

Quarterly
January 2011

**NEW!
REVERSIBLE
XL RATCHET SET
MR482XL**



**NEW!
5 PIECE METRIC
DEEP SPLINE, RRW5**



[Click on photos to view product info!](#)



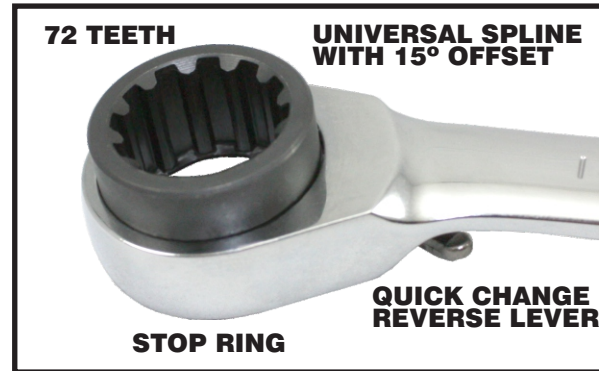
Happy New Tools Year, 2011

Welcome to the first E-Z RED newsletter of 2011. I am hoping everyone had a great holiday season. We managed to get through the year feeling good about the end results and hope to keep growing each year. With that in mind we have a huge array of new items for the 2011 season. At E-Z RED our thought is that new products will keep us on the move and we want our customers to wonder what we will come out with next. Please keep checking your tool supplier and the PTEN and PD magazines for the new 2011 E-Z RED items.

NEW Kiwi Pliers Set, KWP2
Click Photo for more info!



Go DEEP with Reversible Spline



Click Photo for more info!

Nothing 'Fishy' about Ad Spots

We are taking our sponsorship of Roland Martin and Jimmy Houston to the next level. We purchased a few 30 second ad spots on their show for further advertising of their signature series LED flip light and LED stick light. Both of their shows are on VERSUS channel and we will be letting everyone know the dates and times of our video spots when it's closer. Be sure to join our Facebook page if you haven't already. Keep visiting the E-Z Red website and Facebook for important updates.


Luke Tucker

Side Note

Please click on all the new products and feel free to Email me with any request or questions you have:
luketucker@ezred.com
Thank you for your support of our family business.