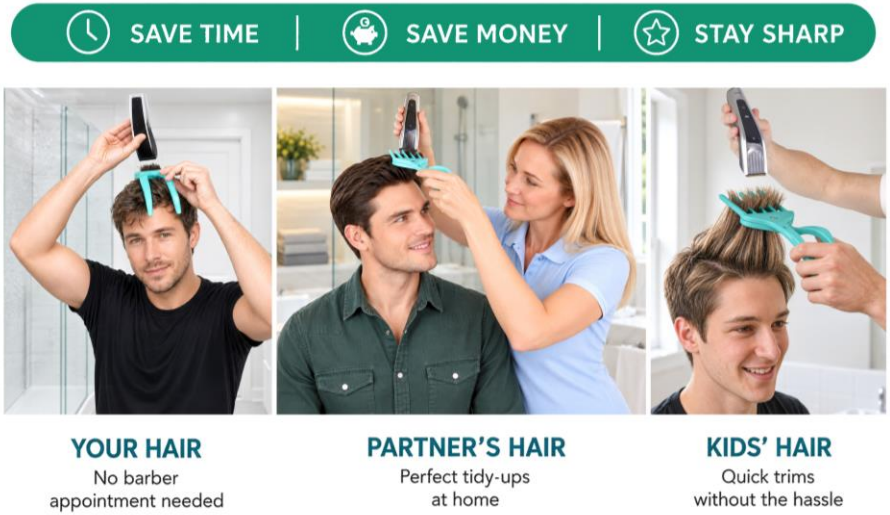
Grip and Trim - Distribution Opportunity

Innovative at-home haircut tool

Distribution - ready and proven to sell:

Grip & Trim has achieved £33,000 in Amazon sales during its first 12-month soft launch





As seen in Men'sHealth

Guide For Distributors

Introduction

- Grip and Trim is an innovative self-haircut tool that allows men and women to achieve even, professional-looking haircuts at home.
- Designed for use with hair clippers to provide precision cuts. It's the perfect solution for the growing DIY grooming market.
- The 3 in 1 tool for everyone's bathroom.

  1 - Grip and Trim lets you cut your own hair

  2 - Easily cut family and friends' hair

  3 - Gives precise control when volumizing and blow-drying

The Problem

- Many people struggle with uneven at-home haircuts.
- Professional barber visits are costly and time consuming.
- Limited tools are available for easy self and home haircuts.
- Cutting your own and also family and friends' hair is challenging
- Grip and Trim solves this with a simple, effective solution.

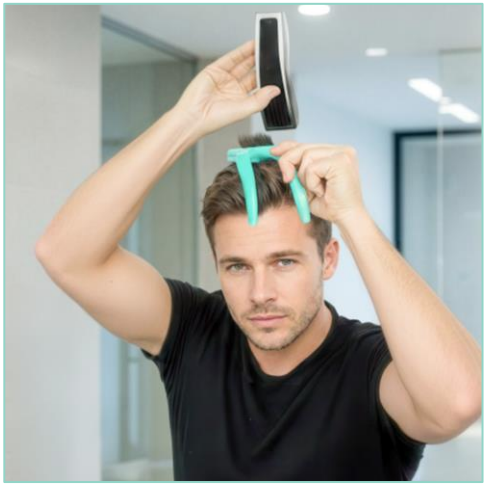






The Solution: Grip and Trim

- Easy-to-use: Designed for easy, precise hair trims.
- Affordable: Saves money on barber/salon visits. - **RRP: £19.95**
- Control at home cutting: Helps maintain a clean, sharp look.
- Reusable & Durable: Made with high-quality materials.





Grip and Trim – The ultimate home-haircutting tool for precision trimming with hair clippers. www.gripandtrim.com

Product Features & Benefits

- Enables easy self-haircuts – maintain your hair at home with better control and confidence.
- Perfect for cutting friends' and family's hair – helps achieve even, consistent results without professional skills.
- Volumizing & styling control – lifts and holds hair in place when blow-drying for improved shape and volume.
- Ergonomic grip design – internal torsion spring mechanism for secure tong grip and curved handles provide comfort, stability, and precise handling.
- Reusable & cost-saving – convenience at home while saving money and time on barber/salon visits.

