



FIRST STRIKE™

Matches

For fast, easy lighting, customers will prefer **FIRST STRIKE™**.

The FIRST STRIKE brand is the "first choice" of match consumers

The development and introduction of the *FIRST STRIKE* brand was the result of extensive consumer market research. The data shows that the *FIRST STRIKE* name and graphic clearly convey to the consumer a message and image that are very positive and reassuring, emphasizing both the superior performance and quality that is the cornerstone of *FIRST STRIKE* wooden and paper match products. Their dependability and ease of use will have your customers requesting them by name. And *FIRST STRIKE* matches come in six convenient varieties and sizes, meeting every match-lighting need.

Matches delivered whenever and wherever you need them

The first priority of NEW HAMPSHIRE MATCH COMPANY, the manufacturer and distributor of *FIRST STRIKE* matches, is providing you with

responsive and reliable service. With our own fleet of trucks, and strategic warehousing throughout the continental U.S. and Hawaii, we can quickly deliver orders of any size to all areas of the country.

Competitive price, superior value

FIRST STRIKE matches offer a tremendous opportunity for exceptional value to wholesalers and customers alike. NEW HAMPSHIRE MATCH COMPANY is committed to establishing its market and it aggressively prices its *FIRST STRIKE* products. For details on our attractive pricing, see the enclosed pricing sheet or consult a NEW HAMPSHIRE MATCH COMPANY representative.

Fire up sales of related products

FIRST STRIKE's eye-catching packaging ensures your customers will see and select this product from your shelves. When *FIRST STRIKE* matches are placed appropriately in your store, their distinctive appeal can also boost the sales of related

products – candles, charcoal briquettes, camping supplies, grilling equipment. Stock *FIRST STRIKE* matches and enjoy the added benefits of a product customers will recognize.

Dependable company, reliable product

FIRST STRIKE matches are manufactured and distributed by NEW HAMPSHIRE MATCH COMPANY, a firm committed solely to producing top quality matches. Just as the hardy trees of New Hampshire's forests are a symbol of enduring strength, *FIRST STRIKE* matches are a dependable source for every match-lighting need.

FIRST STRIKE
The matches
your customers will ask
for by name.

Call Toll Free
1-855-NH-MATCH (646-2824) to order now.

P.O. Box 780 • Jaffrey, NH 03452 • 1-855-646-2824





Match Facts

Matches light up our lives

In today's high-tech world, "old-fashioned" matches continue to play a critical role in delivering a light for a multitude of activities. Their versatility, convenience and availability make them one of the most widely used commodity products in the world. Matches are a staple of life. From lighting stoves and fireplaces, to creating ambience with candles, to being a handy companion on camping trips, matches are always ready to light up for a wide range of uses.

Delivering billions of lights a year

Production of paper and wooden matches is at a rate of nearly 85 billion lights per year in the U.S.*

Book matches

70 billion lights

Wooden matches

12 billion lights

*Source: 1999, American Match Council

Some consumer uses for matches

- Fireplaces
- Grills
- Stoves
- Candles
- Camping
- Hiking
- Tobacco products
- Household projects
- Vehicle emergencies

Matches are everywhere

With a reputation for on-the-spot performance in a variety of uses, matches have become an indispensable part of everyday life. Consumers carry and store matches in varied locations to ensure that a fast, dependable light is never far away. And consumers depend on the availability of matches from a wide array of retail outlets.

Where consumers store matches

- Pocket
- Purse
- Briefcase
- Backpack
- Home
- Office
- Vehicle
- Workshop
- Toolbox
- Tackle box

Match distribution channels

- Supermarket/Grocery stores
- Convenience stores
- Mass merchandisers
- Liquor stores
- Tobacco shops
- Restaurants
- Candle stores
- Gift shops
- Novelty shops
- Sporting goods stores

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FIRST STRIKE™
Strike On Box Matches

Strike on Box Matches

A dependable match for every lighting need

FIRST STRIKE™ Strike on Box Matches provide a convenient striking surface on two sides of each box. These sturdy matches are perfect for lighting candles, grills, stoves, campfires and for a host of other indoor and outdoor uses. The *FIRST STRIKE* Strike on Box Match gives your customer the assurance of fast, safe lighting on every strike.

Strike on Box Pocket Matches

**32-Count Box
72/10 Pack
720 Boxes per Case**

FIRST STRIKE Strike on Box Pocket Matches are packaged in a handy compact box that travels easily in your customers' pockets, purse, backpack or toolbox. No matter what the job, these matches are safe, convenient and ready to perform.

Strike on Box Kitchen Matches

**250-Count Box
24/3 Pack
72 Boxes per Case**

FIRST STRIKE Strike on Box Kitchen Matches are not just for the kitchen but are perfect for any lighting need both inside the house and out. This dependable, heavy-duty match performs like a workhorse and is indispensable for lighting stoves, fireplaces, grills, campfires and numerous other uses. Your customers will enjoy a light that is safe and reliable.

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FIRST STRIKE™
Strike Anywhere Matches

Strike Anywhere Matches

Strike Anywhere Matches light in just about any situation

FIRST STRIKE™ Strike Anywhere Matches are ready to light no matter where you are. Whether you are camping, grilling or working around the house, our Strike Anywhere Matches are ready to do the job. Just strike the sturdy match on a firm surface and *FIRST STRIKE* comes to life, giving you the security of a match that lights the first time, anywhere.

Strike Anywhere Pocket Matches

**32-Count Box
72/10 Pack
720 Boxes per Case**

Our handy *FIRST STRIKE* Strike Anywhere Pocket Matches provide great versatility. Their convenient size and compact box make them easy for your customers to carry in their pockets, purse, backpack or toolbox. Whatever the situation, these no-fuss matches light in a flash.

Strike Anywhere Kitchen Matches

**250-Count Box
24/3 Pack
72 Boxes per Case**

Long-burning *FIRST STRIKE* Strike Anywhere Kitchen Matches offer the ease of lighting on virtually any firm surface, in the kitchen or anywhere else. These strong wooden matches are perfect for lighting the stove or grill, the fireplace, a campfire and for dozens of other indoor and outdoor uses. Sturdy *FIRST STRIKE* Strike Anywhere Matches provide a reliable light whenever and wherever needed.

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**FIRST
STRIKE™**

Book Matches

Customers enjoy quick and convenient lights anywhere with FIRST STRIKE™ Book Matches

Whether people are at home or on the go, book matches are the easiest match to use and carry around. Consumers have come to rely on their compact size and convenience for a world of uses. In a pocket or a purse, book matches travel easily and are on call for any match-lighting job. Versatile 20- and 30-stick *FIRST STRIKE* Book Matches are ready to answer that call – anytime, anywhere.

FIRST STRIKE Book Matches

*20-Stick Book
50-Book Caddy
20 or 50 Caddies per Case*

*30-Stick Book
50-Book Caddy
24-Caddies per Case*

FIRST STRIKE Book Matches are as dependable as their name implies. They provide a quick, reliable light whether they are lighting a campfire deep in the woods, getting the grill going before dinner, or setting the mood with candles. Your customers

will come to depend on the *FIRST STRIKE* name to deliver a fast light in any lighting situation.

The reliability of *FIRST STRIKE* matches gives your customers the peace of mind they need that these matches will perform in all sorts of conditions. And as customers learn about the exceptional quality of *FIRST STRIKE* Book Matches, they will ask for them by name, remembering that *FIRST STRIKE* means a safe and reliable light.

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your customers will ask for by **name.**

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