

From: Ben Williams <BWilliams@tricam.com>
Sent: Thursday, July 13, 2023 9:57 AM
To: Jeff Skubic; Joe Foley; Tom Ruban
Cc: Tye Biasco
Subject: RE: New 18' at Lowe's?

I like our bucket better for tool/ paint storage, and ours should be more secure. We prototyped a similar button storage and didn't like deploying the hook to hang a drill. Leveler is still unique.

Ben Williams
Vice President of Products
Tricam Industries, Inc.
952-897-0229

From: Jeff Skubic <jskubic@tricam.com>
Sent: Thursday, July 13, 2023 9:47 AM
To: Joe Foley <JFoley@tricam.com>; Tom Ruban <TRuban@tricam.com>; Ben Williams <BWilliams@tricam.com>
Cc: Tye Biasco <tbiasco@tricam.com>
Subject: RE: New 18' at Lowe's?

Thanks. Makes the step up item more compelling. Will be interesting to see if that \$20 premium holds.

I like our position that you get the tool storage for free and the bucket and tool holders free on the 22 and 19...

From: Joe Foley <JFoley@tricam.com>
Sent: Thursday, July 13, 2023 9:33 AM
To: Jeff Skubic <jskubic@tricam.com>; Tom Ruban <TRuban@tricam.com>; Ben Williams <BWilliams@tricam.com>
Cc: Tye Biasco <tbiasco@tricam.com>
Subject: RE: New 18' at Lowe's?

Images attached - they are all renderings. No LG actual product photos, videos, or marketing materials out yet.

\$300 for the 22' size and \$220 for the 18' size.

It says Shakopee Lowes has 1 in stock for the 22'. We can have someone pick one up this week to see it in person.

From: Jeff Skubic <jskubic@tricam.com>
Sent: Thursday, July 13, 2023 9:23 AM
To: Joe Foley <JFoley@tricam.com>; Tom Ruban <TRuban@tricam.com>; Ben Williams <BWilliams@tricam.com>
Cc: Tye Biasco <tbiasco@tricam.com>
Subject: RE: New 18' at Lowe's?

Joe, can you send other photos in the email since I'm having issues finding it while in the air? What's the retail of this and is it a separate item from their "normal" one like they've added features to the version with levelers to help justify the retail gap?

From: Joe Foley <JFoley@tricam.com>
Sent: Thursday, July 13, 2023 9:19 AM
To: Tom Ruban <TRuban@tricam.com>; Ben Williams <BWilliams@tricam.com>
Cc: Jeff Skubic <jskubic@tricam.com>; Tye Biasco <tbiasco@tricam.com>
Subject: RE: New 18' at Lowe's?

We've seen the project top - Lowes had an 18' fiberglass with the tray in stores for a promotion in January. The hinge button tool holders are new though, and this is the first time we've seen the project top included on an aluminum ladder at Lowes. Hopefully our pending hinge button patents will cover LG's embodiment.



From: Tom Ruban <TRuban@tricam.com>
Sent: Thursday, July 13, 2023 8:53 AM
To: Ben Williams <BWilliams@tricam.com>; Joe Foley <JFoley@tricam.com>
Cc: Jeff Skubic <jskubic@tricam.com>
Subject: New 18' at Lowe's?

Have you guys seen this? Project top, wheels and tools holders.

[Little Giant Ladders Leveler M17 with Leg Levelers 18-ft Reach Type 1a- 300-lb Load Capacity Telescoping Multi-Position Ladder in the Multi-Position Ladders department at Lowes.com](#)

Tom Ruban / Vice President, Sales



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