



John's

## TIP OF THE MONTH

May 2016



### *The Ease of the Squeeze*

Many folks are unfamiliar with the word, *ergonomic*. It comes from two Greek words: *ergon* meaning “work,” and *nomos* meaning “laws.” Today, it’s the applied science of equipment design, intended to reduce fatigue and maximize productivity. In the lawn and garden (L&G) industry, manufacturers have developed many new products and designs to assist homeowners and professionals. One of our vendor lines, **Radius**, is among the most successful new tool companies over the past decade; the company originated by creating colorful and comfortable designs.

Some retailers are quick to dismiss these types of tools as a passing fad. Dig deeper, though, and it’s clear that comfort is a trend that’s here to stay.

#### **Comfort and Convenience Matter!**

First, let’s take a look at the economics: Ergonomic and other well-designed tools often sell at premium prices. According to the L&G industry’s largest manufacturer, more than 75 percent of total chemistry sales involve convenient, timesaving products! Over the past 40 years, I’ve certainly noticed the shift from chemical concentrates to pre-mixed, ready-to-use products. Consumers also have more delivery methods to choose from today, including battery-powered spreaders, power sprayers and pull-and-spray goods.

Reducing aches, pains and strain isn’t limited to gardening. Beyond our market, think of ergonomic chairs, keyboards, computer mice, door handles, cookware and all of the power-assisted products in our lives today. High volumes plus high price points add up to big sales potential.

Next, consider the demographics: Who’s buying all this stuff? The customers who can – and are willing to – make these investments are often aging Baby Boomers. As this segment contends with muscle fatigue and other chronic conditions like arthritis, ergonomic and convenience-oriented tools enable these customers to continue gardening when traditional tools and methods become too physically demanding. Prolonging the fun of gardening is good for them, and critical for us!

#### **Pruner Design 101**

We’ve come a long way from the simple scissor, which required sharp blades and firm grip to master garden tasks. Although trimming tools have been known in Asia for hundreds of years, a French aristocrat named Antoine Francois Bertrand De Molleville is said to be the inventor of the modern-day secateurs back in 1819.

You’re likely familiar with several common pruner designs including anvil, bypass, ratchet and parrot-beak styles. Anvil pruners bite in one direction using a straight blade and allow the user to swivel the pruner head to cut through larger branches. Bypass pruners work together so that the two blades pass by each other; they have one or two blades (concave or curved) to assist in grabbing the branch. Ratchet types were developed to easily cut larger-diameter stems and limbs; less strength is required to gain leverage for these larger cuts. Parrot-beak pruners use two concave passing blades that trap a stem between them to make a cut. This style is mostly used for narrow stems and light pruning.

Some of the best-known tool manufacturers in our industry, serving both hobbyists and professionals, have ergonomic design as a focal point in their product development. **Felco** and **Corona** are two examples that offer quality products designed with comfort and efficiency.

#### **Find the Right Mix**

When building your retail offer, it’s easy to become overwhelmed by the range of pruner styles and designs available. One size doesn’t fit all and you should offer a varied product selection to meet consumer needs, but don’t feel like you have to stock one of everything. Griffin has a diverse selection of products, including many ergonomic styles. Take a look at your current lineup and identify any major gaps, then look to us for help with filling them in. You’ll soon squeeze out some new sales with ease!

Good Selling!

John



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# Featured Products



## Ergonomically Designed Pruners

Both cutting and anvil blades are not riveted and the narrow, pointed blade design allows for close pruning. Light alloy handles are shaped to act as an extension of the forearm. The anvil blade handle is designed to prevent the pruner from sliding through the hand. This hollow ground, Swiss, precision, hardened steel blade features a wire-cutting notch. The blades are set on dowel pins for easy maintenance.



| Item #        | Desc       | UPC          | Vendor | CS/UOS | Retail  |
|---------------|------------|--------------|--------|--------|---------|
| 80260014-5980 | Right Hand | 783929100067 | F-8    | 50/1   | \$99.99 |
| 80260015-5980 | Left Hand  | 783929100074 | F-9    | 50/1   | \$99.99 |



## ComfortGEL® Bypass Pruner

ComfortGEL soft, ergonomically shaped grips for maximum comfort, fit and control. Integrated Shock-Guard® bumpers reduce strain and fatigue. Specially coated, non-stick blades helps maintain maximum sharpness. Enhanced cutting performance and lightweight construction. Easy-open lock and accommodates right- and left-handed users. Volute spring resists dirt build up and clogging.



| Item #        | Desc | UPC          | Vendor  | CS/UOS | Retail  |
|---------------|------|--------------|---------|--------|---------|
| 81380008-1030 | ¾"   | 038313032142 | BP 3214 | 6/6    | \$16.99 |



## Trowel Color Pack

The patented Radius Ergonomic Trowel is lightweight, super strong and ergonomically designed. Add: Mixed color pack- 3 colors (blue, green, purple), 4 of each color.



| Item #       | Desc   | UPC          | Vendor | CS/UOS | Retail |
|--------------|--------|--------------|--------|--------|--------|
| 81300021-644 | Trowel | 817085012299 | 10020  | 12/12  | \$9.99 |

## Pro-Lite Floral Shovel

The Pro-Lite Floral Shovel is ideal for flower gardens, transplants and raised beds. The patented, ergonomic Radius O-Handle grip balances perfectly with the small round head for a shovel no gardener should be without. Mixed Color Pack - 3 Colors, 2-Blue, 2-Green, 1-Purple.



| Item #        | Desc   | UPC          | Vendor | CS/UOS | Retail  |
|---------------|--------|--------------|--------|--------|---------|
| 81300054-1995 | Shovel | 817085013678 | 25820  | 5/5    | \$32.99 |

## Transplanter Color Pack

The Radius Transplanter is really gratifying to use in gardens and growing beds for planting and transplanting. The extra-long blade speeds up many garden tasks. Mixed color pack- 3 colors (blue, green, purple), 4 of each color.



| Item #       | Desc         | UPC          | Vendor | CS/UOS | Retail |
|--------------|--------------|--------------|--------|--------|--------|
| 81300022-644 | Transplanter | 817085012343 | 10120  | 12/12  | \$9.99 |

## Weeder Color Pack

Unique, patented and highly effective weeder. Mixed color pack- 3 colors (blue, green, purple), 4 of each color.



| Item #       | Desc   | UPC          | Vendor | CS/UOS | Retail |
|--------------|--------|--------------|--------|--------|--------|
| 81300023-644 | Weeder | 817085012398 | 10220  | 12/12  | \$9.99 |

## Cultivator Color Pack

This one has an extra-long reach. It's three "talons" are perfectly placed for maximum utility in the garden. Mixed color pack- 3 colors (blue, green, purple), 4 of each color.



| Item #       | Desc       | UPC          | Vendor | CS/UOS | Retail |
|--------------|------------|--------------|--------|--------|--------|
| 81300024-644 | Cultivator | 817085012442 | 10320  | 12/12  | \$9.99 |

