

  
Dedicated to excellence



*perfection is Kerckhaert-shaped!*

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# INTRODUCTION

It is a common mistake to believe that promotion by business is all about advertising. It isn't. There are a variety of approaches that a business can take to get their message across to customers, although advertising is certainly an important one.

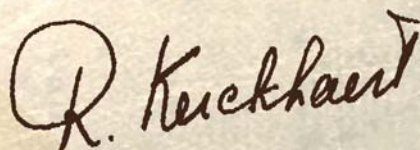
Promotion is all about communication. Because promotion is the way a business makes its products known to the customers, both current and potential.

The main aim of promotion is to ensure that customers are aware of the existence and positioning of products. Promotion is also used to persuade customers that the product is better than competing products and to remind customers about why they may want to buy.

In fact, promotion has many potential uses in business. It can be used to:

- . Increase sales
- . Attract new customers
- . Encourage customer loyalty
- . Encourage trial
- . Create awareness
- . Inform
- . Remind potential customers
- . Reassure new customers
- . Change attitudes
- . Create an image
- . Position a product
- . Encourage brand switching
- . To support a distribution channel

That's why Royal Kerckhaert wants to provide you with a summary of all promotional items we have to offer to you and your business.

A handwritten signature in black ink, reading 'R. Kerckhaert'. The signature is stylized, with a large, looped 'R' and a cursive 'Kerckhaert'.

# CATALOGS

## Horseshoes

- . 148 x 210 mm (A5)
- . 88 pages

- . Languages:



- . 797-0005-001



## Race plates

- . 105 x 210 mm
- . 44 pages

- . Languages:



- . 797-0005-002



## Meister horseshoes

- . 148 x 210 mm (A5)
- . 28 pages

- . Languages:



- . 797-0005-003



## Tools

- . 210 x 297 mm (A4)
- . 92 pages

- . Languages:



- . 797-0005-004



## Liberty

- . 148 x 210 mm (A5)
- . 20 pages
- . Languages:



## Hoofcare

- . 148 x 210 mm (A5)
- . 24 pages
- . Languages:



- . 797-0005-008



## Info

- . 148 x 210 mm (A5)
- . 20 pages
- . Languages:



- . 797-0005-009



# STICKERS (A6)

Kerckhaert

. 797-2101-003

Liberty Carrera

. 797-2103-005

Meister horseshoes

. 797-2106-001

Maddox+ nails

. 797-2102-002

Liberty nails

. 797-2103-004

Mercury rasps

. 797-2104-001

Liberty Cu

. 797-2103-002

M (Meister) nails

. 797-2106-002

Liberty Cu X-Ray

. 797-2103-003

Cu Shield Technology

. 797-2103-006



# POSTERS

## Kerckhaert

- . 841 x 1189 mm (AO)
- . 500 x 707 mm (B2)
- . 797-2301-001



## Liberty nails

- . 841 x 1189 mm (AO)
- . 500 x 707 mm (B2)
- . 797-2303-001



## Liberty Carrera nails

- . 700 x 1000 mm (B1)
- . 797-2303-00



## Maddox+ nails

- . 841 x 1189 mm (AO)
- . 500 x 707 mm (B2)
- . 797-2302-001



# BANNERS

## Kerckhaert

- . 200 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1401-003



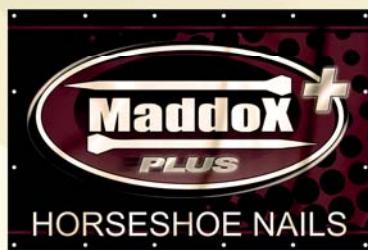
## Liberty nails

- . 150 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1401-002



## Maddox+ nails

- . 150 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1402-002



## Mercury rasps

- . 150 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1404-002



## Blue Devil tools

- . 200 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1405-002



## Kerckhaert Race

- . 150 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1407-002



## Meister horseshoes

- . 150 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1406-002



## Meister nails

- . 150 x 100 cm
- . 450 g PVC
- . Ring every 25 cm
- . 797-1406-001



# ROLLUP BANNERS

- 85 x 200 cm
- PVC
- Telescopic pole
- Rollup banner + bag
- Portable & easy to set up

## Kerckhaert

- 797-2401-001

## Liberty nails

- 797-2403-001

## Liberty Cu

- 797-2403-002

## Liberty Carrera

- 797-2403-003

## Maddox+ nails

- 797-2402-001



## POSTCARDS A6

Join the Elite

. 797-2501-001

M (Meister) nails

. 797-2506-001

Christmas

. 797-2501-002



## FOLDERS

- . 220 x 304 mm (folded)
- . 10 mm filling height
- . Laminated folder to hold promotional items e.g. flyers, catalogs, stickers, business cards

