

Defiance Tools Showcases Gadget Corner Merchandiser at Orgill Fall Dealer Market

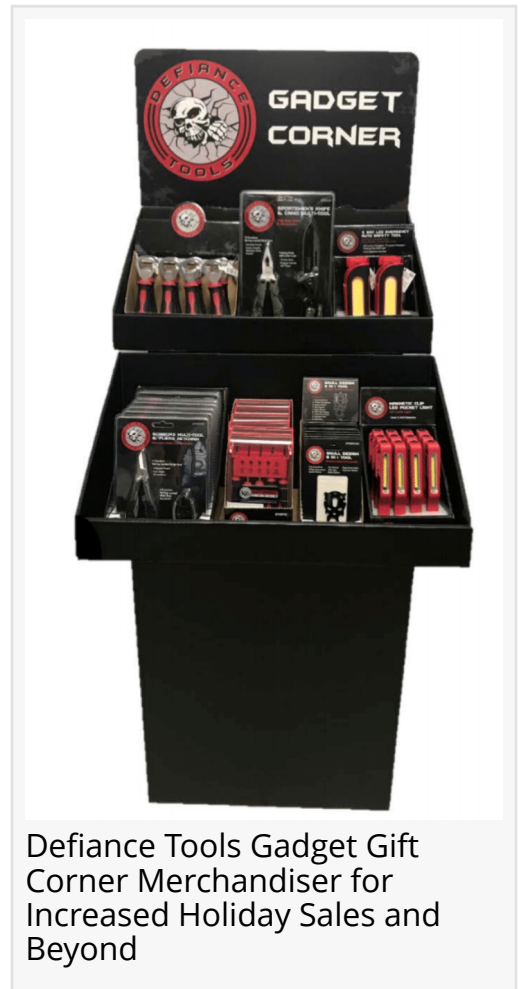
Just In Time for The Holidays, Defiance Tools Showcases Gadget Corner Merchandiser and Free Ebike Offer at Orgill Fall Dealer Market.

ORLANDO , FLORIDA, USA, August 23, 2018

/EINPresswire.com/ -- When you think of Defiance [Tools](#), an image of the local tool store or lumber yard, the small-town diner or the neighborhood bar comes to mind. These are the places that made America unlike anyplace else in the world and have always been a deep and trusted part of our roots. America may be known for big box retailers both offline and online, but the small hometown business is our bedrock. Founders Zoé and Richard Coulcher are redefining the meaning of tools, leveling the playing field with Drop Ship Solutions and bringing the best tools and [EDC gear](#) to independent retailers.

Before founding Defiance Tools, Zoé and Richard Coulcher developed and supplied products to the "big guys" under some famous brand names. Their mission at Defiance Tools is to bring that quality of product to the independent retailer. Whether hardware stores, farm supply, lumber yards or general stores, the Coulchers explain that retailers who partner with Defiance Tools, will increase holiday sales and beyond by providing Tools To Navigate Life to retail customers and their families.

Their partnership with Drop Ship Solutions (DSS), means Defiance Tools can bring the most efficient [dropshipping](#) solutions to retailers. Drop Ship Solutions focuses on the Independent Retailer and offers a one-stop destination for a variety of products via drop ship from a central distribution point. DSS prides themselves in offering the independent retailer the ability to order smaller minimums at competitive prices



Defiance Tools Gadget Gift Corner Merchandiser for Increased Holiday Sales and Beyond

“

Men of all ages love our tools but I have been most excited by the overwhelmingly positive response from women, millennials and even kids to our Defiance Tools.”

*Zoé Coulcher, Co-Founder,
Defiance Tools Brand*

“We are very excited to showcase our Defiance Tools Gadget Corner Merchandiser at the Orgill Fall Dealer Market and we couldn't be more confident in our continued affiliation with Drop Ship Solutions,” said Richard Coulcher, President of C Larboard, LLC. “Both Zoé's and my small town American upbringing make a terrific match for the independent retail community and the innovative drop ship model we offer via DSS makes us their ideal partner.”

