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TABS for Tools Press Release January 2009

TABS for Tools released by **Fletcher O'Brien Limited**

TABS for Tools is an **Electronic Trading System** for both the **Tool Retailer & Distributor**.

Fletcher O'Brien Limited has a mission which involves constantly looking at how new technologies, used by the major **Nationals**, can be developed for the benefit of **Independent Retailers**.

Fletcher O'Brien Limited has some very impressive credentials in the industry:

Specialising in **Electronic Trading Systems** and large **Transactional Websites** they provide and maintain the "leading edge" for a number of the industry's top retailers such as **D&M Tools, Buck & Ryan, Toolshop Direct** and provide data links from suppliers such as **Toolbank, Draper, Trend and more**.

Their own background in the tool retailer market has given the directors a deep understanding of the challenges faced by their customers.

Tony Fletcher, Managing Director and co-founder of the company with Simon O'Brien says:

"We have spent many years working with some of the **Top Tool Retailers** in the UK.

TABS for Tools is built to their specification using our skills and their experience, so it really is produced **By Tool Retailers For Tool Retailers** and we are grateful for the patience, encouragement and support of our original customers who we now call friends.

It is essential in the current economic climate that the independent retailer uses every avenue available not just to survive, but to grow and prosper.

Both the **Customer** and the **Market** are changing, evolving, and retailers must change too, in order to meet their customer expectations, and to compete and be successful in business.

TABS for Tools will enable the retailer to improve productivity and cut costs, sell more and save money, by working smarter not harder, and to explore and develop new selling strategies and channels."

Electronic Trading is not a brand new concept, but historically has only been affordable by the likes of the major supermarkets. That has changed with the introduction of **TABS for Tools**, and is now available to the independent tool retailer market.



Registered Trade Mark of Fletcher O'Brien Limited



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Fletcher O'Brien Limited would like to share a thought with you:

Charles Darwin: "It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

For more information:

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