

CRAFT MEISTER REFILL PROGRAM

HOW TO GET STARTED

Add any of our powder brewery washes to your store (available in 1 lb and 5 lb containers)

Purchase a 40 lb bulk container for refills

Request poster and sticker package from us



WHY SHOULD YOU HAVE A REFILL PROGRAM?

BENEFITS YOU AND YOUR CUSTOMERS

- Your customers save money
- Maximize your profit potential
- Provide a service your competitors cannot
- Reduce container waste

GO GREEN WITH THE CRAFT MEISTER REFILL SYSTEM

	APPROX. COST*	MSRP	PROFIT POTENTIAL
1 lb Oxygen	\$ 5.00	\$ 9.49	\$ 4.49
1 lb Refill	\$ 2.50	\$ 8.49	\$ 5.99
5lb Oxygen	\$ 18.00	\$ 34.99	\$ 16.99
5lb Refill	\$ 12.50	\$ 33.99	\$ 21.49

* Costs will vary with shipping and discounts.

TRAIN YOUR EMPLOYEES

The success of your refill program lies in you and your employees. Knowing the benefits of the refill program for your customer and the store will encourage your employees to spread the message to your customers.

- Ask every customer if they would like to save money (and reduce waste) by using the refill program:

“I have a great way for you to save money on your cleaning products”

“Have you heard about the Craft Meister refill program?”

“Don’t forget to bring your container back for a refill”

- Display both retail price and refill prices on your shelf
- Apply Refill Stickers to your Craft Meister products

