

Become a **PORTABLE WINCH Dealer**

What to Expect

- High-quality products that complete your existing brands
- Low Investment, High margins
- High value on a space-efficient floor display
- No direct competing brands or tools
- Not sold in big-box stores
- Manufactured in North America



POWERED by
HONDA™

www.portablewinch.info

PORTABLE. POWERFUL. RELIABLE.

Versatile tools dedicated to your success:
there is virtually no limit to what can be
accomplished with a Portable Winch.



OUR WINCHES



80/82 VOLT
82V max
PCW3000-Li



SINGLE LINE PULLING FORCE
2,200 LB / 1,000 KG



WEIGHT
20 LB / 9.5 KG



SPEED PER MIN
S1: 26.6 / 8.1 M
S2: 32.8 / 10 M
S3: 38' / 11.6 M



POWERED by
HONDA
PCW3000



SINGLE LINE PULLING FORCE
1,600 LB / 700 KG



WEIGHT
20 LB / 9.5 KG



SPEED PER MIN
33' / 10 M



POWERED by
HONDA
PCW4000



SINGLE LINE PULLING FORCE
2,200 LB / 1,000 KG



WEIGHT
26.5 LB / 12 KG



SPEED PER MIN
MAX 44' / 13.4 M



CLUTCH
CENTRIFUGAL



PROGRESS CAPTURE SYSTEM
PCS



POWERED by
HONDA
PCW5000



SINGLE LINE PULLING FORCE
2,200 LB / 1,000 KG



WEIGHT
35 LB / 16 KG



SPEED PER MIN
40' / 12 M

MORE THAN JUST WINCHES

You access a complete line of accessories to provide solutions to your customers so they are equipped to undertake anything.





FORMULA TO SUCCESS

There are **dealers** with good sales and others with **great sales**. **Small actions** can make a **huge difference** in the success of **selling Portable Winch products**.

1. Have the products displayed in a strategic location - near complementary products like chainsaws or near the cash register where there is traffic.
2. Make the brand visible on your website and outside your store (we provide support for that! See p.4 for details).
3. Have a demo unit available for customers to rent, try or to show off during open-day events.
4. Keep the Portable Winch display full: having stock is the key!
5. What makes a real difference is when employees have the chance to try the winches, since they can talk about their experience.

Here is what our customers have to say:

“Awesome winch. Used it the second day. Pulled rocks, docks and a few friends from the water. Power and portability was a huge advantage. Only problem was some of my friends only calling me for my winch!”

“Excellent tool. Purchased for dragging deer out of hilly areas, but I will use it for much more. Tested it opening weekend of gun season in Kentucky: worked perfectly. They could call it the deer hunter's heart attack preventer!”

“Have been using my winch for over 10 years now and can't imagine going into the woods without it. Have pulled moose, elks, deers, down trees and stuck vehicles with great success. Indispensable!”



Addresses your existing CUSTOMER BASE

The typical user of Portable Winch products is a 50+ man, land owner, retired or close to retirement.

Main factors that influence his purchase: Performance, Weight, Power.

▶ Private Woodlot Owner

*He takes care of his woodlot himself;
He cuts trees manually with a chainsaw.*

▶ Hunter

*He usually comes from rural areas and no longer wants to work to move his game.
He often owns a truck, an ATV or side-by-side, for which the Portable Winch can become handy too. He hunts big game (bear, deer, moose, etc).*

▶ Motorsports Enthusiast

*He has more than one vehicle, can therefore use the same winch for them all.
He often lives next to a lake or river, where boats and docks must be removed at the end of the season and for which the winch can be useful.*

▶ Cottage and Farmhouse Owner

He owns a place out of the city and enjoys the outdoors. He manages his property and takes care of small jobs by himself. He cuts trees from time to time, may need to stretch fences or install tubings to collect maple syrup, or simply to get his lawn tractor out of the ditch.

▶ Professional Arborist

He often works in an urban environment where he must be careful not to damage structures. Smaller tools become essential.

▶ Small Firewood Producer

He does not necessarily own his lot but has access to a forest (public or private); Uses the winch to collect firewood for his personal needs and sometimes to sell a few cords for supplementary income.

▶ Professional Logger

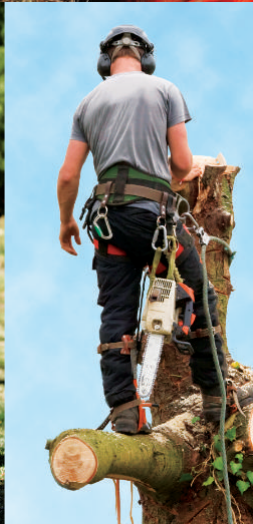
He does not necessarily own his lot but has access to a forest (public or private); Has access to high-productivity equipment for processing a large volume of wood, but still find uses for the winch.

▶ Outfitter Operator

He finds a need for a Portable Winch for

- Collecting big game
- Taking care of the hunting territory.
- Recovering stuck vehicles.
- Pulling boats or docks out of water.

▶ And many others!



