



Internal product information

CROC[®] ForkCoatings

Slogan: Best grip for sure!

www.vettercroc.com

Expected launch date: 10.03.2022

Product specialist / Technical assistance / Product training:
Patrick Schneider



PRODUCT DESCRIPTION

The following coatings are offered under the product brand name CROC:

Product versions

Product	Material	Surface	Coating thickness	Application	Shore
CROC red unprofiled	polyurethane	unprofiled	5 mm / 10 mm	„Allrounder“, Withstands punctual loads very well, slip resistance	85A
CROC rot profiled	polyurethane	profiled	7 mm	Increased abrasion resistance	85A
CROC blue unprofiled	polyurethane	unprofiled	5 mm	FDA certified for food application	85A
CROC yellow profiled	polyurethane	profiled	7 mm	Higher slip resistance	75A
GripFix black	rubber	profiled	8 mm	Anti-slip function under wet conditions	60A
GripFix white	rubber	profiled	6 mm	Anti-slip function under wet conditions in the food industry	55A
CROC spray coating	spray coating	unprofiled	until 4 mm	For complex surface geometries and thinner coats	92A

All versions also possible as:

- Shoe
- Fork extension
- ManuTel

Product alternatives:

- Gekko
- Koala with Velcro strips
- Koala magnetic

Operating temperature range:: -30° to +100°

Standard delivery time: Delivery time for forks + 2 weeks for coating - FCA

PLACEMENT

Target customers:

- **Dealers**
 - Sales Manager
 - Product Manager
 - After Market Service
- **End customers**
 - Logistic manager
 - Safety Manager
 - Operation Manager
 - Fleet Manager

Geographical target:

- DACH: complete product range + on-site coating in Germany
- Europe: complete product range
- USA: complete product range from Germany (delivery time + transport time)
- ROW: complete product range

Markets:

- Retail
- Food
- Automobile industry
- Logistics
- Glass / ceramics industry
- Furniture industry / wood industry
- Metal industry

Applications:

- Transport of sensitive goods
- Transports in the outdoor area
- Transports without load carriers
- Transports in residential areas

UNIQUE SELLING POINTS

- Added Value
 - High slip resistance (even in wet conditions)
 - Excellent protection of the transported goods
 - High noise reduction in residential areas
 - Reduced vibration of the load on the forks
- Product properties
 - Very good abrasion and cut resistance (high stability)
 - Impact edge protection on the fork as standard
 - High-performance special adhesive for durable coating
 - Resistant to oils, acids, chemicals, alkalis and solvents
 - Easy cleaning also with steam jet
- Service
 - Customized and individual advice
 - The right coating for every application
 - Manufacturer's warranty
 - Decades of experience in the field of coatings

COMPETITORS ON THE MARKET

- **ONAL (www.onal.de) – Germany / Europe**
 - Based in Bielefeld, "one-man-show"
 - Very innovative
 - Very present on social media, "fan community"
 - Aggressive in appearance
 - Inventor of the on-site coating
 - Brand name BASIN
 - There is a red (hard) variant for the automotive industry and a blue variant for the food industry

- **Secutex (www.secutex.com) – Spanset Worldwide**
 - Very wide range of coatings and loading solutions for all possible applications
 - Fork coatings are not their main product (only a small segment)
 - Known for the "poly shoe", which we used to sell (10 – 15 mm)
 - Solid coating made of polyurethane for various surfaces (10 – 30 mm)
 - The highlight: they attach a grid to the fork and then pour it with polyurethane. It is expensive but is a good solution. Disadvantage: builds up thick!
 - SecuGrip laminate (self-adhesive coatings): SecuGrip90, SecuGrip75, SecuGrip90 rough, disadvantage: dissolves relatively quickly
 - Fork extensions with coating

- **Geniegrips (www.geniegrips.com)**
 - Grip Mats
 - Grip Pads
 - Australian company with stock in USA, UK, NL, AUS
 - Very innovative
 - inexpensive
 - Sale via online-shop
 - No solid coatings
 - Variant 1: self-adhesive pads (STIK-IT pads)
 - Variant 2: Support shoe with a lock in the back of the fork similar to our fork extension (MATS)
 - Back impact protection
 - Rubber compound, not polyurethane

- **Cascade (www.cascorp.com)**
 - Anti-slip forks
 - DAGS
 - Magnetic support
 - Very expensive

- **TVH (www.tvh.com)**
 - Anti-slip coating 5 mm
 - Shore- A hardness 92 (very hard!)
 - Doesn't seem very professional
 - No standard program, only on demand

