



# RELOCATION OF PRODUCTION





Already established in the Ardennes with logistics, packaging, printing, etc., Vynex innovates and launches the industrial production of ROCKET screws.

ROCKET is designed at Vynex in France, but historically manufactured in Taiwan.

## Reconnecting with local know-how



The manufacture of mass-produced fasteners by cold stamping has almost disappeared in France; the market is dominated by supply manufacturing from Asia.

For Vynex, this has been a strategic priority for several years in order to defend and develop its ROCKET brand in the long term.

## 25% of production in the Ardennes



Initially, Vynex plans to relocate approximately 25% of ROCKET production and develop additional volumes of long technical screws.

In the longer term, Vynex intends to develop its industrial know-how by creating this sector in France. This approach is part of the company's CSR plan to reduce its carbon footprint by using more local resources.



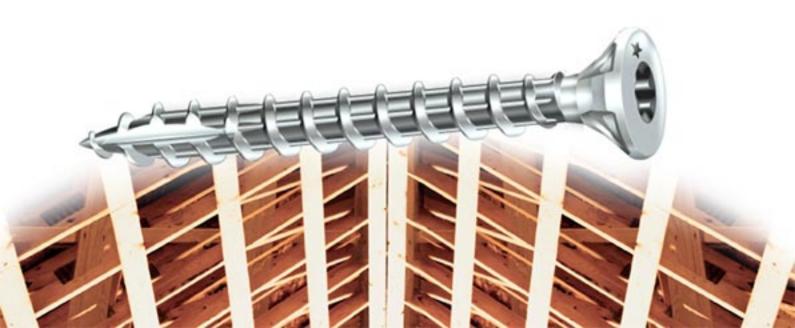


# A ROCKET PRODUCT FOR EVERY PROJECT

We offer a range of screws designed to provide solutions for wood assemblies and fastening.

There are a number of different ROCKET products.





# **DISTRIBUTION: TAILOR MADE SUPPORT**

Deciding on the best possible range for each display

Getting the message across through modern, understated packaging



Small cardboard box



Cardboard box

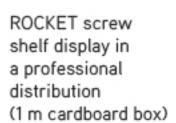


Display cases

# Displays



ROCKET wood screw DIY display.







# STRONG BRAND EQUITY AMONG WOOD PROFESSIONALS AND ENTHUSIASTS

A market leader when it comes to wood fasteners (screws) for selling to the trade (carpenters and joiners), construction companies, DIY stores and DIY clients.

#### ROCKET' screw characteristics

#### A GREAT ALTERNATIVE

- One of the best woodscrew of the European market.
   High performance, high versatility, N\*1 Breaking torque.
- Unique and differentiating "home-made" design"
- Unique brand name understandable everywhere that conveys the idea of efficiency
- Large and deep range of wood screws with 2 packaging alternatives (Reusable and smart plastic box / carton box)
- Merchandising concept that focuses on «making your choice easily» for the end consumer
- Manufactured in Europe (France) since end 2022
- Supported by an efficient Paneuropean Sales and Marketing organisation (local support)





individual products



#### Wider interval

Quicker screwing

# Variable groove and thread diameters

Reduce frictions and save battery

#### End cutting

Prevent wood splitting

81%
of professionals
are familiar with

our products\*

26%

of carpenters and joiners use ROCKET's screws\*

<sup>\*</sup> Research carried out by XERFI in 2022 among 900 carpentry and joinery companies in France.



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