

Xuron Corporation's Hobby Retailer Support Program

Together with industry colleagues, Gerald & Shari Voigt, Xuron Corporation is pleased to introduce our *Hobby Retailer Support Program*.

Gerald and Shari are full-time travelers (RV) and are available to offer in-store product demonstrations and training at stops along their route. This is a perfect opportunity to invite your customers to see and use our complete product line. It's a proven fact – tools sell best when demonstrated.

Aside from product demonstrations and training, they can also offer advice relating to product placement (in-store) and how to best handle any potential warranty claims.

We believe in the value of the local hobby shop (to the community and the industry). Our goal with this program is very simple – to help you succeed. This program is provided to you at no cost so there is no reason not to take advantage of it!

You can contact Gerald and Shari by email at, demosupport@xuron.com or by calling, 920-257-4944.

Gerald and Shari Voigt are a husband-wife team, co-owners of Zero To Sixty Marketing LLC. They have worked with Xuron Corp. for years on a variety of projects. Gerald designed two of our popular tools favored by scale modelers, and Shari developed most of the product's marketing and point of sale materials. They have been our go-to-resource for ad design and marketing consulting, and most recently have represented us at the IPMS National Conventions as well as local events. Gerald's background includes ownership of a hobby paint manufacturing company, which led to his involvement with the Hobby Manufacturers Association (HMA), serving two terms on the General Division Counsel and Marketing Committee. He is active in IPMS and hosts an online radio program, "The Plastic Scale Modeling Hour – Talk Radio for Scale Modelers."

Shari's background is in marketing and entrepreneurship. She works with business owners across the US to improve their visibility in the marketplace.

Gerald's knowledge and experience in the hobby industry coupled with Shari's marketing savvy make them a great team serving as traveling brand ambassadors for Xuron Corp. and others.

