

DEALER MERCHANDISING GUIDE



Color Coded Materials & Programs to Maximize Retail Sales

- POP Headers
- Aisle Flags
- Product Cards
- Hardware

Color Coded Product Headers

20 mil Styrene, 10" x 24"



#H-TR



#H-H1-JL



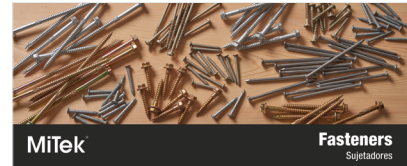
#H-H2-JUS



#H-GH



#H-F1



#H-F2



#H-CM



#H-CB1-PAU



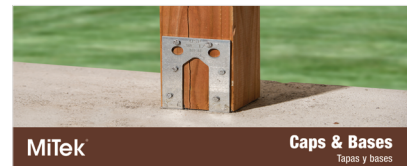
#H-CB2-C44



#H-CB3-KCC



#H-CB4-BC400



#H-CB5-WE



#H-AS1-MPA1



#H-AS2-MPA2



#H-AS3-ST



#H-F11

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



#H-MSC4



#H-MSC5



#H-MSC7



#H-MSC8



#H-MSC9

Use 2 per header holder.
Recommended for 4-ft & 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

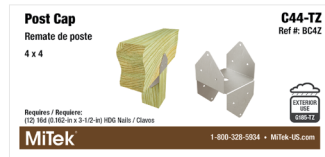
#CTC

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

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



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



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



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

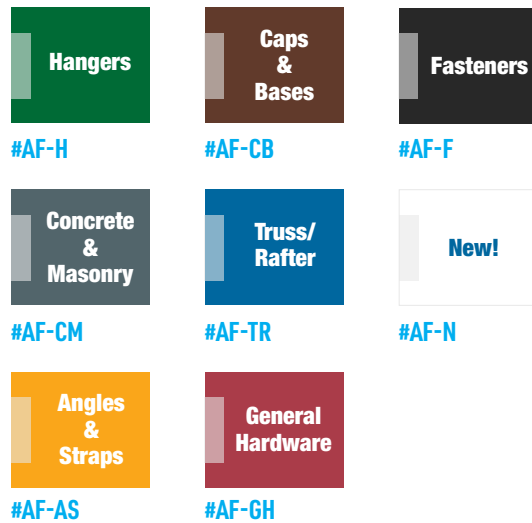


Snap-Lock Clip
Pack of 4 included
with strip
#SLC

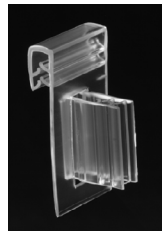


Category Aisle Flags

20 mil Styrene, 3" x 2.5"



Aisle Flags and Aisle Sign Holders



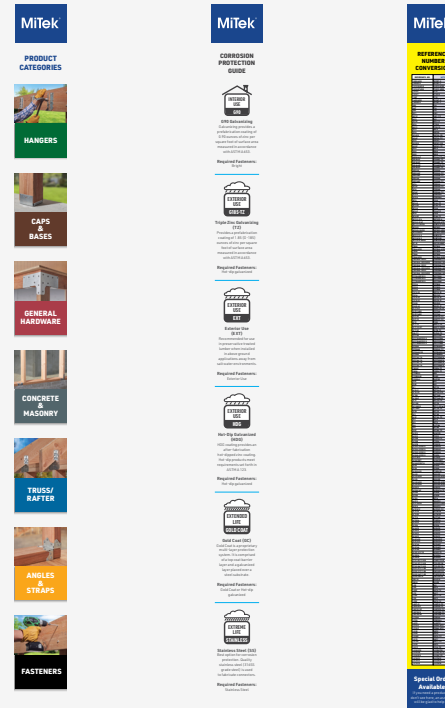
Finned Edge-Clip Flag Holder
(Attaches to metal shelving up to 13 ga., or to rails or strips)
#FH-EC



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

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

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



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

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

Strap Backer Board

36" x 36" & 36" x 48"

Use with 4 Christmas Tree clips (page 3).

#SBB



Custom
Sizes
Available

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

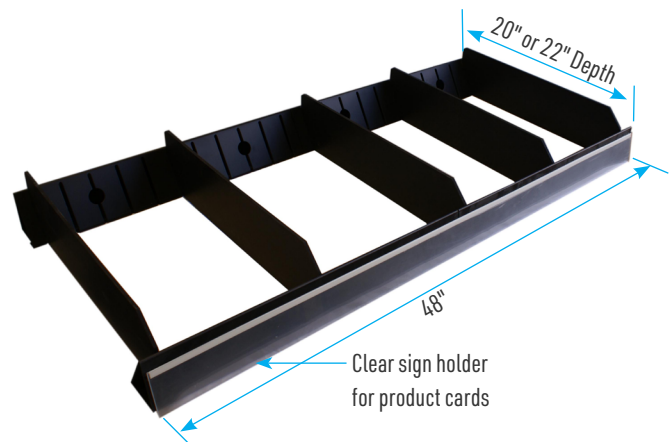
#GOND4822



Overall Measurement of shelf

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

With 20" dividers: 48" x 22" depth



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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