- **Please look for your regional direct competitor and find your market focused strategy to react accordingly**

PRICE CONDITIONS

- PL DACH: Net PL Global
- PL Export: Net PL Global
- PL USA: Purchasing price: Net PL – 20 % discount
 - Sales Price: Net PL Global
- PL VII: Purchasing price: Net PL – 20 % discount
 - Sales price: Net PL Global

- When calculating a newly manufactured fork with CROC coating and a blade length of < 1.300 mm, the basic price of the blade length 1.300 mm must always be used. The reason for this is that shorter reed lengths are usually produced/calculated in large batches and a batch size of 2 is usually assumed for a reed length of 1.300 mm or more.
- The surcharge for CROC is then calculated on the effective sheet length

- **Example of calculation:**
 - **140 x 50 x 1.100 mm ISO 3A with PU 5 mm red**
 - 1300 price (gross price list 35-2021 minus 50 %): 277,- €/piece
 - PU 5 mm red 1.000 mm basic price: 295,- €/piece
 - Surcharge per 100 mm: 20,- €/ piece
 - **Total price: 592,- €/ piece**

PROMOTION

- **Internal communication:**
Product launch on 10.03. incl. technical training, product demo, sales training.

- **Offline marketing activities:**
Print advertisements, press articles, brochures, technical documents, price lists
 - Promotional gifts: Model fork in silver with 2mm polyurethane

- **Online marketing activities.**
Microsite, newsletter, social media posts und ads, e-mail signature, webinars for customers
 - LinkedIn Campaign
 - CROC general → first impression /reach attention
 - CROC video → gain views, link to our homepage
 - CROC applications → White Paper to generate new contacts

TIPS

How to find the right coating for the customer or end customer?

Which coating is recommended for which application?

Polyurethane red/blue, unprofiled 5 mm or 10 mm, Shore 85A
POSITIVE FEATURES
Universally applicable, the all-rounder!
Recommended for heavy applications (even high loads around 16 tons no problem).
Withstands high punctual loads
Long durability when correctly used
Excellent wear properties (shore A85)
Recommended for back coatings or coatings of stops in the back
High temperature resistance up to 100°
PAY ATTENTION!
Slip resistance in wet conditions slightly reduced
Limited results with empty load carriers
RECOMMENDED AREAS OF APPLICATION
Applicable across all industries
Heavy loads
For indoor and outdoor use
Blue always for hygienic areas and for food transportation

Polyurethane red profiled, 7 mm, shore A85 5 mm coating + 2 mm profiled
POSITIVE FEATURES
Particularly suitable for outdoor use
For heavy applications
Recommended for coatings in special attachments, such as bale clamps
Same shore resistance as the version without tread (85)
Good slip resistance in wet conditions
Good tolerance of higher temperatures
Exclusive supplier for profiled polyurethane
PAY ATTENTION!
Profiled version might get damaged depending on the load
Limited results when transporting empty load carriers
RECOMMENDED AREAS OF APPLICATION
Applicable across all industries
heavier loads
For indoor and outdoor use

Polyurethane yellow profiled, 7 mm, shore 75 A
POSITIVE FEATURES
Properties comparable to GripFix
High slip resistance
Good slip resistance in wet conditions due to profiling in combination with lower shore hardness
Excellent results with surface loads
PAY ATTENTION!
Profiled version might get damaged depending on the load
Higher wear compared to PU with higher Shore hardness
RECOMMENDED AREAS OF APPLICATION
Acceptable wear when high slip resistance is required
For small warehouse equipment
For indoor and outdoor use

GripFix black 8 mm, Shore 60A GripFix white 6 mm, Shore 55A
POSITIVE FEATURES
Best results pertaining to slip resistance
Excellent properties for outdoor use in wet conditions
Very well suited for coating bale clamps or drum clamps
PAY ATTENTION!
Higher wear than polyurethane
Prone to damage under certain circumstance
RECOMMENDED AREAS OF APPLICATION
For outdoor applications with surface loads
White version suitable for food applications

Spray coating orange, up to 4 mm, Shore 92A
POSITIVE FEATURES
Up to 4 mm coating thickness / also different thicknesses possible
special requests, possible for all 4 sides of the blade
extremely robust, very long durability
almost no breaking out in case of damage
very heavy loads
Possible to set defined marks
easy to clean with high pressure cleaner
PAY ATTENTION!
cost-intensive
limited results in wet conditions
RECOMMENDED AREAS OF APPLICATION
Highest loads/heavy duty range
Special designs for example for coil shoes