

# DEALER MERCHANDISING GUIDE

## COLOR CODED MATERIALS & PROGRAMS TO MAXIMIZE RETAIL SALES

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



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

**MiTek**<sup>®</sup>

1-800-328-5934  
MiTek-US.com

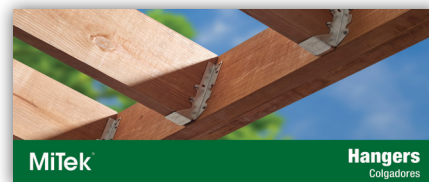
## Color Coded Product Headers – 20 mil Styrene, 10" x 24"



#H-TR



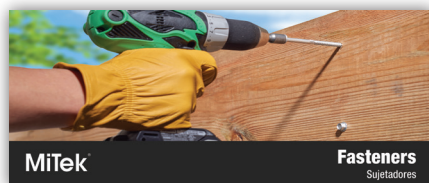
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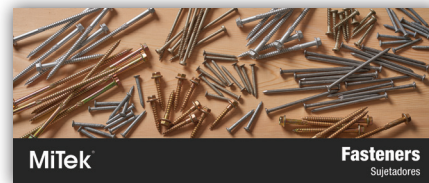
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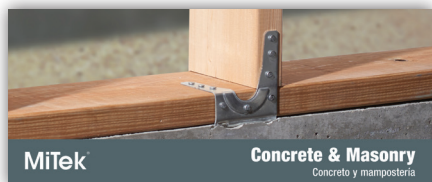
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#H-F1



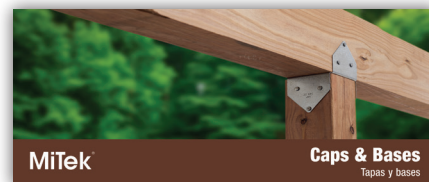
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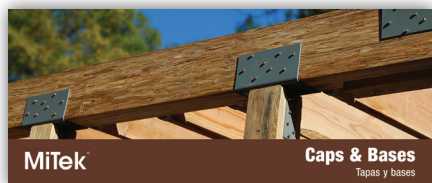
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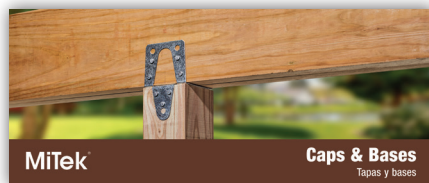
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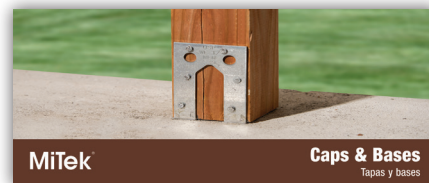
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#H-CB3-KCC



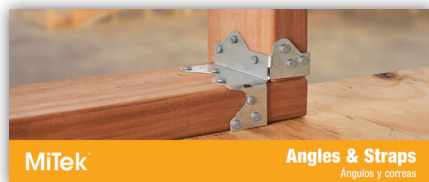
#H-CB4-BC400



#H-CB5-WE



#H-AS1-MPA1



#H-AS2-MPA2



#H-AS3-ST



#H-FI1

Use 2 per header holder.  
Recommended for 8-ft sets and larger.  
Do not combine with structural connector header.

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



#H-MSC1



#H-MSC2



#H-MSC3



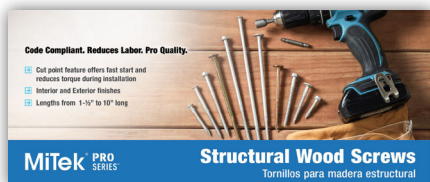
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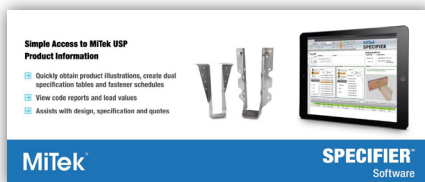
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#H-OZC0



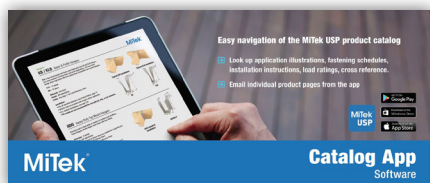
#H-ProSeries



#H-Specifier



#H-DeckDesigner



#H-CatalogApp

Use 2 per header holder.  
Recommended for 4-ft sets & 8-ft sets.  
**Do not combine with color 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"

Color coded by product category, provide graphic representation of installation and finish. Order by SKU number on separate form.



