



## MASTERLINK MARKETING INC.

*“Pouring fluids just got a whole lot easier”*

Dear Sir or Madam:

I am delighted to introduce to you the new Oil Buddy family of pour spouts, Oil Buddy 1 and Oil Buddy 2.

Oil Buddy 1 is designed to fit the 1 Qt./1 Lt. Bottles.

Oil Buddy 2 fits standard 4 Qt.-6 Qt. Containers as well as standard 4 Lt./ 1 Gal. containers of windshield wash and antifreeze coolant.

### **Features and Benefits – User Friendly and environmentally safe:**

With the innovative spring-loaded valve, you don't have to reach in to open or close the valve anymore. You simply direct the stem into the oil receiving hole, press down, and squeeze the bottle a couple of times. When you pull back the empty bottle, the spring-loaded valve closes, eliminating oil from dripping onto the hot engine manifolds. This also eliminates getting your clothing dirty from leaning over the fender. Plus, no more dirty or scratched hands. Oil Buddy spouts also come with a built-in breaker tooth, to remove the seal on the containers.

Of course, this only occurs in tight, hard to reach areas. However, with vehicles being made more compact than ever before, Oil Buddy's timing couldn't be better. Now you can compliment and add to your current line, or assortment, of spouts, offering your customers a larger variety to choose from.

Our test market research showed an actual increase in spout sales, as it would appear that a large percent of customers are not using spouts, for a multitude of reasons, but are open to trying something new (Especially if it is located on counters or near high traffic areas). These new impulse sales will come mostly from customers who traditionally might not go out of their way to purchase a fluid spout. The new innovative design has been creating a lot of talk, and will draw more word of mouth traffic into your retail outlets.

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Also, I believe we could do promotions where the Oil Buddy could be offered in a case of oil, (as an incentive to build consumer loyalty and market share) or attached to a gallon container of windshield wash or antifreeze coolant. Oil Buddy also makes an excellent gift for Father's Day or as a stocking stuffer during the Christmas season.

Here is what the oil accessory buyer had to say, from Canada's largest retail chain, Canadian Tire: "As soon as you get the 1 Gal. spout ready for market, we will do a blitz in all our stores across Canada. We are looking forward to adding Oil Buddy pour spouts to the assortment. They are going to round out, and compliment the category very nicely". He also mentioned the possibility of cross promoting with the 1 Gal. containers of synthetic oils and anti-freeze coolants.

To see how we merchandise the spouts, log on to our website at: [www.mastlink.ca](http://www.mastlink.ca), and click onto the menu button that says, "Sku's and Merchandisers". We also have camera ready artwork and brochures available on this site.

I would like to thank you, in advance, for your time and consideration, and I am looking forward to your response.

Yours truly,

T. Campbell

Phone: 1-888-339-9997