

DEALER MERCHANDISING GUIDE

COLOUR CODED MATERIALS & PROGRAMS TO MAXIMIZE RETAIL SALES

- HEADER CARDS
- PRODUCT CARDS
- AISLE SIGNS
- AISLE FLAGS
- HARDWARE
- BANNERS

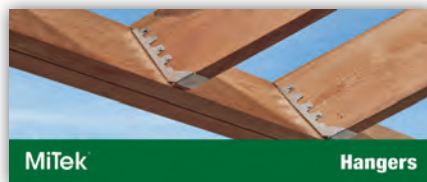


Shown: 8 ft. Bin Display with Colour Coded Product Headers

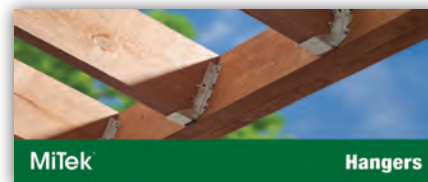
Colour Coded Product Headers – 20 mil Styrene, 10" x 24"



#H-TR



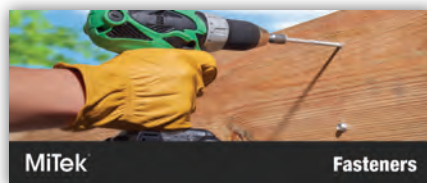
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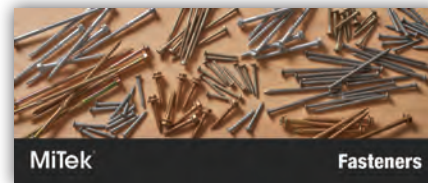
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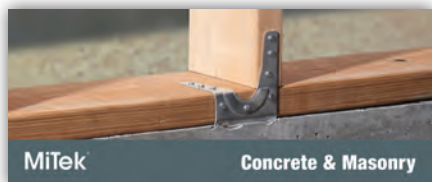
#H-GH



#H-F1



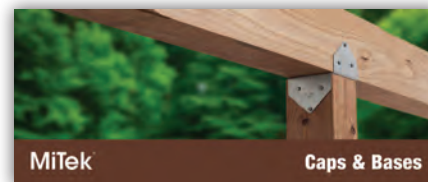
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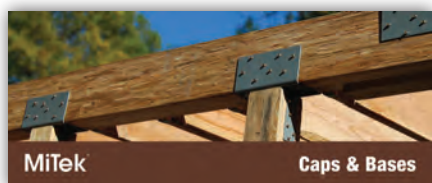
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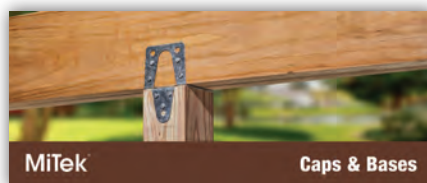
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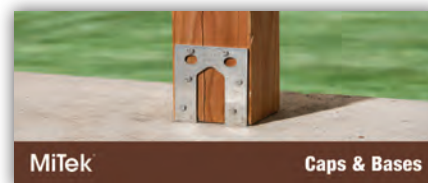
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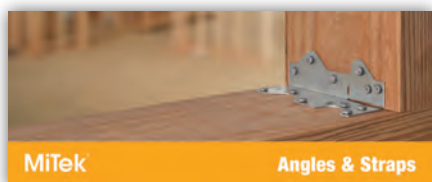
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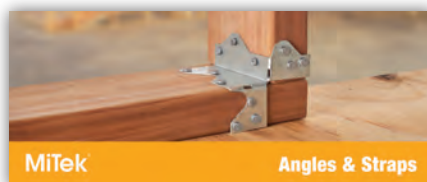
#H-CB4-BC400



#H-CB5-WE



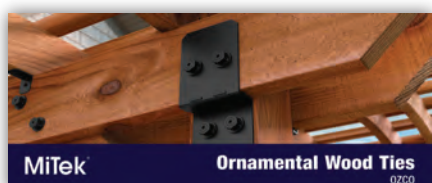
#H-AS1-MPA1



#H-AS2-MPA2



#H-AS3-ST



#H-OZC01



#H-MSC5

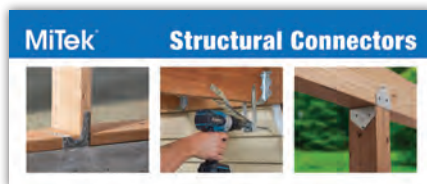
Use 2 per header holder.
Recommended for 8 ft sets and wider.

Do not combine with a structural connector header.

Structural Connectors Headers – 20 mil Styrene, 10" x 24"



#H-MSC1



#H-MSC2



#H-MSC3



#H-MSC4



#H-OZCO



#H-ProSeries



#H-Specifier



#H-DeckDesigner



#H-CatalogApp

Use 2 per header holder.
Recommended for 4 ft sets & 8 ft sets.
Do not combine with a colour-coded header.

Header Fixtures



10" x 48" Header Holder
Accommodates two
24" headers
#HH



Header Bracket
Set of 4 included
with each holder
#HB



Christmas Tree Clip
Included with each
header bracket
#CTC

Product Cards – Cardstock, 5.75" x 2.75"

Colour coded by product category, provides graphic representation of installation and finish. Order by SKU number on a separate form.



