

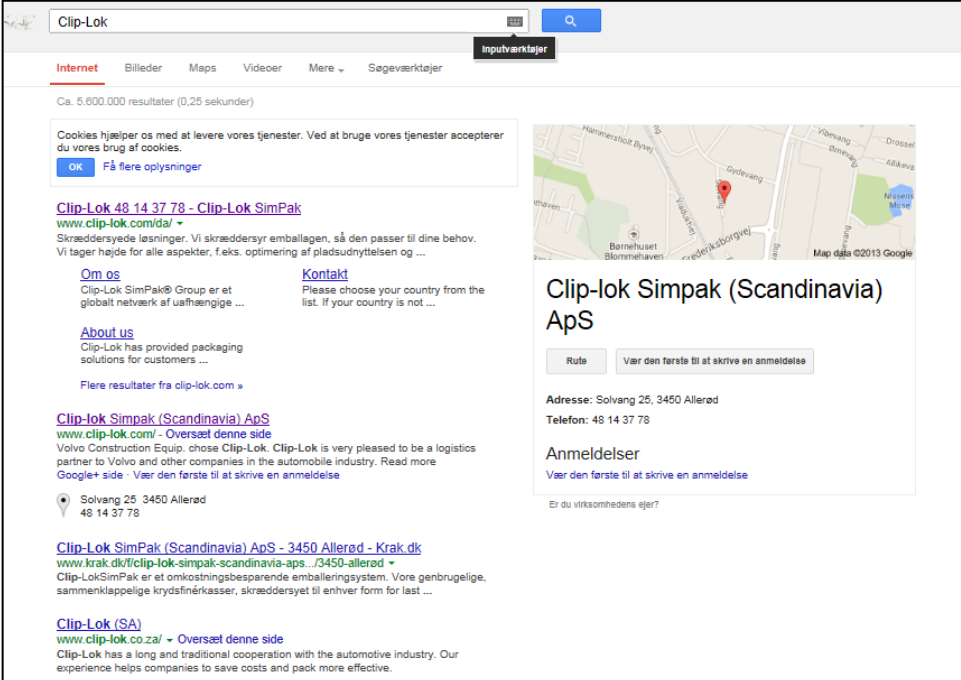


Clip-Lok SimPak[®]

Marketing
Why and How?

Company website

- www.clip-lok.com is the international gateway into our company and our face to the world.
- But to find us on "organic" searches, we need to work hard to be on the top of the results lists.
 - An organic search is when you type a word or phrase, for example "returnable packaging" in a search engine such as Google.



The screenshot shows a Google search for "Clip-Lok". The search bar at the top contains "Clip-Lok". Below the search bar, there are navigation tabs for "Internet", "Billeder", "Maps", "Videeer", "Mere", and "Søgeværktøjer". The search results show "Ca. 5.600.000 resultater (0,25 sekunder)". A cookie notice is displayed, stating "Cookies hjælper os med at levere vores tjenester. Ved at bruge vores tjenester accepterer du vores brug af cookies." with "OK" and "Få flere oplysninger" buttons. The first search result is "Clip-Lok 48 14 37 78 - Clip-Lok SimPak" with the URL "www.clip-lok.com/da/". Below this, there are links for "Om os", "Kontakt", and "About us". A map on the right side of the page shows the location of "Clip-lok Simpak (Scandinavia) ApS" at "Solvang 25, 3450 Allerød". The map includes a red location pin and a street view icon. Below the map, there is a "Rute" button and a "Vær den første til at skrive en anmeldelse" button. The address and phone number are listed as "Adresse: Solvang 25, 3450 Allerød" and "Telefon: 48 14 37 78". There is also a link for "Anmeldelser" and a note "Vær den første til at skrive en anmeldelse". At the bottom, there is a link for "Clip-Lok (SA)" with the URL "www.clip-lok.co.za/" and a note "Oversæt denne side".

