

Kramer's Best Antique Improver DEALER NEWS

February, 2009

Volume 2, Number 1

AGAIN...

A Kramer's Best Dealer Newsletter

YES, *again*. But only those of you who have been *Kramer's* dealers for a very long time will remember our first efforts. In 1992 we began producing a newsletter for our dealers — we were able to continue it for four issues.

That was in the time before E-mail and all its wonders, so each issue had to be written, typeset, printed, addressed, then mailed. The task soon became time and cost prohibitive. Now, thanks to the new "on-line" technology, we are going to try again.

If you are interested in those previous four newsletters — 1992 through 1996 — they are still available on our Web Site, on the PDF files page: <http://www.kramerize.com/pdf.htm>. ←CLICK ON LINK TO GO TO PAGE.

More than News...

In this newsletter, we intend to include more than just "news". We plan to share information that will be helpful to you in your use, and sales of *Kramer's Best*: ideas for displays, sales tips, etc.

We currently have 30 of our own retail locations — booths in malls — where we sell exclusively *Kramer's* products. Many are doing well in spite of "the economy" — some are doing "OK" — a few are struggling.

Over the years, our own displays have given us the opportunity, through the best kind of experience — trial-and-error — to learn a lot about what works to successfully sell our products. We want to share our experience with you. As John has said many times: "Our success depends on your success — we want you to be successful!"

We hope this newsletter, and others to come, will be of benefit to you. And we invite your participation — send us your comments, questions, or complaints. Share with us stories of successes that others might learn from. As sales increase, knowledge of the product spreads, and as it does, sales increase for everyone. We *all* benefit from each sale.

www.youtube.com

John Kramer Video Now on YouTube

Thanks to his talented young nephew, you can now view John's two videos on your computer, on "YouTube". **The first video**, a basic Introduction to *Kramer's Best* products, was made in 1993. John made **the second video** in 2006, as explanation of "Why does it have to cost so much?" — at that time of what we now refer to as "The Turpentine Crisis". The video we now use is **a combination of the two** — alternating one, then the other.

To watch the videos on YouTube, go to the site, www.YouTube.com, then, in the YouTube "search" field, type in "*Kramer's Best Antique Improver*" — or just "*Antique Improver*".

You will actually find four videos: two copies of each version. Numbers 2 and 4 are Video 1, and Numbers 1 and 3 are Video 2.

It is still a "work-in-progress", and nephew Dustin, has requested the originals so he can work on improving the quality a little, but for now, take a look if you've not before had a chance. Later there will be a link on our Web Site to go directly to the videos. Thanks Dustin!



www.youtube.com

This is the one folks are talking about...

This stuff works!

**NOT JUST ANOTHER CHEAP
PETROCHEMICAL-BASED
FURNITURE POLISH...**

Kramer's Best Antique Improver
is a unique, all-natural, wood care
and restoration product that:



- **CLEANS**
- **RESTORES**
- **PRESERVES**
- **PROTECTS**

Kramer's uses **ONLY** the finest,
natural and compatible ingredients
— materials **PROVEN** by hundreds of
years of use **BY OUR ANCESTORS.**

**DO NOT RISK YOUR
TREASURED PIECES BY USING
PRODUCTS WITH UNPROVEN
LONG-TERM BENEFIT.**



We must honor our
ancestors' legacy of
knowledge as we care for
the valued possessions
entrusted to us.

*My customers see the
difference! This Product Works!*

John T. Kramer

A NEW COUNTER SIGN!

When your display of *Kramer's* is left on its own — on a shelf, or in a display — and you aren't there to explain to prospective customers just how great it is, an eye-catching sign is essential.

We have worded this one (shown above) to be forceful and to the point.

One of these (5 1/2" x 8 1/2" easle-back) signs will be included in each future dealer order. If you have multiple locations, let us know. If you won't be ordering soon, and want a sign, send us \$3.00 to cover shipping, and we will put one in the mail to you.

Did you know, that you can get credit for an order we receive from a customer you introduced to Kramer's?

Did you know, that you can receive FREE Improver for helping us sign up a new dealer?

When you first became a *Kramer's Best* dealer, you probably received a copy of the "Dealer Info" brochure (shown at right).

Written in Q&A format, this piece has a lot of good information about how our wholesale pricing program works, as well as suggestions to help you maximize sales.

