



Whacks Wax 2010 Catalog

Whacks Wax
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Original Blend

150 Grams (5.3oz), \$10 suggested retail price

Approx. 5" wide by 1" tall

Our Original Blend was the first wax we sold, and it continues to be the top-selling blend today. The Original Blend combines a durable, fast wax with Molybdenum powder (normally only found in products that cost five or ten times as much), creating a high-performance wax that earns customer loyalty. One satisfied customer wrote: "I have never felt my skis run so fast and smooth;" additional unbiased reviews can be seen [here](#).

Expect Original Blend to sell well; most other waxes at the \$10 price point do not contain any additive powder, giving Whacks Wax a clear and tangible advantage.



Clear Blend

150 Grams (5.3oz), \$10 suggested retail price
Approx. 5" wide by 1" tall

Our Clear Blend was created for customers who requested a product with Whacks Wax speed without the slight temporary tint that accompanies a molybdenum wax. We utilize the same high-quality base wax while adding no ingredients that alter color.

The Clear Blend was launched in 2009 and was quickly embraced by customers, selling nearly as rapidly as the Original Blend. If your customer base is more aesthetics-inclined than performance-focused, the Clear Blend is a must-have offering.



2.0 Blend

150 Grams (5.3oz), \$15-20 suggested retail price
Approx. 5" wide by 1" tall

The 2.0 Blend was launched in 2009 after experimentation with a new powder additive. The additive delivered an even slicker glide while decreasing the "tinting" effect of the Original Blend. The 2.0 Blend was embraced by current and new customers, who praised the performance of a still-inexpensive wax.

The 2.0 blend is an easy upsell to performance-focused customers; at \$15-20 for 150 grams, it is still less expensive than most competing products that lack the additives of the 2.0 Blend.



Whacks Wax DRC (Display-Ready Case)

25 or 50 2-ounce units per case; \$125 or \$250 gross proceeds
Units are 4.5" tall and 12" deep; 25-ct is 4" wide; 50-ct is 7" wide

Our display-ready case is a new product for the 2010 winter. Each box arrives ready to be displayed and contains 2-ounce pieces of rub-on. The smaller size, rub-on form and \$5 retail price provides an impulsive wax product never seen before. Shops at or near resorts can expect exceptionally strong sales from our DRCs.

The DRCs can be ordered with Clear Blend or Original Blend wax, though Clear Blend is suggested.

More about Whacks Wax...

All of our products are made in Pennsylvania from materials sourced from the United States.

None of our waxes contain fluorocarbons, which have recently been scrutinized for being possibly environmentally-dangerous. Our waxes are all hydrocarbon-based.

We are able to offer quick, personalized service and solutions, and we can work with you to customize products that will succeed in your shop. Additionally, we offer all of our waxes in bulk for shop tuning.

For additional information about any of our products, or for ordering information, please contact us.