



## Exciting News About Our New Packaging

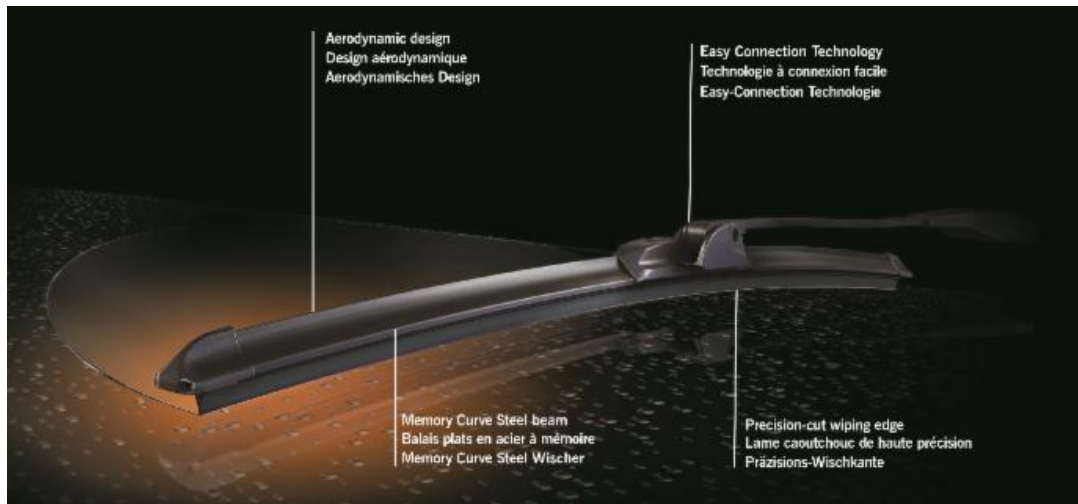
Dear Customer,

I am delighted to announce a revamp of our popular clamshell type packaging used on our Force, Flex, Neoform and Ice product lines.

In response to customer feedback, these clamshells have been redesigned as a “shallower” type package – this will increase the number of packages that can be hung onto display pegs. In the case of Trico supplied display stands, the number of packages per peg will rise from 4 to 5.



We have also re-designed the artwork for these ranges which, with logos & branding now aligned across all packages, gives a coherent & uniform appearance. This new artwork also features new product photographs & key technical points, as well as a QR code linking directly to our website enabled mobile catalogue for easy vehicle look-up.



These new packages will be introduced as a running change, with **estimated** introduction dates as below:

**TRICO Flex:** July 2018

**TRICO Force:** August 2018

**TRICO Neoform:** August 2018

**TRICO Ice:** September 2018

Please note that there are no changes to the product inside and stock in existing packaging can continue to be sold through as normal. All barcode & part number information, as well as outer carton quantities, will remain unchanged.

I hope this new packaging will be well received by both you and your customers. If you do have any questions about this change, please do not hesitate to contact me. If you would like to receive these new packaging pictures in high resolution format, please contact Hannah Martin ([Hannah.Martin@trico-group.com](mailto:Hannah.Martin@trico-group.com)) or visit the "Image Store" section of our website.

As always, thank you for your continued support of premium TRICO products.

Best Regards

A handwritten signature in black ink, appearing to read "S. Robinson".

Sam Robinson

Senior Marketing Manager, Brand & Product