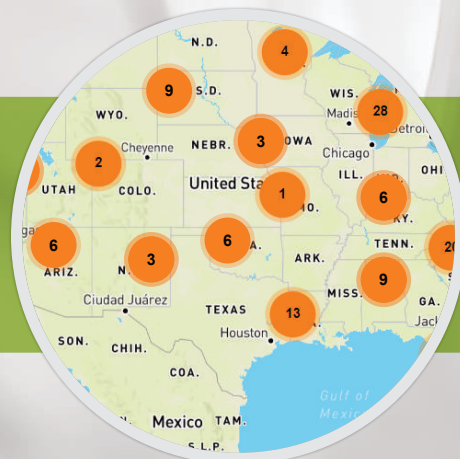
What you actually get

Sales Tools



When you sign up to become a Portable Winch Dealer, you are supplied with:

- **Space-efficient display stand**
 - Designed to showcase the winches and essential accessories (planogram included)
 - Built tough to pass through the years
- **TV with selected video material** to show the winches in action
 - Includes all the necessary hardware to mount it on the display stand
- **Portable Winch catalogs**
 - With a holder to place them on the display stand
- **"Portable Winch Authorized Dealer" banner**



Your store on the Portable Winch Dealer Locator to drive customers looking for our products into your store.



Portable Winch's website contains a ton of useful information to consult and download:

- Detailed product sheets;
- Up to date product exploded views;
- Virtual product catalog;
- Warranty policy information;
- And more!



50% off all Portable Winch merch, like hats, caps, hoodies, T-shirts. Lots of colors and styles available. Dealers can get everything at half the price.

SUPPORT

- **Technical support** from our team of experts, to get answers to all your questions and your customers'.
- **Ongoing training offered by our specialists**, to be on top of your game when selling Portable Winch, have a more comprehensive understanding of the product line and fall in love with it!
- **Portable Winch Programs**
 - **Demo Program:** Intended to put a Portable Winch kit at your customers' disposal for them to try and realize they need one of their own! To try it is to adopt it. The kit can also be rented out for extra income. Get one for your store at **50% of the M.S.R.P. value.**
 - **Key-Employees Program:** Key-employees can obtain a Portable Winch kit at 50% of the M.S.R.P value as a thank you for being Portable Winch brand champions! We know from experience that owning one and using it yourself makes all the difference when it comes to talking to customers about it.
 - **Coop Program:** Allows to **claim up to 50%** of almost ANY marketing action you take to promote Portable Winch products. Whether it be printed ads, banners, floaters, flyers or ads on radio, television, websites. Ask us and we'll share the costs to put Portable Winch products forward.



Free graphic designer service to create customized social media posts or ads, whether digital or print.



Portable Winch Dealer Newsletter to familiarize yourself with the winches, accessories and how-to's, to learn how to take advantage of all the sales tools at your disposal and get to know us a little better.



Portable Winch's YouTube channel

- Winch presentation
- How to set up
- Tips and tricks about accessories
- Many action videos



20 YEARS OF EXPERIENCE

Initially, Portable Winch Co. was created to meet **small-scale forestry needs**, more specifically to allow access to **trees difficult to reach** and to valuable trees that **could not be harvested in a traditional way** without causing damages, always with **safety** in mind.

After that many years in business and that many users with our winches in hand, many more uses have come up. Our Portable Winches are so **versatile** and **well built** that, with the right set of accessories, there is virtually **no limit** to what can be achieved with them.

With no surprise, Portable Winch Co. has become the **WORLD LEADER** by designing winches with **exclusive technologies** and features that allow a **high degree of autonomy in complete safety**. They are therefore **portable, compact, simple** and **easy to use!**



FOUNDED IN 2003



SOLD IN OVER 50 COUNTRIES



AN INNOVATIVE CORPORATE CULTURE



A STRONG NETWORK OF AUTHORIZED DEALERS



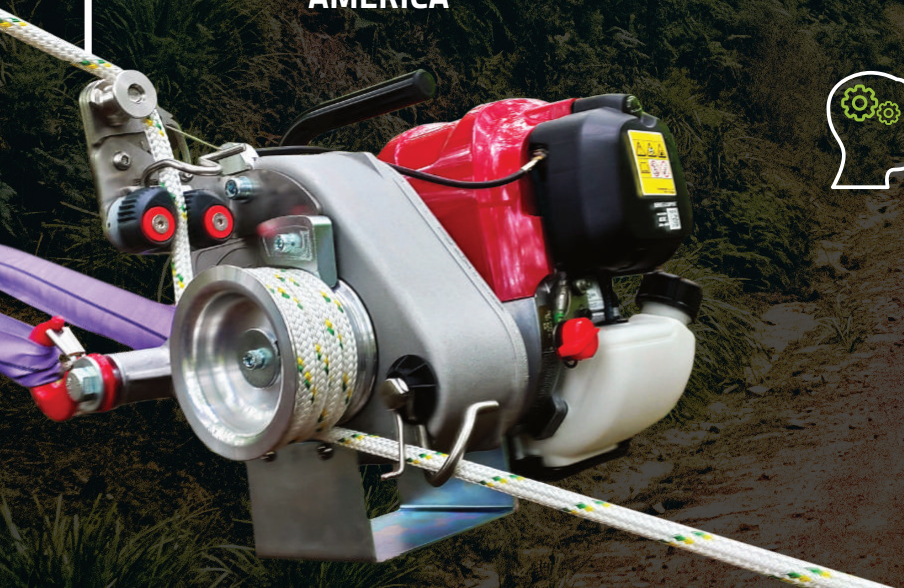
PROFESSIONAL QUALITY PRODUCTS, PROUDLY MANUFACTURED IN NORTH AMERICA



TENS OF THOUSANDS OF WINCHES SOLD



8 MODELS OF WINCHES HAVE BEEN DEVELOPED SO FAR
A COMPLETE RANGE OF ACCESSORIES TO MAKE THE MOST OUT OF THEM



POWERED by **HONDA**

www.portablewinch.info

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