Market Opportunity

- The DIY grooming industry is growing at a rapid pace.
- 3-4 out of every 10 men cut or trim their own hair.

  (Braun research)
- Men's grooming market was $62 billion in 2025.

  (Mordor Intelligence)
- The cost-of-living crisis is increasing demand for home solutions.
- Potential for retail expansion into pharmacies, supermarkets and online stores.

Competitive Advantage

- No direct competitors offering a similar, easy-to-use device.
- Patent, Design Registered and Trademark protected.
- More precise and effective than using fingers or combs when selecting hair length to cut.
- Simple, intuitive design that anyone can use at home.



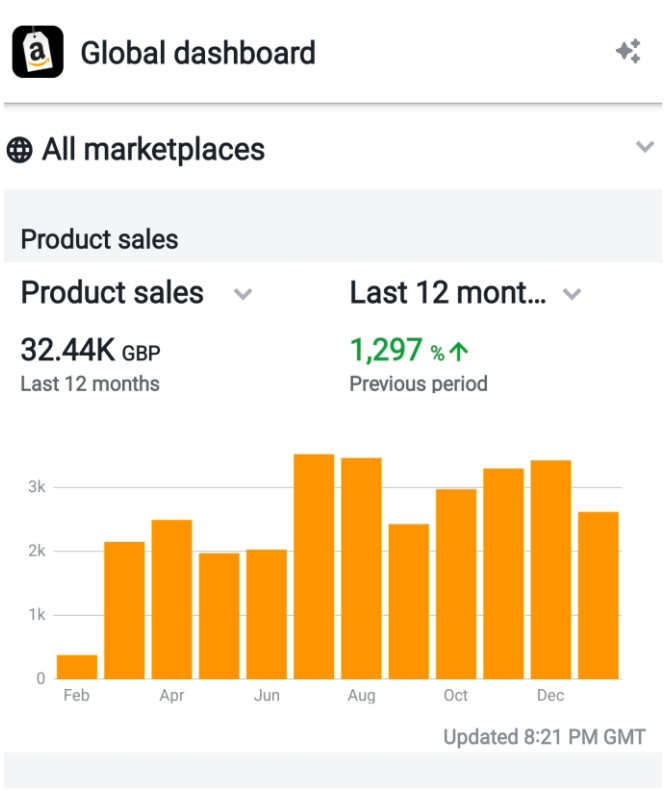



Business Model & Pricing

- **Made in Great Britain. Easy and fast order delivery**
- Wholesale Pricing: Attractive margins for distributors.
- Retail Price: Competitive in the grooming tools category.
- MOQ (Minimum Order Quantity): Low-risk test order options available.
- Multiple sales channels: Amazon, retail, e-commerce, TV shopping.

Traction & Proof of Concept

- **Distribution-ready and proven to sell**
- **Grip & Trim has achieved £33,000 in Amazon sales alone, during its first 12-month soft launch**
- Positive customer reviews & testimonials
- Proven demand for at-home grooming solutions
- Ready for scalability through distributor partnerships
- **Retail Price: £19.95**





Marketing & Sales Strategy

- Retail Partnerships: Supermarkets, pharmacies, barbershops.
- Influencer Marketing: Targeted campaigns on social media.
- Paid Advertising: Google, Facebook, Instagram, TikTok Ads.
- TV Shopping Channels: QVC, Ideal World for mass awareness.
- Point-of-Sale Displays: Boost in-store visibility.

Distributor Pricing

Distributor Prices

Quantity	Unit Price (£)	Total Price (£)	RRP (£ incl. VAT)	Margin (%)
100	10.5	1,050.00	19.95	40%
1,000	9.5	9,500.00	19.95	40%
5,000	9	45,000.00	19.95	40%
10,000	8.5	85,000.00	19.95	40%

Prices exclude VAT.

Smaller sample packs (10 units) are available for retail buyers.

Recommended Retail Price: £19.99 (VAT-inclusive).



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Next Steps: Test Order Offer

- We're inviting distributors to place a low risk, low MOQ test orders
- Low MOQ to test market response
- Marketing support provided

- Contact Jason Saunders to discuss partnership opportunities.
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