

# **Allen Simpson Marketing & Design Ltd.**

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## **Export Contact:**

Mr. Allen Simpson, President

## **Products**

Garden tools: - cultivators

- forks

- rakes

- trowels

- weeders

## **Company/Product Information**

Since 1974, Allen Simpson Marketing & Design Ltd. has developed an international reputation for the quality and innovative designs of their garden tools.

Made of a durable, high tensile alloy, the hand-finished tools are guaranteed for life and will not rust. The Allen Simpson product line includes hand tools such as trowels, forks, cultivators, weeders, rakes and new dibbers. The company's Telelok handle system accepts most of the hand tools and is adjustable for reach. Creative packaging has made the range attractive to many types of merchandisers such as hardware, specialty store, gift, premium, mail order, etc.

Several products and packages have won design awards in Japan, Europe and North America. The new Plus-Four tools are multi-functional. In August of 1992 they won a gold medal from I.D. Magazine in New York for best consumer product of 1992.

## **CURRENT GEOGRAPHIC MARKETING ACTIVITY**

Sold across Canada and the U.S.A.. Existing export sales to: Japan, Italy, France, Sweden, Germany, Belgium, Holland and New Zealand.

## **GEOGRAPHIC MARKETING PRIORITIES/STRATEGY**

Areas of export expansion include Europe, Mexico and the Caribbean.