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- We can help each other with this by linking to our websites whenever possible.
 - Put active links in press releases - [Clip-Lok news](#)
 - Put active links on your website –
 - [pack IQ](#)
 - [Sodego.com](#)

Digital media


- Clip-Lok in Scandinavia have subscribed to the most important digital directories for the Scandinavian market. We recommend that you do the same for your market.
 - [Kraak](#)

- Clip-Lok International has paid profiles in chosen international digital media to support everyone in the group. We recommend that you do the same for your market.
 - [Armed Forces Intl.](#)

Digital newsletter


- A digital newsletter can be a good way to keep in touch with current and potential customers.

Armed Forces International



Featured Articles


From across the Portal



Cross Deck Forces Recruitment and Training Solutions
 Cross Deck offers a complete solution for life after service. Specifically des ex-Forces personnel, Cross Deck offers a comprehensive series of options fr recruitment and development.
[Read More](#)


Automotive **news**

including **FINISHED/VEHICLE LOGISTICS**

If you want to receive this newsletter in  Russian or  Portuguese, please click here

Latest News


From across the Portal



\$3bn Azerbaijan Armed Forces Purchase Planned
 T-50 Golden Eagle jet trainers, K9 self-propelled howitzers, submarines ar technologies all in Azerbaijan's sights as it presses South Korea to sell it ...
[Read More](#)

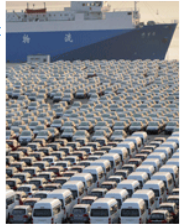


12 More Sukhoi Su-30MK2s For Vietnam
 12 more Russian-built Sukhoi Su-30MK2 multirole fighters for the Vietnam f Force, supplementing the 24 examples already in service
[Read More](#)



Russian Hovercraft Beach Landing Surprises Sunbathers
 Beach sunbathers in Russia were taken by surprise when a vast Russian Nav hovercraft landed, apparently while engaged in a tactical mission
[Read More](#)

Ukraine fees will hit foreign carmakers
 Ukraine has introduced a utilisation fee for imported vehicles that foreign carmakers say is a protectionist measure and will limit market access for them. The duty came into effect on September 1st and is equal to \$700 per passenger car in the 1.0-2.0 litre engine bracket; it is designed to stimulate domestic production. In addition to finished vehicle exports, the utilisation fee will affect complete knockdown (CKD) kit imports from foreign companies, who will also have to pay a special 'ecological' duty on component imports. Neither importers nor customers are likely to benefit according to Ukraine's import and dealer association ...[read more](#)



Intelligence: fleet purchasing for vehicle logistics
 Given the high costs in purchasing and running fleets, it is vital that car hauliers consider their options carefully when buying power units and take into account fuel efficiency, pulling power and even driver behaviour. We speak to the buyers to find out what they want ...[read more](#)



DFDS scrubs out the sulphur
 Ocean forwarder DFDS is spending \$53m on a further three scrubbers to clean up bunker emissions ahead of regulations coming in 2015 ...[read more](#)


Gefco and Ford team up in UK
 The logistics provider has assumed

GCS adds OEMs at Novorossiysk
 Global Container Services is providing supply chain services for China's Brilliance Auto and Taiwanese carmaker Luxgen through the Russian port ...[read more](#)

Merc adds fuel cell forklifts in US
 Mercedes-Benz USA is expanding its fuel


venture

Looking for logistics inspiration and innovation?
Now it's a click away



The Cloud Supply Chain Solution

LEARN MORE



Upcoming Events

Automotive LOGISTICS

Global conference

24 - 26 September
Detroit, US



NewsClip newsletter

- Clip-Lok Scandinavia will be getting the necessary software and training to start publishing a newsletter in Q1 2014.
- Clip-Lok International will generate the newsletter text and layout for everyone in the group to use.
- Clip-Lok Scandinavia will distribute the newsletter to all potential and existing customers via our CRM (customer relationship management) system.