## Product Card Holders



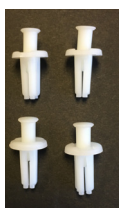
**3" x 48" Clear Plastic  
Snap-Lock  
Channel Strip holder**  
Holds 7 Product Cards  
**#SLCH**



**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**



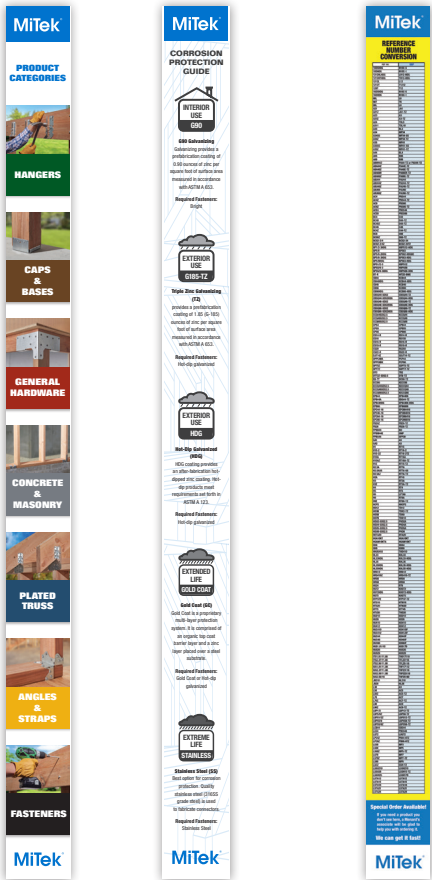
**Use with  
Snap-Lock Clip**  
Pack of 4 included  
with strip  
**#SLC**



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

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

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



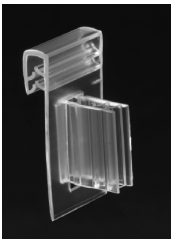
Category Aisle Flags – 20 mil Styrene, 3" x 2.5"

<b>Hangers</b>	<b>Caps &amp; Bases</b>	<b>Angles &amp; Straps</b>	<b>General Hardware</b>
#AF-H	#AF-CB	#AF-AS	#AF-GH
<b>Concrete &amp; Masonry</b>	<b>Truss/ Rafter</b>	<b>Fasteners</b>	<b>New!</b>
#AF-CM	#AF-TR	#AF-F	#AF-N



Indicate style of aisle sign holder

Aisle Flags and Aisle Sign Holders



**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**

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

## Color 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

## Color 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 – 36" x 36"

Use with 4 Christmas Tree clips (page 3).



Custom  
Sizes  
Available

#SBB

## MiTek Banner – 5' x 3'

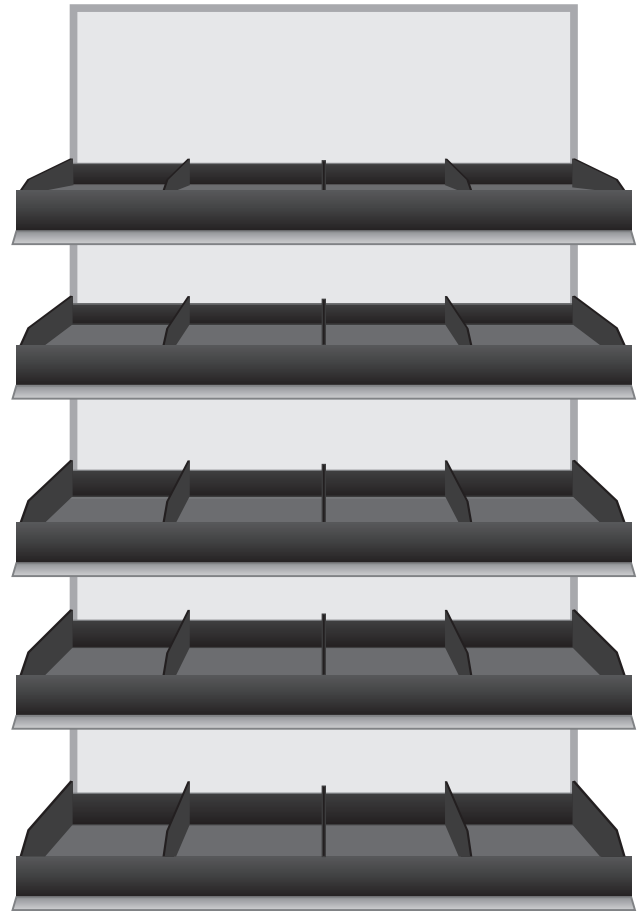
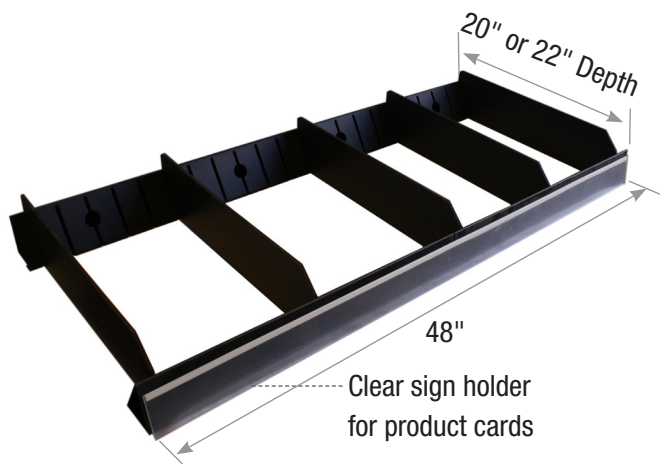


## Gondola Shelf Bin Kit System

### 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

### COLOR 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 re-ordered.

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