

JULY 98

OPERATION RED SHIELD



VICTORINOX®

SWISS ARMY EQUIPPED

1998
SECOND HALF
PROMOTIONAL OFFERS

SWISS ARMY BRANDS, INC.

NEW ITEMS FROM VICTORINOX®

SwissWriters

Finally, a pen you can't lose... unless of course you lose the knife! The Victorinox® "SwissWriters" feature a new retractable pen mechanism. Now you can use the pen without removing it completely from the knife increasing ease of use and reducing risk of loss. Available July 15.

Signature II



Product #	Wholesale Cost
54091 Red	\$ 10.00
54093 Black	\$ 10.00

Midnite Messenger with night light



Product #	Wholesale Cost
53851	\$ 16.00

MiniChamp II



Product #	Wholesale Cost
53973	\$ 16.00

Companion

Brought back by popular demand, the Companion is ideal for people on the go. These new Red and Silver Alox Victorinox Original Swiss Army knives are sleekly designed for comfort and convenience and slip easily into any pocket. Available July 15.



Product #	Wholesale Cost
53751 Red Alox	\$ 10.00
53759 Silver Alox	\$ 10.00

Money Clip in Silver Alox

Developed to complement its red handled predecessor, the new Silver Alox Money Clip is perfect for people who hate to carry a wallet but love to keep track of their money. Available July 15.



Product #	Wholesale Cost
53740	\$ 15.00



Carpenter

Perfect for the professional contractor or the domestic do-it-yourselfer, the Victorinox Original Swiss Army Carpenter model features a locking blade, wood saw, four screwdrivers, wirecutter, bottle opener, and more. Available July 15.



Product #	Wholesale Cost
53741	\$ 25.00

Victorinox BaseCamp Watches

BaseCamp, Victorinox's first ultra light weight watch, is equipped with a removable compass, uni-directional ratchet bezel, luminous hands and markers, calendar, and a precision quartz movement for accuracy. Swiss made and water resistant to 50 meters/166 feet, BaseCamp promises to be a hit.



Product #	Wholesale Cost
35085 Black dial	\$ 42.50
35088 Khaki dial	\$ 42.50
35087 Steel dial	\$ 42.50
35086 White dial	\$ 42.50

Small Summit

Bracelets are becoming more and more popular especially for women. The small Summit offers all the features of its larger counterpart, but it's reduced in size to accommodate smaller wrists. Available September 1.



Product #	Wholesale Cost
35095	\$ 60.00

Summit Digital Chronograph

Victorinox offers its first ever combination analog/digital watch. The Victorinox Digital Chronograph has all the features offered in the Summit watch plus a digital screen featuring a stop watch, day/date, second time zone, and an alarm. Available September 1.

Product #	Description	Wholesale Cost
35096	White dial/Bracelet	\$ 75.00
35098	Black dial/Bracelet	\$ 75.00
35097	White dial/Brown strap	\$ 70.00



GREAT GIFT IDEAS

Victorinox® Watches with Vintage Knife

Victorinox Combination Sets offer a free Vintage knife with every purchase of a Victorinox Summit or Ascent Watch pictured to the right. At an irresistible price, this is the perfect item for the outdoorsman who cares about being on time. All Victorinox Watches are Swiss made featuring precision quartz movements, have scratch resistant crystals, uni-directional bezels, and are water resistant to 50 meters/166 feet. The Vintage model features a small blade, nail file with screw driver, tooth pick, tweezers and key ring.



Product #
39083
Ascent &
Vintage
Wholesale Cost
\$ 47.50

Product #
39081
Ascent &
Vintage

Wholesale Cost
\$ 47.50



Product #
39082
Ascent &
Vintage

Wholesale Cost
\$ 47.50



Product #
39074
Summit &
Vintage

Wholesale Cost
\$ 50.00



Product #
39086
Starlight &
Vintage

Wholesale Cost
\$ 65.00



Product #
39076
Summit &
Vintage

Wholesale Cost
\$ 60.00



Bar Set



Kitchen Set

Kitchen Set/Bar Set

R.H. Forschner introduces two new Victorinox Swiss made cutlery sets. Both sets come with the classic nylon handles and super sharp Victorinox blades. The Kitchen Set features the three most important kitchen tools: a vegetable peeler, a paring knife, and a tomato knife. The Bar Set features three varieties of paring knives and a 6 x 9 inch cutting board.

Product #	Wholesale Cost	Sugg. Retail
49890 Three piece Kitchen Set	\$ 6.00	\$ 12.00
46551 Three piece Bar Set with cutting board	\$ 10.00	\$ 20.00

FORSCHNER
THE PREFERENCE OF PROFESSIONALS SINCE 1895

SwissTool™

After an incredible debut in 1997, the Victorinox Swiss Tool is still on fire. It's packed with 23 precision crafted tools and made of high grade stainless steel for extreme durability.

