call **1.800.433.1630 today or visit www.leucotool.com**

see blades | insert tooling | router bits | drills | knives

WARNING
At speeds up to 40,000 RPM, the 1/2 inch power contraction chuck from LEUCO will keep a firm grip on your cutting tools and your bottom line. The clamping system's unique design holds the tool with such precision that tool life is extended and cut quality is unmatched. Tools can be fitted quickly and easily interchanged. For details on how LEUCO can keep you sharp with tooling services, high precision custom tooling solutions and responsive support, call **1.800.433.1630 or visit www.leucotool.com**. See us at IFT Booth B240.

see blades | insert tooling | router bits | drills | knives

Warning campaign grabs attention.

LEUCO's new advertising campaign uses warning labels to draw attention to the unique selling proposition for each product category. The labels present the consequences of using the wrong tool in a production situation.

The graphic and conceptual continuity throughout the campaign work to create an overall brand message that is consistent, compelling and memorable for LEUCO's target audience.



Now's your chance to look as sharp as your tools.

Expert tooling services, high precision custom tooling solutions and responsive support — these are just a few of the ways LEUCO keeps you looking sharp. Now we'd like to offer yet another way.

Just bring this postcard to our booth (8240) at this year's IWF show and we'll give you an embroidered LEUCO polo shirt – free! For more information, give us a call at **1.800.433.1630** or visit www.leucotool.com



LEUCO
never a dull moment™

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Driving trade show traffic.

To attract more potential customers to the company's exhibit at the IWF show in Atlanta, postcards were mailed in advance of the show to 1,000 people that had pre-registered for the convention. The postcard offered a free golf shirt with the company's logo and positioning line embroidered on the shirt when the prospect brought the card to LEUCO's booth.

Carrying the campaign even further, LEUCO featured the ads and the "never a dull moment" positioning line as enlarged trade show graphics at the company's largest trade show of the year.



Brand boosting public relations.

Felder reinforces its clients' brand building efforts with an integrated communications approach. Public relations plays a significant role in developing awareness and credibility. Research confirms that people are more likely to believe what they read in editorial coverage than in a company's own advertisements.

LEUCO retained the public relations services of Felder to help them in the following areas:

- Editorial calendars for all the major woodworking trade publications were organized to highlight story opportunities for the company.
- A media-tracking sheet was designed to accurately calculate the dollar value of media placement.
- A Quick Call program was developed to motivate editors to call LEUCO as a technical resource.
- New hires and promotion releases were written and coordinated with human resources.
- New product releases were written and submitted to the publications.
- A customized executive news media interview training program was implemented.
- Positive story placement in all major woodworking publications was established.
- Media packets were developed for trade show pressrooms.



Felder Communications Group would like to get to know your business. Call Stan Felder at 732.8000 to find out how Felder can help you create a stronger brand. Or visit us at www.felder.com to see more examples of our brand-building successes.



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