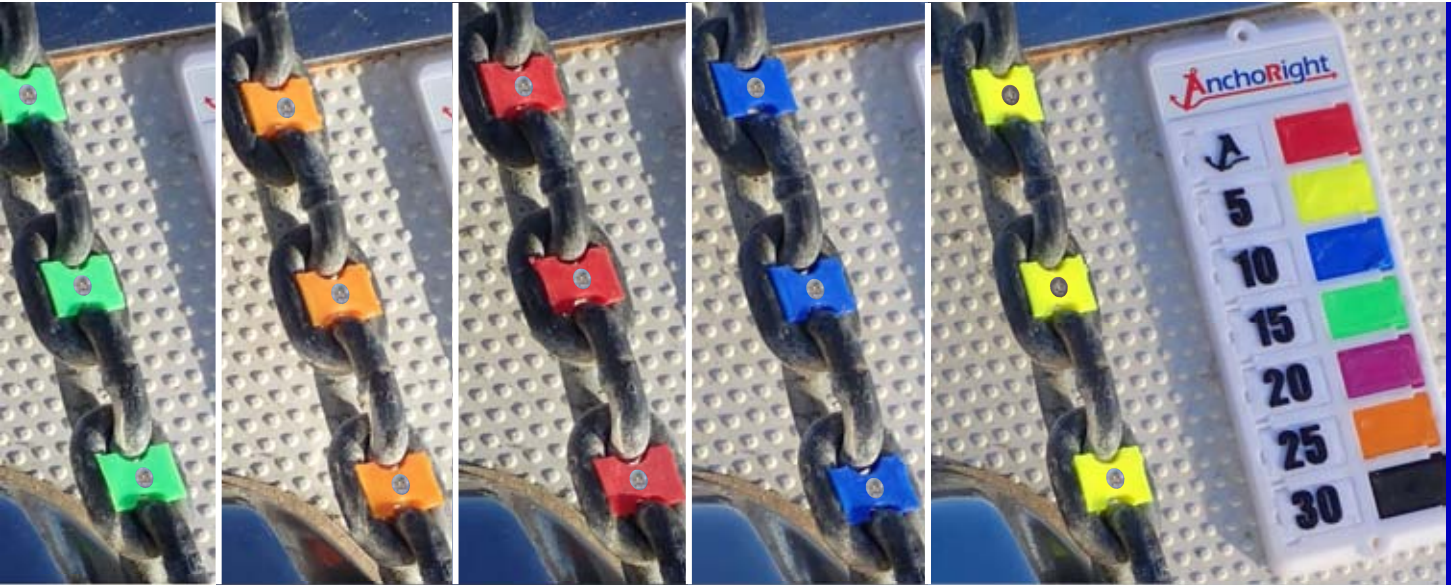




AnchoRight

Anchoring with peace of mind

A UNIQUE ANCHOR CHAIN MARKING SYSTEM



2024 Retail



ABOUT THE CHAIN MARKERS AND GUIDE PLATE

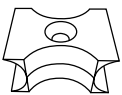
KEY USPs...

- Markers won't come back out – they're screwed in place and designed to stay put for many seasons
- Customisable colour-reference guide plate included in every set for ease of anchoring
- 15 colours available – mark every point with a unique colour, no need for mixed colour codes
- Cleaner and easier than paint, more robust than cable ties, stay longer in than push-in markers
- Simple to fit – no fuss, no mess, no chain preparation, no maintenance – just fit and forget
- Available for 8mm, 10mm, 12mm, 14mm, 3/8in, 5/16in chain from stock – other sizes upon request



Chain markers which hold themselves in place...

Due to the unique patent-pending design and being secured with a screw, our chain markers hold themselves in place season after season. Whether passing through a windlass, dragging on the seabed floor or piling up in the anchor locker, the Anchoright chain markers stay put. Both your retail customers and boat owners will be delighted to have finally found a reliable, simple solution to marking anchor chain.



Patents pending
2300010.2 2300011.0

Supplied in 15 colours, this flexible yet simple method of marking suits any size or length of chain.

OUR DISTRIBUTION NETWORK

The distributors on the front cover already have exclusive rights within their territory. If you're looking to buy our product you will need to buy through them. If you're unsure as to who that may be get in touch and we'll point you in the right direction.

For distributors in new territories, get in touch.

What you'll get as a distributor:

- ✓ Excellent discounts off RRP
- ✓ Exclusive territorial selling rights
- ✓ Access to a unique patent-pending product
- ✓ Nominal minimum-order values
- ✓ Fast turn-around on orders
- ✓ Free point of sale items for your retailers
- ✓ Updates on the fastest moving SKUs
- ✓ Direct access to business owner, no account managers to go through

Guide plate which is customisable and intuitive..

The chain marker guide plate is one of those things which is so simple it's a wonder no one has come up with it before. Simply slot the colours and numbers into the plate to match how you mark up your chain and place it on the deck next to the windlass as a clear reference for you and your crew. Made of durable plastic it will last for years even in the harshest conditions out on deck.



THE PRODUCT RANGE

Anchortight provides a complete range of chain marking solutions for 8mm, 10mm, 12mm, 14mm, 5/16in and 3/8in chains. Other sizes are available upon request.

With a wide range of 15 colours, 11 different guide plates and imperial or metric number scales, we can accommodate any requirements. We are also able to provide custom-made sets for colour blind sailors upon request.

Retail sets include...

- Coloured markers (5 of each colour)
- A4 / 316 stainless-steel screws (8/10mm sets) or
- Brass machine screws (12/14mm sets)
- Guide plate
- Guide number selection (Imperial or Metric)
- Fitting instructions (English, can be translated)
- Header card with Euroslot



Custom made guide plate for 3-colour scheme marking



Custom sets...

Specific sets can be put together for boat manufacturers, importers and fitters to suit your or your customers' requirements. This includes custom-made guide plates for more complex colour schemes and much longer chains.

Set colours – Includes all colours to the left of the set number

Colours in set >	04	05	06	07	08	09	10	11	12	13	14	15	
	Red	Yellow	Light Blue		Light Green	Pink	Orange	Blue	Light Orange	Green	Purple	Brown	Dark Green
Rainbow set 7 colours →	Red	Orange	Yellow	Green	Light Blue	Blue	Purple						
Snooker ball set 8 colours →	Red	Green	Brown	Yellow	Blue	Pink		Black					

RETAIL OFFERING



Chain marking set

Anchorright Chain Marking sets are becoming increasingly popular with both online and physical retail outlets. Growing interest and increased number of recommendations from within the boating community has resulted in Anchorright becoming one of the hottest new products for online and retail chandlers.

Getting hold of Anchorright product is as easy as calling your territory distributor, see above, who has exclusive selling rights in their territory. If you're unsure as to who that may be get in touch and we'll point you in the right direction.



Retail hanging card

Chain marking sets are provided bagged with a clear header card with a Euroslot for ease of display.

All of our point of sale aids are free of charge to chandlers stocking our product and are provided through your local distributor with an initial minimum order of product to stock the unit.



Counter top point of sale holds 12-16 units

All POS have been specifically designed for Anchorright to be visually appealing and show off the chain marking sets giving give a clear explanation of their benefits and how they work.

The simple and consistent branding helps to strengthen the recognition of the product across your territory.



Floor-standing point of sale holds 36-48 units