Product #	Net Cost	Sugg. Retail
53905 SwissTool	\$ 43.50	\$ 79.99



Display #	Wholesale Cost
12985*	\$50.00*

*Display cost does not include product.



NEW COLOR

Hunter Green SwissCard™

The newest addition to Victorinox's SwissCard collection is available with the same tools featured in its successful predecessors but in a sharp new Hunter Green color. Available July 25.

Product #	Wholesale Cost
53906	\$ 13.25

ARMAGEDDON

Swiss Army® Brand Sunglasses

The Swiss Army Brand Armageddon Sunglass Collection consists of three styles the Abyss, Stamper and Armageddon. All three styles are featured in ©Touchstone Picture's new movie "ARMAGEDDON" anticipated to be this summer's Biggest Blockbuster. Swiss made to the highest standards with 100% UV protection, highly shatter resistant lenses, and super durable frames.

Product #	Description	Availability	Wholesale Cost
26762	Abyss	July 1	\$42.50
26775	Armageddon	July 1	\$55.00
26771	Stamper	July 15	\$55.00



Limited Edition Victorinox® Armageddon Knife

The Victorinox Soldier model is featured in this summer's Blockbuster movie "ARMAGEDDON". Armageddon is etched on the blade and each knife is numbered (1 to 5000) making them valuable collectors' items. Available July 15.

Product #	Wholesale Cost
54929	\$17.50

SPECIAL OFFERS

Take advantage of these great deals! Available on a first come first serve basis while supplies last.

Now
\$10.00



MiniChamp

Product #
53971 box
56971 clam
Net Cost
\$15.00

Now
\$30.00



Classic Gold Ingot

Product #
53013
Net Cost
\$60.00

Diplomat

Product #
53089
Net Cost
\$22.50



Now
\$15.00

TimeKeeper

Product #
53431
Net Cost
\$27.50



Now
\$25.00

Victorinox® Knives with Cordura Pouch

FREE Cordura pouch with every purchase of a Super Tinker, Spartan or Huntsman.

* Please use item #'s below to place special orders.



Spartan with Cordura Pouch

Product#	Packaging	Wholesale cost
58106	Gift Box	\$12.50
57106	Clam	\$12.50



Super Tinker with Cordura Pouch

Product#	Packaging	Wholesale cost
58107	Gift Box	\$17.50
58351	Clam	\$17.50



Huntsman with Cordura Pouch

Product#	Packaging	Wholesale cost
58108	Gift Box	\$20.00
57108	Clam	\$20.00

Now
\$8.00



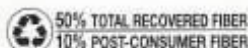
Signature

Product #
53041
Autumn Red
Net Cost
\$10.00

Product #	Color
53060	Raspberry Sherbet
53033	Basic Black
53080	Peacock Blue
53080	Electric Orange
53037	Winter White
53040	Retro Green
53070	Hot Pink
53050	Purple Plum

DATING

The following promotions apply to credit-approved, direct buying retailers only. Orders between \$500 and \$3,999 shipped from July 1 thru September 30, 1998 will be due and payable on November 15, 1998. Orders of \$4,000 and greater shipped from July 1 through September 30, 1998 will be due and payable on December 15, 1998. Eligibility for dating applies to orders for product from the entire Swiss Army Brands, Inc. product range, not just product included in this catalog.



PLACE YOUR ORDER NOW! PHONE: 1-800-243-4045 FAX: 1-800-243-4006
SWISS ARMY BRANDS, INC., P.O. BOX 874, SHELTON, CT 06484-0874 PRINTED IN THE U.S.A. #14252



VICTORINOX®

July 1, 1998

Dear Victorinox Dealer;

Enclosed please find your copy of the **Victorinox® Second Half Promotional** program.

This highly successful selling brochure is again filled with **new** product offerings, as well as, many margin enhancing opportunities.

Enclosed you will find:

- Very favorable dating program
- Six new knives from Victorinox®
- New Victorinox® watch additions
- New Swisscard color
- Armageddon Swiss Army® Brand Sunglasses and Limited Edition Victorinox® Armageddon knife
- Great deals!!

We hope, like many of your fellow dealers have commented, that you will find this Second Half Promotional program an enhancement to your selling season.

Should you have any questions regarding this exciting promotion, please contact your sales representative or call our customer service department at 800-243-4045.

Thank you for your continued support of the Victorinox® Brand.

Sincerely,

Jerry Rinder,
V.P. and General Manager
Victorinox Division
Swiss Army Brands, Inc.
103JR.WPD