Product Card Holders



**3" x 48" Clear Plastic
Snap-Lock
Channel Strip holder**
Holds 7 Product Cards
#SLCH



**3" x 48" Clear Plastic
Adhesive Strip Back
Channel Strip holder**
Holds 7 Product Cards
#ABCH



**3" x 5" Single Product
Card Holder**
Clips on Wire Rack
#SPCH-5



**Use with
Snap-Lock Clip**
Pack of 4 included
with strip
#SLC



**3" x 5" Single Product
Card Holder**
Adhesive Strip Back
#SPCH-ADH

Aisle Signs – 40 mil Styrene, 3.5" x 48"

Category Aisle Flags – 20 mil Styrene, 3" x 2.5"

Product Categories (2 sided) #AS-PC
Corrosion Protection (2 sided) #AS-CP
Reference Number Conversion Chart 2 sided #AS-RNC



Hangers	Caps & Bases	Angles & Straps	General Hardware
#AF-H	#AF-CB	#AF-AS	#AF-GH
Concrete & Masonry	Trusses & Rafters	Fasteners	New!
#AF-CM	#AF-TR	#AF-F	#AF-N

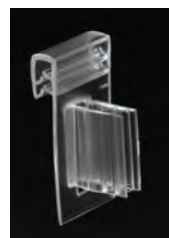


Indicate style of aisle sign holder

Aisle Flags and Aisle Sign Holders

Use 3 sign holders per sign. Indicate clip style: Edge-Clip or Price Rail

Note: These signs are bilingual, with English on one side and French on the other.



Finned Edge-Clip Flag Holder
(Attaches to metal shelving up to 13 ga., or to rails or strips)
#FH-EC



Finned Price-Rail Flag Holder
(Snaps into standard 1-1/2" price channels)
#FH-PR

Colour Coded Backer Strips – 20 mil Styrene, 3" x 48"

For use behind product cards, inserts into channel strip holder. Can be easily cut to required length.



#BS-H



#BS-AS



#BS-F



#BS-TR



#BS-CB



#BS-CM



#BS-GH

Colour Coded Channel Strips – 1" x 48"

For use behind pricing on gondola shelf or rack. Can be easily cut to required length.



#CS-H



#CS-AS



#CS-F



#CS-TR



#CS-CB



#CS-CM



#CS-GH



Use with
3" x 48" Clear Plastic
Channel Strip holder
#SLCH or #ABCH
on pg. 4

Window Cling – 7" x 5"



Strap Backer Board – 43" x 14.5"



MiTek Banner – 6' x 3'

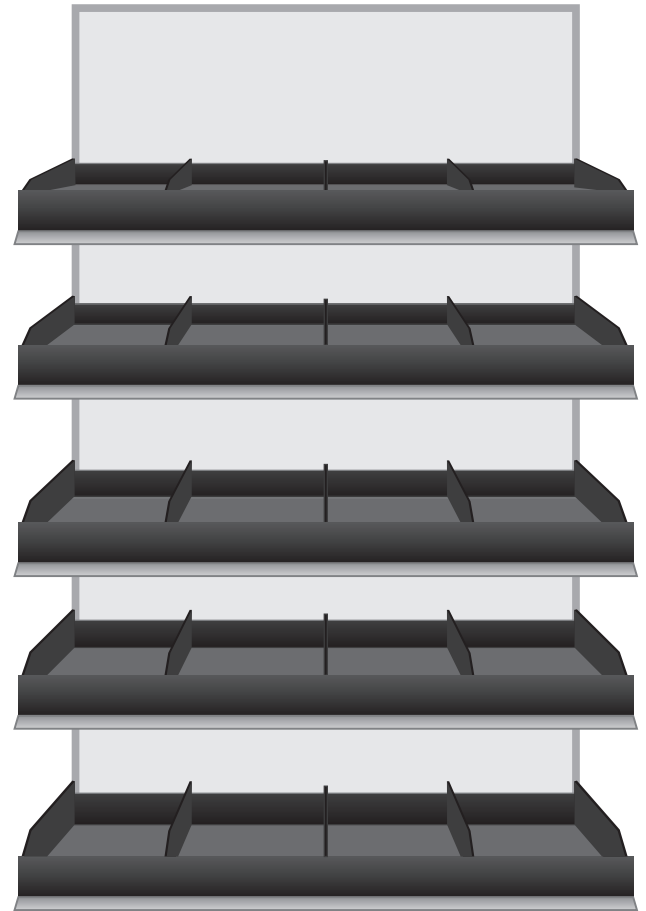


Gondola Shelf Bin Kit System

Contents of the Kit:

- (10) – Slotted Divider Strips
- (20) – 18" Dividers
- (5) – 20" Dividers
- (5) – Clear Sign Holders with 48" adhesive strips
- **Set up for** – four shelves with 18" dividers & one shelf with 20" divider

#GOND4822



Overall Measurement of shelf

With 18" dividers: 48" width x 20" depth

With 20" dividers: 48" x 22" depth

DEALER MERCHANDISING PROGRAM

EXAMPLE OF 4 FT CARTON DISPLAY

HEADER HOLDER

NEW HEADERS

Shown: Structural Connector Headers
Two 24-in headers in 48" header holder

COLOUR CODED BACKER STRIPS & CLEAR PLASTIC CHANNEL STRIP HOLDER

NEW PRODUCT CARDS (optional)



Note: Representational only. Craft cartons with new labels will be replaced as dealer inventory is depleted and reordered.

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