



FP Tools partners with FusionPlus Data to help dealers diversify their product offering

FP Tools has been supplying the industrial and manufacturing sector for over 60 years, supplying giants such as JCB, Jaguar Land Rover and BMW with all their tooling, consumable and hardware requirements. With a portfolio of over 5500 products, including market leading brands such as Dewalt, Makita, Stanley and Bott, FP have partnered with FusionPlus to give the dealer and reseller network amazing e-commerce content to expand their portfolio and enter the industrial sector.

Through this new partnership, FP Tools will be able to provide optimised full features and benefits, product images, specifications and brochures to over 1,000 office products resellers in the UK. The product file will be refreshed regularly with product updates, additions and discontinuations, allowing resellers to react quickly and new products to go to market sooner.

This catalogue provides dealers with a fantastic opportunity to increase their offering to existing customers but also attract new customers within a new sector. Roger Dale, Commercial Director of FP Tools, commented on the importance of refreshing your offering. adapting your business and looking for new opportunities:

“We see a huge opportunity for the dealer network to implement tools and hardware into their portfolio. Already supplying offices? They will have maintenance departments. Already supplying schools and colleges? They will have caretakers! We want to give the dealer and reseller network the ability to become the total one stop shop for their customers. Partnering with FusionPlus gives us the opportunity to deliver fantastic e-commerce content to get these products in front of their customers and increase their overall sales and market share.”

The FP Tools catalogue will be available and easily activated via your Calidore back-office, along with industry marketing specialist, InControl Marketing. To find out more, contact the FP Tools BDM – josh.beaumont@fptools.co.uk