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# SCHRADE CUTLERY

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*Special Edition Knife Program.*

# *Schrade Custom Knives.*



William Judd and David Davis formed Judd and Associates in June, 1983 after spending over a combined 30 years with Colt Firearms. During this period, they were responsible for the creation of many commemoratives and special edition products which generated millions of dollars in revenues.

Many of these special edition products were for programs which raised significant funds for organizations and charitable groups. One such example was the John Wayne Commemorative, which has raised hundreds of thousands of dollars for the Cancer Clinic at U.C.L.A.

Bill and Dave have completed programs which raised funds for all types of organizations ranging from law enforcement to fraternal groups.

Bill Judd, with his years as General Manager at Colt, and Dave Davis, with experience as Vice President of Marketing at Colt, are now the Special Edition representatives for Schrade Cutlery, America's premiere knife manufacturer. They have the expertise to help you put together a special edition program which will raise money for your organization as well as be treasured by your membership.

Bill Judd and Dave Davis can be contacted at:

Schrade Special Edition Knife Program  
P.O. Box 919  
Madison, Connecticut 06443  
(203) 245-7373





All organizations have one thing in common. A recurring need to raise funds! A **Schrade Special Edition Knife**, commissioned exclusively for your organization, offers tremendous cash generation potential at very little risk and expense.

Schrade Cutlery has been in existence since 1904. Throughout the eighty years of its existency, Schrade has made superior knives for the sportsman, the collector and the user. Now your organization can commission a **Special Edition Knife** and buy directly from the company. A Schrade representative will work with your organization to assist in getting the maximum benefits for you at the least expense. These programs will cost you very little out of pocket expense before you have the orders and deposits. Here's how it's done.



# *A Totally Custom Knife.*

No matter which feature or combination of features you select, you can be assured of a totally custom knife. More than one hundred individual hand operations will go into each Schrade Special Edition Knife.

Natural bone is among the most desirable handle material. Shown below are white, red, brown and green bone with a smooth finish, and red and brown bone with a jugged finish. Threaded bolsters are another feature which is available.

The Trapper knife with Burnt Stag handles and round coined shield or the Lockback folding hunter with Sambar Stag handles and hollow ground blades are two of the more popular patterns.



Different types of wood such as rosewood, walnut, ebony and others, all finished to a beautiful luster, is another option.



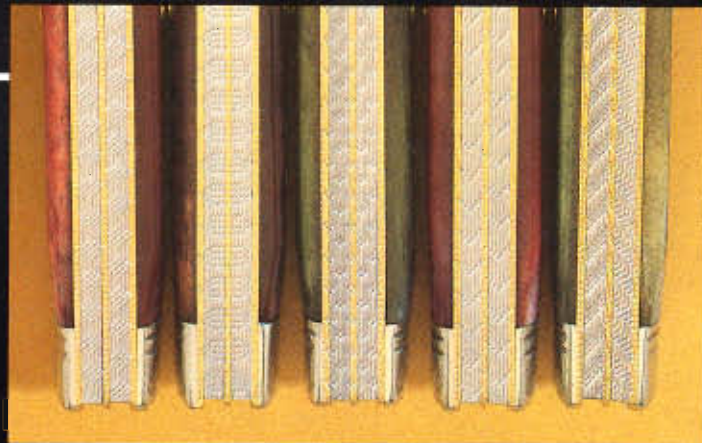




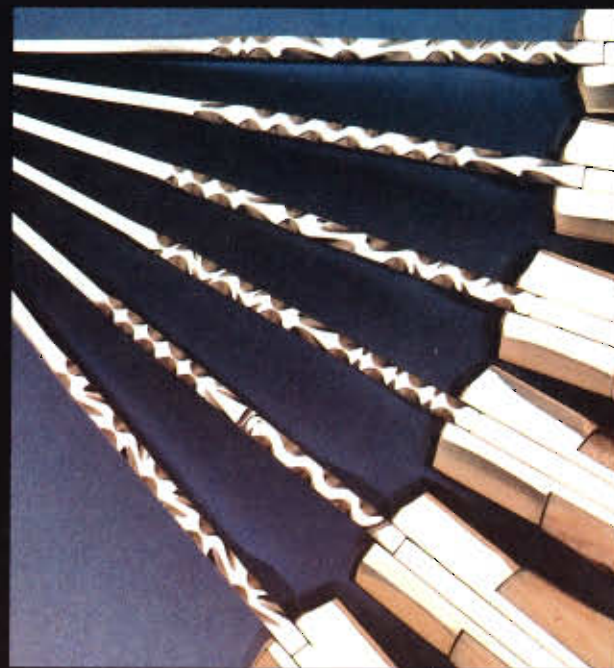
High resolution, photo-chemical blade etching enhances and adds greatly to the value of your knife. Shown in the center is Schrade's 75th Anniversary Commemorative with Sterling Silver bolsters with hand engraving. After the blade etch was finished, a 24k gold fill was used to truly make this knife worth the \$1,000 which it retailed for.



We offer custom designs for engraving of bolsters. As with special blade etches, a gold fill highlights the design and increases the value of your knife. In many instances, your organization's emblem or crest can be engraved onto the bolsters.



One of the most beautiful features any knife can have is custom engine turning on the backs. Five different patterns are available, any one of which your organization will be proud to have.



Six different patterns of individual hand file work on the blade backs is yet another custom feature rarely seen today. Each blade must be worked on one at a time by skilled craftsmen with an eye for unwavering accuracy.