NewsClip newsletter

- The newsletter will highlight stories about interesting new projects.
- As long as I continue to mostly hear from the Scandinavian market, most stories will be about Scandinavian projects.
- But an international image is MUCH stronger for us all than a newsletter filled with "Tales from the far North".
- Send me your stories!

Press releases

- Press releases are an excellent and COST-FREE way to get our stories out into the world.
- Every interesting project should be written up as a press release. If the story gets published, it is free advertising.



Clip-Lok boxes for puncture-free transport and storage of fuel bladders

By Tylan Kaase
2 September, 2013

A secure supply of fuel to land camps and at sea has high priority and it is critical that fuel bladders arrive without any damage or leaks.

Traditional boxes built with nails, screws or staples, can involve a high risk of the fuel cell being punctured during shipment in rough environments.

Clip-Lok fuel boxes are free of nails, screws and staples. The box is assembled with strong spring steel clips without sharp edges. Clip-Lok boxes are tested for pressure, stacking and vibration and have passed numerous MIL test standards including MIL 1660 and MIL-810-STD. The box withstands transport in rugged environments and can be used time and again.



The requirements of a fuel bladder box differ according to whether it will be used on land or at sea. Fuel bladders at sea are sized to be transported by aircraft. For transport or handling in rough environments and at sea, extra protection against salt water and shock or impact can be provided. The weather resistant plywood box can be covered with a polyurea coating and the inside surfaces can be lined with foam.

Larger boxes containing, for example, 300m³ fuel are often used on land. As with all other equipment it is important that fuel bladders are not detected by IR, so we offer boxes painted with NATO green IR inhibitor. Clip-Lok boxes are collapsible and when emptied they can be flatpacked for storage, thereby reducing the space uptake by up to 80%.

About Clip-Lok SimPak

Clip-Lok SimPak® is a cost-saving packaging system. For over 25 years, our reusable, flat-packable, custom designed plywood boxes have provided superior savings and functionality. Investment payback is often seen after only three shipments. The Clip-Lok SimPak Group is a global network of independent companies covering marketing, sales, client liaison and manufacturing on four continents.

<http://www.clip-lok.com/>

For more information please contact:
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Tel: +45 4814 3778

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Writing a press release

- Include:
 - Catchy heading
 - By-line and date
 - Good photo – send photo separate
 - Attention-getting first paragraph
 - Main text with quotes – not too long
 - Company information
 - Link to website – also links in main text where possible
 - Contact information
 - End with cross hatch symbol #


Clip-Lok SimPak®

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Press releases

- Make a mailing list of all relevant media in your market and send them your stories.
- Are you currently involved with any written or digital media? If so, which?
- Are you seeing any good results?

General materials

- Post-it notes
- Folder
- Business card



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PowerPoint presentations

- New presentation for automotive sector
- New general Clip-Lok presentation
- New presentation for defense sector ready soon
- All are, or will be, available on our Agent Site
- These are designed so that you can easily go in and move, remove, add or edit slides or sections to make the presentation perfect for your needs.

CLI product presentations

- Use them for inspiration
- Send them to prospects in the same line of application.
 - Gustaf will tell about Kompass later today.

Defense
Helicopter rotor blade



Product: Reusable, collapsible box for helicopter rotor blades

Specifications

- This sturdy returnable box has a length of nearly five meters.
- Custom designed dunnage protects, supports and secures the rotor blades.
- Clip-Lok boxes can be stacked without the need for racking.
- Clip-Lok boxes can be customized to withstand a pressure of up to 15 tons.
- When not in use, the Clip-Lok box can be easily and quickly flat-packed. This reduces costs and reduces volume by up to 75% on return shipment and storage.
- The Clip-Lok box can be reused - typically over 100 transports with normal handling.



Sturdy custom-built reusable box with lifting handles and a built-in pallet base for easy handling.



The box securely holds the helicopter blade set, each blade carefully protected by custom-engineered foam dunnage. Different dunnage can be used within the box to accommodate rotor blades from other manufacturers.



By removing the heavy duty spring steel clips, the plywood box can be completely flatpacked for low cost return shipment and storage.



