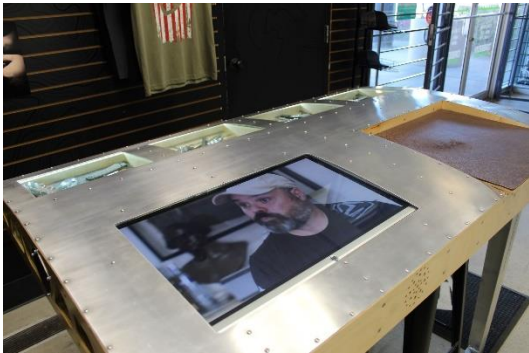




NEXUS PREMIER™ PRO SHOP LAUNCH

BOOTH #2814



Each Nexus Premier™ Pro Shop is custom built and will take a customer through a brief visual and brand tour of our knife making process. The stages of knife making will be showcased in a museum style, curated series of stations followed by a video presentation of our company, facility, spirit and our lunatic fringe founder, Greg Medford. Each space leads customers to a leather

knife inspection area. Custom displays of the MKT brand, imagery of the hand-made nature of the process, swag and ultimately the knives, will inform customers and employees about our approach to knife making and mimic as closely as possible the factory tour experience.

Growing the community, rather than merely taking market-share, is our goal. An informed consumer is a happy and loyal customer for life. The curated presentation of our brand, image, culture and manufacturing process is all part of our “2020 Omni-channel” approach to growing the Medford Knife & Tool brand.