Possibly one of the most beautiful American art forms today is hand scrimshaw. Originally started in the old New England Whaling days as a way for the whalers to pass the time, scrimshaw is now one of the most collectable art forms. Whether your organization would prefer a whaling scene or something from the great American outdoors, hand scrimshaw is available on either natural white bone or ivory micarta handles.



# Organizing a Special Edition Knife Program.

## Select The Decision Makers For Your Organization

One person should be in charge. The person needs a small committee willing to work under him who have the authority to make decisions and spend money. These projects take time and work, but the reward is significant. The person in charge then works with the Schrade Special Edition representative.

## Select The Knife

It must first be determined what style of knife is appropriate. There are many varieties of folding knives as well as rigid blade knives. These knives vary slightly in price but are generally in the \$18.00 to \$60.00 range.

## Select The Customization

Next you must determine the price you want to charge your membership. This price will determine the amount and level of customization which will go into your special edition. Many custom embellishments are possible for your knife. Such things as serialization, custom engraving or hand scrimshawing can add to your knife and make it unique. Listed below is a partial selection of special work which can be added to the base knife you choose.

- Special handles
- Special shields on the handles
- Etching—with or without precious metals
- Engraving
- Scrimshaw
- Special Polish

These special features turn a standard knife into a fine piece of art and a piece truly collectable by members of your organization. Your Schrade Edition representative can work with you to investigate all the options and the prices.

## Determine Method of Selling

Next, you must determine the method of generating orders. There are three basic methods and one should be appropriate to your organization:

1. **Direct Mail**—Your organization may make periodic mailings. If so, you just include a flyer and order sheet with price and instructions. If it is a special mailing, you must

incorporate the cost of the mailing into the price of the knife. Schrade will supply you with the promotional piece.

2. **Advertising in Organizational Publications**—If your organization has a periodic publication you may run an ad for the knife in one or more issues of the publication. Schrade will prepare the ad for you, you just insert it. Once again, the cost to you is minimal. You just collect orders and deposits.
3. **Fixed Order**—You can also buy a fixed quantity for inventory and sell from that inventory in whatever manner you choose. However, this requires purchasing knives prior to getting orders.

## Determine Method of Distribution

Make a determination as to whether finished knives are shipped to one or multiple locations by Schrade. Your Schrade Special Edition representative can help determine which way is best for you.

## Set The Selling Price

In working with your Schrade representative you will determine the cost of the knife delivered by Schrade. However, there may be other significant costs associated with the program such as local taxes, administrative costs, mailing costs, credit card surcharges, etc. Your Schrade representative will help you construct your cost analysis. Once your full cost has been determined you may establish a mark up and determine a selling price to your membership.

## Method of Payment, Deposits, and Other Generation

In the typical program you are soliciting orders and collecting money prior to production of the Special Edition knife. This is a significant profit opportunity for you as well. You have deposits collecting interest while the knives are being produced and delivered. The interest you collect is added profit. Schrade will require a deposit prior to beginning production but interest accumulation will still be significant.

You can require full or partial deposit as the initial payment. The greater the deposit the more money you make. Use of Master Card and/or Visa has proved a strong marketing tool in previous programs.

## Preliminary Contract and Prototype Production

After selling price and method of order generation have been determined. An estimated volume of sale will also have been determined by you and your Schrade representative. At this time a prototype will be produced by Schrade for your approval. A preliminary contract will then be executed confirming the following points:

- Product Cost from Schrade.
- Your method and timing of order generation.
- Timing and delivery of advertising materials by Schrade.
- Timing of payment and deposits required by Schrade.
- Production schedule from Schrade after receipt of orders.

## Solicitation of Orders

Upon execution of the initial contract Schrade will begin production of the promotional materials necessary for you to generate orders. You will then be in a position to solicit orders for the program.

## Final Contract

Upon soliciting your orders, a final contract will be executed for exact quantities and delivery schedule for the orders. At signing of this production contract Schrade will require a deposit or other form of guarantee of payment.

## Shipment

As production is accomplished Schrade will ship against orders specified in the contract and you will pay Schrade.

## Summary

These programs are an excellent way for your organization to generate significant funds for programs and other financial needs. It is also a way for you to offer your membership a special product which has personal value as well as collectability, which will be handed down for generations to come.

If you would like further information on how to begin a Schrade Special Edition Knife Program, just fill out the attached card and drop it in the mailbox. A Schrade representative will be in contact.



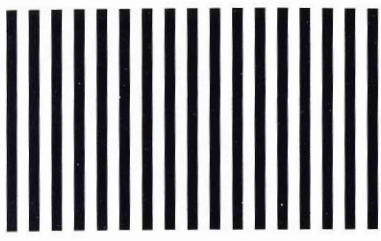
NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS      PERMIT NO. 135      MADISON, CT.

POSTAGE WILL BE PAID BY ADDRESSEE

**Schrade Special Edition Knife Program**

P.O. Box 919  
Madison, Connecticut 06443-9990





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Please contact me for further details on  
setting up a Schrade Special Edition Knife  
Program for:

Organization Name

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Address \_\_\_\_\_

Phone # \_\_\_\_\_

Individual Contact

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Number of Members \_\_\_\_\_

Year Founded \_\_\_\_\_

Does your organization—

\_\_\_\_\_ publish a periodical for members?

\_\_\_\_\_ make regular mailings to members?



**SCHRADE CUTLERY**

*Special Edition Knife Program.*

Schrade Cutlery, Div. of Imperial Schrade Corp. 30 Canal Street, Ellenville, New York 12428