. 797-2601-001



# EXHIBITION STANDS

- . 300 x 230 cm
- . Stretchable polyester
- . Aluminium frame
- . Portable & easy setup
- . 797-2701-001



# TABLES

## Tables

- . Portable & easy setup
- . Lightweight aluminium
- . Easy setup
- . Table + bag
- . 120 x 60 x 90 cm 797-2801-001
- . 160 x 60 x 90 cm 797-2801-002



## Tablecloths

- . Kerckhaert 797-2901-001
- . Liberty nails 797-2903-001
- . Liberty Cu nails 797-2903-002

## Silicon protection

- . 120 x 60 x 90 cm 797-3001-001
- . 160 x 60 x 90 cm 797-3001-002



# CLOTHING

## T-shirts

- . Kerckhaert
  - . Liberty nails
- 
- . M                797-0201-002
  - . L                797-0201-003
  - . XL              797-0201-004
  - . XXL            797-0201-005



## Caps

- . One size fits all
  - . Kerckhaert
  - . Liberty nails
- 
- . 797-0701-006



## Hats

- . Cotton + acrylic
- . Kerckhaert
- . 797-1501-006



## OTHER

### Bags

- . Polyethylene
- . Punched handle
- . 900-0050-011



### Pens



- . Kerckhaert  
797-3101-001
- . Cu Shield Technology  
797-3103-001



### Lighters



- . Kerckhaert  
797-1201-001
- . Liberty  
797-1201-002



## Newsletter

- . 6x / year
- . Languages:



## Powerpoint presentation

- . Liberty nails
- . Languages:



## Desktop wallpaper

- . 1152 x 864 px
- . 1280 x 1024 px
- . 1680 x 1050 px
- . 1920 x 1080 px



## Screensaver

- . All Windows versions
- . All resolutions



## USB credit cards

- . Catalogs
- . Presentations
- . Downloads
- . 797-3201-001



## BOXES

- . Double toolbox TBG1  
461 x 441 x 192 mm
- . Toolbox TBX1  
446 x 208 x 171 mm
- . Half toolbox TBH1  
440 x 200 x 73 mm



- . Sample box KR19  
239 x 172 x 62 mm



# DISPLAYS

## Horseshoe display

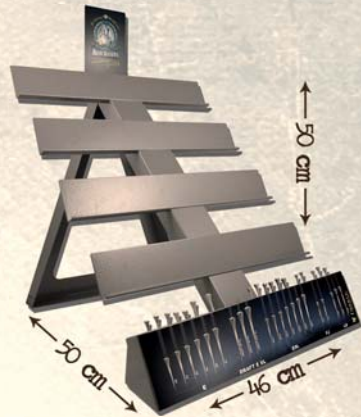
- . Lightweight
- . Portable & easy to set up
- . Anti-scratch powder coating
- . Transport case included
- . 797-0006-101

### 1 set:

(horseshoe display + nail display + case)

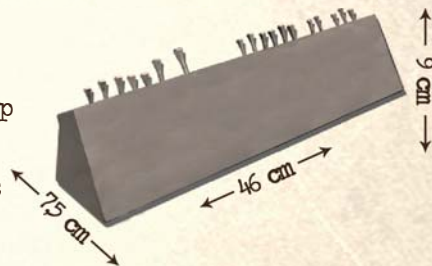
### 2 sets:

(2 horseshoe displays + 2 nail displays + case)



## Nail display

- . Lightweight
- . Portable & easy setup
- . Anti-scratch powder coating
- . Replaceable stickers
- . Liberty nails
- . Liberty Cu nails
- . Liberty Carrera nails
- . Maddox+ nails
- . 797-0006-102



## Liberty hammer display

- . 6 oz/7 oz/8 oz/9 oz
- . Same top material as the hammers
- . 797-2003-003



## Countertop display

- . A3
- . Liberty Cu
- . Liberty Carrera
- . Super Sound Cu





# ROYAL KERCKHAERT HORSESHOE FACTORY

Rapenburg 74 - 78  
4581 AE Vogelwaarde  
Holland

Tel: +31 (0) 114 671361  
Fax: +31 (0) 114 671811  
[post@kerckhaert.com](mailto:post@kerckhaert.com)  
[www.kerckhaert.com](http://www.kerckhaert.com)

Laagstraat 3  
9140 Temse  
Belgium

Tel: +32 (0) 3 771 5039  
Fax: +32 (0) 3 710 6209  
[smederij@kerckhaert.com](mailto:smederij@kerckhaert.com)  
[www.kerckhaert.com](http://www.kerckhaert.com)

