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Contact: Maureen Murray
973-993-1570
precise2@optonline.net

Speed Matters as National Nail Introduces CAMO® Screw Off! Competition
New Jersey & New England Stocking Dealers' Customers Can
Win a 2017 Harley-Davidson® Roadster™ Motorcycle & Cash Prizes at 2018 NRLA LBM Expo

Grand Rapids, MI –National Nail has announced the CAMO Screw Off!, a fun head-to-head competition offering the customers of CAMO stocking dealers based in New Jersey and New England the chance to win a 2017 Harley-Davidson® Roadster™ motorcycle and other cash prizes at the 2018 NRLA LBM Expo held February 14 – 16 at the Rhode Island Convention Center in Providence, RI. Set up like March Madness, the program is designed to help dealers create awareness for CAMO Edge Fastening™, while identifying the Northeast's fastest installer.

In each “heat,” contestants will use the CAMO Edge Fastening™ system to drive CAMO Premium Deck Screws into targeted areas. The fastest time at the end of each contest will be the individual heat winner with the grand champion named after the final bracket Screw Off!

“This is a truly an exciting and innovative platform that is sure to draw widespread customer interest,” said W. Scott Baker, CEO, National Nail. “It will start on the local level with CAMO Screw Off! Qualifying events hosted by dealers and supported by National Nail.”

For CAMO dealers in New Jersey and New England, the competition will begin on their home turf with events developed to identify Screw Off! champions. National Nail will work with each dealer to promote event dates, generate contractor interest, and coordinate the competitions. This includes in-store signage, logo wearables, fliers, and social media support.

The grand finale will host 64 finalists competing for the Screw Off! title on the national LBM Expo stage and the opportunity to drive off on a new 2017 Harley-Davidson Roadster motorcycle worth approximately

\$12,000. Up to \$1,500 in cash prizes will also be awarded to the second, third and fourth place winners in a competition sure to drive home CAMO brand benefits and generate ongoing customer loyalty for participating dealers. CAMO Platinum level dealers will receive two free final slots, while Gold level dealers will receive one. Platinum, Gold and Silver level stocking dealers are also eligible to purchase extra contest slots: \$300 for one; \$500 for two; or \$750 for three.

For more information on the CAMO Screw Off! or to hold your own CAMO Screw Off! qualifying event, please visit www.camofasteners.com/screw-off or call Greg Hartmann at 315-350-1832.

About CAMO Edge Fastening

CAMO Edge Fastening™ from National Nail delivers beautiful, fastener-free, Barefoot Approved™ results with virtually any wood, composite or PVC decking. CAMO® offers a variety of guides, fasteners, and accessories, as well as a collated system to suit project requirements. For more information or to locate a dealer, visit CAMO Fasteners or call 1-800-968-6245. Be sure to “Like” CAMO® Fasteners on Facebook.

About National Nail

We are 100% employee-owned and our growth is directly related to the demand our customers have for our products. We value transparency and participation, and have a strong bias toward innovation, accountability and growth that makes our customers better financially, relationally, and executionally – an experience our customers won’t find anywhere else. We follow eight positive traits in everything we do: Servant Leadership, Integrity, Sound Judgement, Courage, Curiosity, Discipline, Energy-Giving and Mentoring Others. We strive to create unique experiences to ensure that your story is better and for us, it’s a privilege to be a part of it. We are always seeking people who share these traits.

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