Rich Coulcher, Co-Founder of the Defiance Tools Brand, had a long and successful career within Stanley Black &

Decker serving in numerous product and business management roles. His plans for the Defiance Tools Brand started with a hand-written, long-term business plan jotted down on graph paper back in 2004. But his love of tool supply was firmly planted as a kid in a small town in Western New York called, Cassadaga.

He tells the story of how his love of the tool store grew as he did in that small town where everyone knew his name AND the name of the local plumber (Wally), the electrician (Danny), the builder (Rick) and (Pete) the counter guy at Frederickson Builders Supply where everyone always ended up.

"From these shared experiences that many of us who love tool supply have, I learned pretty early how to defy difficulty and "dig in, fix it, design it, build it...and then deliver the answer," says Coulcher.

Defiance Tools Co-Founder, Zoe' Coulcher, has a passion and enthusiasm for delivering excellent customer service; deeply ingrained from her training in the Walt Disney college program to her career as a successful store manager at Dick's Sporting Goods to her transition to a top performing real estate professional. She has a keen eye for customer trends and enthusiasm for life that was shaped from a childhood filled with Greek immigrant roots and a love for América.

Ms. Coulcher explains, "My family took the opportunities that America offered and combined them with the hard work and tools needed to win in business."

Retailers who stop by booth #5222 and order the Defiance Tools Gadget Corner Merchandiser in time for the holiday shopping season, can find out how to win one of three Defiance Tools B2 Ebikes.

Meet Zoé and Rich Coulcher at the Orgill Fall Dealer Market in the DSS Booth #5222, August 23rd through the twenty-fifth, order the Defiance Tools Gadget Corner to increase holiday sales and



Defiance Tools Skull Design 8-in-1 Multi-Tool



LED Pocket Light (Rotating Pocket Clip) with Built-In Magnet

enter to win an electric bike.

About C Larboard:

C Larboard, LLC is a worldwide marketer of innovative gifts, cool gadgets, and Defiance Tools branded products in the following categories: Transportation Tools, Mobile & Communication Tools, Food & Beverage Tools, Entertainment Tools, Fashion & Fun Tools, and EDC (every day carry) Tools. Many in the C Larboard community are also focused on bringing cool and innovative products to market. In addition to their online store, C Larboard also offers independent consulting & advisory services in all aspects of product development and product sourcing. Find more information at CLarboard.com.

About Defiance Tools:

Defiance Tools is redefining the meaning of tools with Tools To Navigate Life. Defiance Tools is a brand inspired by breaking out of the expected norm, thinking and living in your own unique way...to defy the difficulty of the day. Defiance Tools' products are designed to provide quality, productivity and value to end users and are sold and distributed direct to consumers via e-commerce and retail store shelves. Consumers and retailers can find more information at DefianceTools.com.

About Drop Ship Solutions:

Drop Ship Solutions focuses on the Independent Retailer and offers a one-stop destination for a variety of products via drop ship from a central distribution point. They pride themselves in offering the Independent Retailer the ability to order smaller minimums at competitive prices in the following categories: Health and Wellness, Beauty, Food/Nutrition, Industrial and General Merchandise. Find more information at DSSFast.com.

About Orgill:

Orgill, Inc., headquartered in Memphis, TN, is the world's largest independent hardlines distributor. Privately owned, it was founded in 1847. Orgill serves more than 6,000 retail hardware stores, home centers, pro lumber dealers, and farm stores throughout the United States and Canada, and over 50 countries around the world. Orgill Dealer Markets give retailers the opportunity to meet more than 1,000 different exhibitors, get new ideas from our model stores, stay on top of industry trends, and to scope out the industry's best product deals. Find more information at Orgill.com.

Shane Shirley
Shane Shirley Media
407.230.8592
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.