90º / 90-Day Square Shoulder Milling Campaign



To Our Valued Channel Partners:

Beginning October 1, 2024, Seco is running a limited time square shoulder milling campaign with you in mind! For complete distributor promotional details, please refer to the email from crystal.graff@secotools.com.

This document is designed to support your team in activating the 90º / 90-Day Square Shoulder Milling Campaign as easily as possible. We've included various assets for you to use to support the promotion, as well as insight into how Seco plans to promote, and drive interested customers to your company.

This campaign will run from October 1 – December 31, 2024, so act fast! If you have any questions, please direct them to db.us@secotools.com.

Here's to growing together!

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Announcing the 90°/ 90-Day Event

80% off Square Shoulder Cutter Bodies with Purchase of 10 Inserts per Pocket*

Act fast to take advantage of this offer: Seco square shoulder cutter bodies are now available at 80% off the list price*, but only for a limited time! This promotion features Seco's Turbo, Turbo Helical, Double Turbo, Square T4, Square T4 Helical, and Square 6 cutter bodies. Don't miss out on this opportunity to enhance your machining operations with the industry's best engineered tools. Act now before this time-sensitive offer expires!

90°/ 90-Day Event Product Range Information

	Range	Max Doc	Corner Radius	P	M	K	N	S
Turbo 6	0.375" – 1.50"	0.197"	.008, .016, .031, .063	■	■	■	■	■
Turbo 10	0.500" – 3.00"	0.354"	.016, .031, .047, .063, .079, .094, .122	■	■	■	■	■
Turbo 12	0.750" – 4.00"	0.433"	.016, .031, .047, .063, .079, .094, .122, .157, .197, .248	■	■	■	■	■
Turbo 16	1.000" – 6.00"	0.591"	.016, .031, .047, .063, .079, .094, .122, .157, .197, .248	■	■	■	■	■
Turbo 18	1.000" – 6.00"	0.669"	.016, .031, .047, .063, .079, .094, .122, .157, .197, .248	■	◩	■	■	◩
Double Turbo 16	1.250" – 5.00"	0.591"	031	■	◩	■	□	◩
Square T4 08	0.625" – 2.00"	0.315"	.016, .031, .047, .063	■	◩	■		□
Square T4 12	1.000" – 6.00"	0.472"	.031, .047, .063, .079, .094	■	◩	■		□
Square 6 04	0.750" – 2.00"	0.157"	.016, .031	■	◩	■	□	□
Square 6 08	1.500" – 6.00"	0.295"	.016, .031, .047, .063	■	■	■	■	■

■ = First Choice ◩ = Alternative Choice □ = Possible Choice

*Must purchase a minimum of 10 inserts per pocket at standard pricing. Drop shipped directly to end customer to secure promotional pricing. Promotion only available on Turbo & Turbo Helical Family, Square 6, Double Turbo, Square T4 & Square T4 Helical.

Promotion valid through December 31st, 2024.

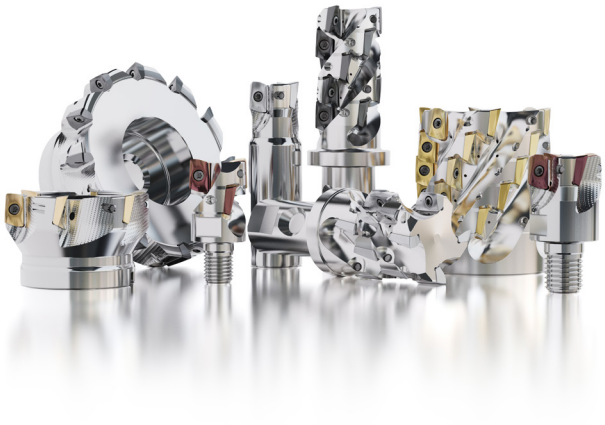
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Turbo Family

The Turbo Family features cutters in sizes 06, 10, 12, 16, and 18, each designed with a single-sided configuration and two cutting edges. With the option for helical cutting, these tools are optimized to maximize output across a variety of applications, including roughing and semi-finishing. They are versatile, suitable for operations such as facing, slotting, profiling, contouring, helical interpolation, ramping, and plunging.

P M K N S





Double Turbo Family

The Double Turbo Family, available in size 16, features a double-sided design with four cutting edges. Utilizing the most positive helix cutting angle geometry available today, these tools offer reduced power consumption, smoother cutting, and extended tool life. The impressive 90-degree angle accuracy, combined with double-sided inserts, ensures a high-quality surface finish while optimizing overall costs.

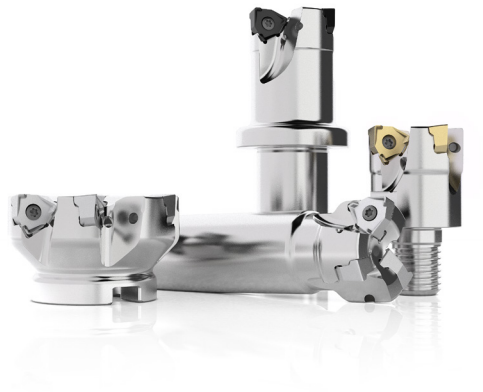
P M K N S

Square T4 Family

The Square T4 Family includes cutters in sizes 08 and 12, featuring a double-sided design with four edges and a tangential insert. With the option for helical cutting, these tools excel in handling the most challenging materials. As the industry's most comprehensive range of square shoulder milling cutters, the Square T4-08 and -12 are ideal for roughing and semi-finishing operations. They provide smooth cutting action, excellent surface finish, and minimal chatter, making them well-suited for slotting and contouring applications.