The top half of the dunnage secures the rotor blades in position. The long box top opens in two halves. The pallet runners are bevelled to enable dragging on uneven surfaces.

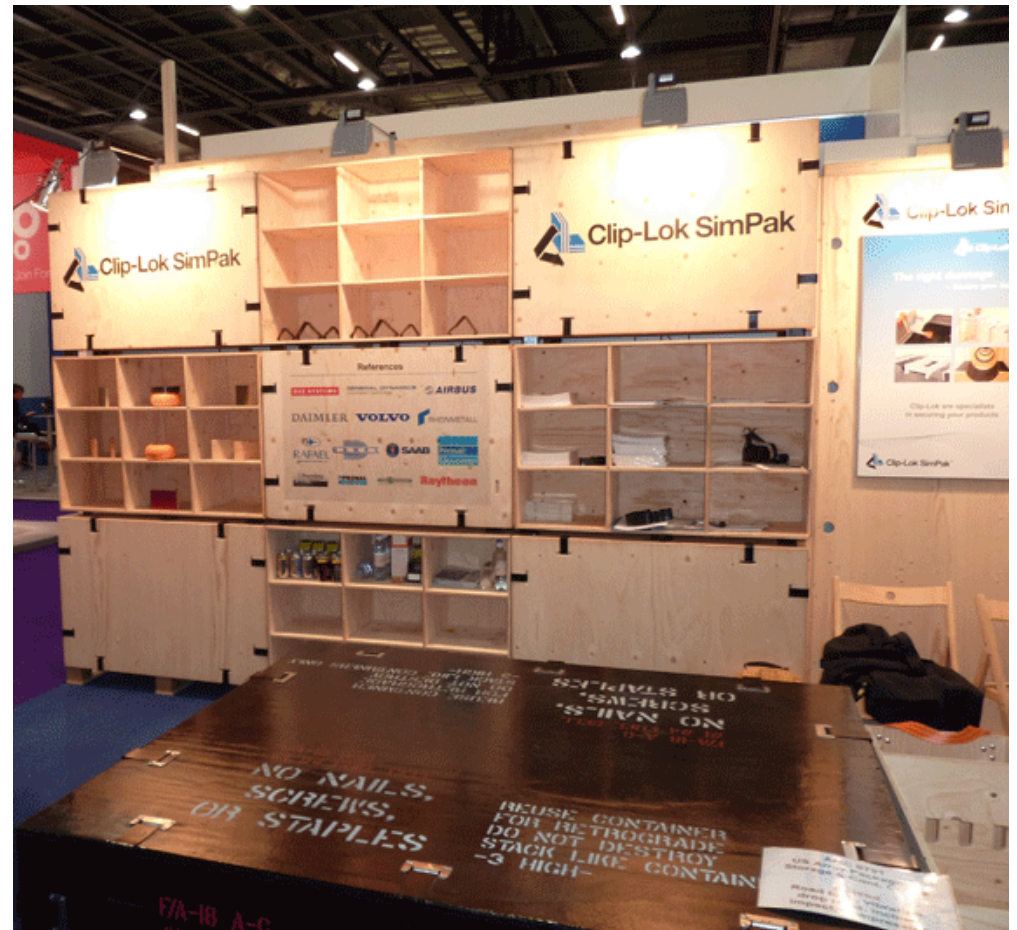
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www.clip-lok.com

MIL25US

Exhibitions

- There is probably no better branding opportunity than a relevant trade exhibition.



- Clip-Lok SimPak (Scandinavia) has been participating in exhibitions since 1988 and continues to be a part of:
 - The Danish Industrial Fair (HI Messen) since 1988 – Every 2 years
 - ScanPack in Sweden since 1989 – Every 3 years
 - Elmia Subcontractor in Sweden since 2011 – Every year

Agent site

- Our Agent Site is a tool for sharing sales and marketing materials.
- Let me give you a quick tour: <http://www.clip-lok.com/>

