

MONSTER FUEL



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Mill-Rose Kicks Off Gondola Display Program



▲ Apex (Hajoca) Supply - Marietta, GA

Smiling Apex Sales Representatives - They love the Blue Monster in Marietta. The following additions further cemented our position at Apex Supply. New Monster Fuel - Power Deuce, 6-1 BM Brush, Insurance Pad, BM closet Bolts, Nickel Anti-Seize. Thank You Sharon Boggess, Odum Sales.

Sharon Boggess, Odum Sales



▲ Carr Supply - Monroe, OH Mike Curnayn, Curnayn Sales

Completed 48" gondola with full product placement at the highest velocity counter in Monroe, OH. Experienced a 182% sales increase in 2015/16. Mike Curnayn and John Kirkland spent 3 days traveling southern Ohio to set up 6 gondolas with training for the Carr counter professionals. Mike followed up with counter day luncheons introducing/reinforcing current and new products.



◀ Eastway Supplies - Columbus, OH Executive Team/Sales Management with John Kirkland from Mill-Rose Affiliated Distributors Field Market Summit. More than 5 product categories were identified for stock placement.



**▲ Carr Supply - Columbus, OH
Mike Curnayn, Curnayn Sales**

Carr Supply now prominently displays a total of six 48" completely outfitted gondolas at their strongest plumbing locations. New product additions include One-Step cement, Blue Monster abrasive cloth - Ultra/Open, Ratchet Screwdriver, Power Ducee - Power Pack/Carded refills and Power Fitting Brushes.



▲ Hoeing Supply - Rushville, IN Jim Pea, Inside Sales

Jim wanted to share his inhouse bar stool seat cover design.



▲ Carr Supply Branch

**VP Supply - Albany, NY ►
John Cuddeback, WMS Sales Co.**

Where have we heard that name before? John Cuddeback, Mr. Blue Monster in Eastern upstate New York. Paul Marozzi, purchasing agent, at VP loves the Blue Monster. After a 5 minute pitch on the gondola program the reponse was short and sweet. "Send me a suggested list and I will send you an order." Done. John Cuddeback, WMS Sales, has some of the very finest customer relationships. "You ask and we shall provide."



▲ Aspen Marketing - Brian Olson, Principal The Monster Mobile.

What? Blue Monster truck decals, you bet.





▲ F.W. Webb - Newburgh, NY John Cuddeback, WMS Sales Company
 WMS Sales was selected as a lead agency for the launch of the national gondola program. F.W. Webb is the single largest member within Affiliated Distributors. What a win! Thank You John Cuddeback - WMS Sales!



▲ F.W. Webb - Syracuse, NY
 Steve Mattice, WMS Sales Co.
 This proves that you don't have to be ORANGE in Syracuse. Blue Monster takes over the counter at F.W. Webb - Syracuse. Impulse buyers are just waiting to be victimized. Steve Mattice, WMS Sales can hang his hat on this one.



▲ RHS Akron Robertson Heating Supply - Akron, OH Dan Bors, Curnayn Sales
 What started as an expansion to their boiler brush selection lead to a 48" gondola as well. What a beauty! They added the boiler brushes...and more. Dan Bors flexing that Blue Monster muscle. This was like LeBron jamping one home...automatic.



PIR Sales 2016 Trade Show - Arizona
 John Kirkland manning our table top display getting ready for that first wave of customers.



Curnayn Sales - Dan Bors
 Blue Monster Award Recipient
 Dan is the man when it comes to Blue Monster sales in Northern Ohio. One of our very best!