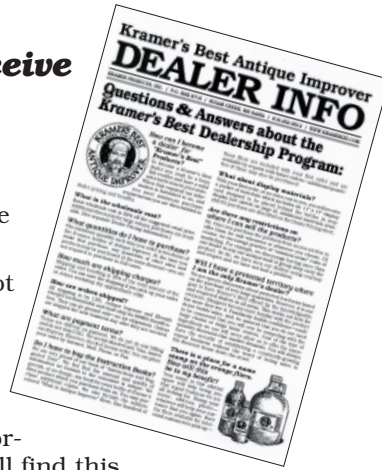
If you would like a "refresher" concerning the questions above, plus other information to help boost your *Kramer* sales, you will find this brochure on-line at: <http://www.kramerize.com/pdf/dealerInfo.pdf>. You can read the information on screen or print out a paper version.

On that same "PDF Files" page you will find the Dealer Pricing sheet: <http://www.kramerize.com/pdf/dlrpric.pdf> — complete price listings, plus an order form you can print.

And, have you heard about the Master Dealer Program?

This is a program we have put together for dealers who want to commit to maintaining a reliable inventory of all of the *Kramer's* products, in all of the sizes. With that commitment, there are benefits. The following link will take you to information about the Master Dealer Program plus some "packages" that are available to help you get started with the complete line of products: <http://www.kramerize.com/pdf/nwdlrpkg.pdf>.

And, as always, if you have more questions, do not ever hesitate to contact us. As you probably already know, we are a small home-based company, and when you call you will reach one of the two of us. You can catch us most any time, but if you get the machine, leave a message and we will get back to you. We are always glad to talk about *Kramer's Best*.



WHY DOES IT HAVE TO COST SO MUCH?

This is the question John addresses in his video — if you watch it you may get a little better understanding of what goes into making our products.

And, there is pertinent information on "The Turpentine Story" page of our Web Site.

Basically, it's pretty simple — we use the best ingredients, and the best ingredients are expensive.

We know it's difficult when your customer complains about the cost and points out that another product sells for much less. We suggest that first of all, you must not apologize.

There is no need to. As politely, and firmly, as possible, just point out to your customer that "You get what you pay for", and with *Kramer's* you get the best. Explain that the cheap, petroleum-based products — though they may seem to be working at first, are not of lasting benefit — while with *Kramer's* they will see their pieces continue to look better and better over time.

Once folks stop to consider and discuss experiences they have had, you may find they are agreeing with you and then often decide, what we already know, *Kramer's* is worth it.

...you get what you pay for.

WHAT ABOUT THE VIDEO?

If the layout of your display location is suitable, and the traffic count justifies it, the video is an excellent sales tool.

You don't want to try to run the video next to the check-out, or in some other "close quarters" location where the sound is disruptive. However, if your space provides the customer an area to spend some uninterrupted time watching the two (approximately 3-minutes each) segments, using the video can definitely help build sales.

One of our dealers, who has special video talents, created a disc for us (we call it the Magic Disc) that repeats automatically. When used in a "Phillips" 13-inch TV/DVD combo we found at WalMart (\$149.95), the machine starts up with building power at the beginning of the day, and runs with no operator intervention necessary. There is no need to worry about it getting turned on. In an appropriate location it can be a real sales booster.



Today's customers shop carefully and appreciate information provided by the video.

Check our blogs . . . WE HAVE FOUND the Web Site "blog" format to be an excellent way to communicate. And, we're proud to say that we are doing a pretty good job of following through with our New Year's Resolution to update regularly. Check <http://www.kramerize.com/news.lasso> for the latest *Kramer Company* news, and, of course, watch the "Latest Dealer News", at the bottom of the News & Blog page, where we list your location each time you order: http://kramerize.com/c_buy.lasso.



ANTIQUE'S ARE GREEN!

Kramer's Best Antique Improver DEALER NEWS

FEBRUARY, 2009 VOLUME 2, NUMBER 1

Published by:

KRAMER PRODUCTS, INC.

maker of
Kramer's Best Antique Improver
and other unique

Restoration & Preservation Products

P.O. Box 8715, Sugar Creek, MO 64054
(816) 252-9512

JOHN KRAMER, President/Founder
kramer@kramerize.com

MARIAN BLADES, Sales/Marketing
marian@kramerize.com

©2009, JOHN T. KRAMER