



**The Army Painter Aps.**

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# The Army Painter Newsletter April 2009

Dear all,

Focussing on supplying quality and innovation to the masses, The Army Painter will never make a compromise on behalf of their products. As such, we will take any necessary steps to that ensure we are a trustworthy business partner as your trust in us and our brand is everything. No matter the economic consequences for us. Therefore we ask you to read News No. 1 carefully.

## **1 Wargamer Regiment brushes: STOCK ROTATION!**

It has come to our attention that the Wargamer Regiment Brush has had a very bad batch of poor quality sable hair. We cannot locate where these horribly poor quality brushes has gone, so as a consequence we will:

### **ROTATE ALL EXISITNG STOCK OF THE WARGAMER REGIMENT BRUSH**

Effective immediately: Please send us a mail with how many you have in stock and we will send you fresh supplies on your next order. Please put them in an envelope and send it to our HQ address on the top of this newsletter.

Furthermore, if **any** of your customers will want to rotate their current stock of Regiment brushes, we will send extra restock brushes to you, **FREE** of charge!

**Important!**



This is how a Regiment brush should look like: sharp and high quality

## **OUR MODEL & MINIATURE SUPERGLUE – JUST GOT BIGGER!**

As we had to throw out 25,000 5ml. superglues last month, due to a lousy quality we have now changed supplier to a Danish manufacturer. And the glue is good, really good... After our Las Vegas trip we will call you and release this fantastic dispenser. And here are some good news:

### **THE GLUE QUANTITY WILL GO UP +40%, FROM 5ML. TO 7ML!**

And the best part: it will cost you and the customers the same – and keeping the high +10% margin. With its quality guarantee, this product will be flooding the market!

**RRP: € 4.99 - £ 3.99 per pot. New Release date: 22. April 2009**



*"The old dispenser. The new one will look quite similar"*

## **3 SHOWBIZ & QUICKSHADE!**

The Army Painter is going to Las Vegas to participate in the huge Retail show GAMA. Because of this and due to Easter holidays, we will be closed from Thursday 9<sup>th</sup> April to Tuesday 21<sup>st</sup> April.

**We look forward to meeting all our current & potential American customers!**



## **NEW ORDERFORMS!**

Due to time constraints up to our departure to Las Vegas, we will not have the updated order forms to you until the week after GAMA. This means that the price rise will not take effect until then.

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