P M K S





Square 6 Family

The Square 6 Family offers two distinct cutter sizes—Square 6-04 and Square 6-08—each with a variety of insert geometries and pitches. Designed with double-sided cutting edges and six edges per tool. This range provides exceptional performance across a broad spectrum of materials, operations, and machining conditions.

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Scan code or click here to learn more about the promotion and locate your Seco Authorized Distributor

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Inbound Marketing Plans

Seco is committed to quickly activating this campaign and driving interested customers to our Channel Partners. All the inbound marketing efforts below will drive traffic to the promotional Landing Page where customers can locate their Seco Authorized Distributor with one-click to our Distributor Locator. Additionally, customers can see high-level promotional details and contact a Seco representative.


Landing Page and Homepage Banner


Newsletter and Dedicated Email Marketing


Paid Media (LinkedIn)


Online Publications (Canadian Metalworking, Practical Machinist)


Organic Social Media (LinkedIn, Facebook)


Email Banner

All inbound marketing activities will run from October 1 – December 31, 2024.

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Organic Social Media Calendar

Posting Date	Headline	Platforms
October 1	Just Released: Are Your Cutters Cutting-Edge?	LinkedIn, Facebook
October 21	Don't Miss It…	LinkedIn, Facebook
November 12	Don't Miss It…	LinkedIn, Facebook
December 10	Deal is ending soon…	LinkedIn, Facebook

Social Media Best Practices

1. Click through the links below to our primary social media platforms
2. Click “Follow” on LinkedIn and Instagram and “Like” on Facebook
3. Turn on notifications (when Seco Tools posts, you’ll receive a notification!)
4. Comment on Seco Tools posts and repost on your social media!

LinkedIn
@SECO-TOOLS

facebook
FACEBOOK.COM/SECOTOOLSAB/

Sharing & Reposting Content

Sharing and reposting content is a significant way to gain engagement and connect with customers on social media.

LinkedIn:

- You can repost on LinkedIn by clicking on the "repost" button. This will be located underneath each post. When you repost content on LinkedIn, you will also be able to add comments or remarks within the repost itself.

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Email Copy

Email can be a personal way to reach out to existing customers to build awareness of the campaign and generate interest. The copy below is designed to help you easily send emails to your customer contacts with minimal customization on your part.

Please note, when using the copy/paste of this email copy, you must add a personal greeting (i.e.; the recipients name) and add your own salutation and signature (i.e.; “Best Regards” and your contact information)

Additionally, please consider attaching the digital flyer or including the Landing Page in the email copy to share additional details with your customers.

Instructions for Copy/Paste Email Copy

1. Select the copy below by highlighting it
2. Press Ctrl + C to copy
3. Open your email platform
4. Open a new email
5. Click in the body of the message and press Ctrl +V to paste the copy
6. Update the greeting to replace <Name> with your recipient's name and add your name and contact information where it reads <insert name and contact information>
7. Add Subject Line (suggestions include “Limited Time Square Should Milling Promotion”, “80% Off Seco Square Shoulder Milling Cutters – Limited Time”, or “Tool-Up for Less with Seco Square Shoulder Milling Promotion”)

Hello <Name>.

I’m excited to share a great opportunity with you to tool-up for less! Seco is offering 80% off Square Shoulder Milling Cutters for a limited time. This includes Turbo, Turbo Helical, Double Turbo, Square T4, Square T4 Helical, and Square 6 cutter heads. There are a few details you need to know to be able to secure the promotional pricing, including a minimum purchase of 10 inserts per pocket at standard insert pricing and drop shipped directly to customer.

Don’t miss out on this opportunity to enhance your cutting operations with the industry’s best-engineered tools. Act now before this time-sensitive offer expires on December 31, 2024!

Please contact me to get your quote started!

Best Regards,

<insert name and contact information>

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Additional Marketing Resources

Digital Flyer can be found on our Showcase platform.

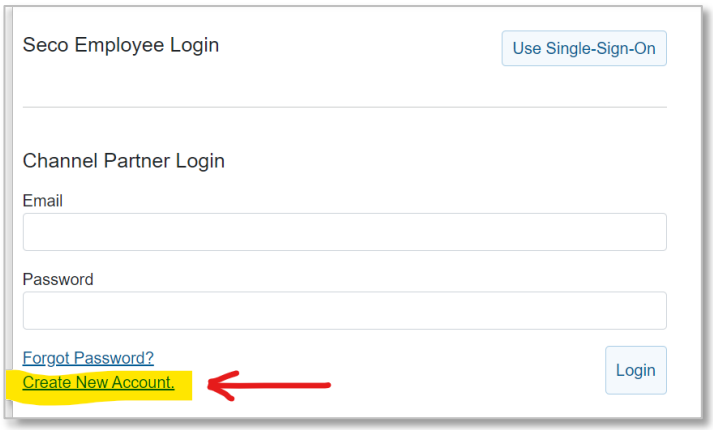
- Visit Showcase and then navigate to Literature > Kits & Promotions > US FLY 2024 Milling Promotional Flyer

OR

- Click here to go directly to the PDF for download

Printed Flyer can be ordered from our Branded Items Webstore by October 7th.

- Visit our Branded Items Webstore by clicking here
    - If you do not have an account, please request one



- Using the left navigation, go to Literature > Flyers and locate GT24-133
- Add your desired items to your cart and checkout

Please note, Seco funds the printing, warehousing, picking/packing, and standard shipping of literature. If you require expedited shipping, this will be charged back to the individual placing the order.

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