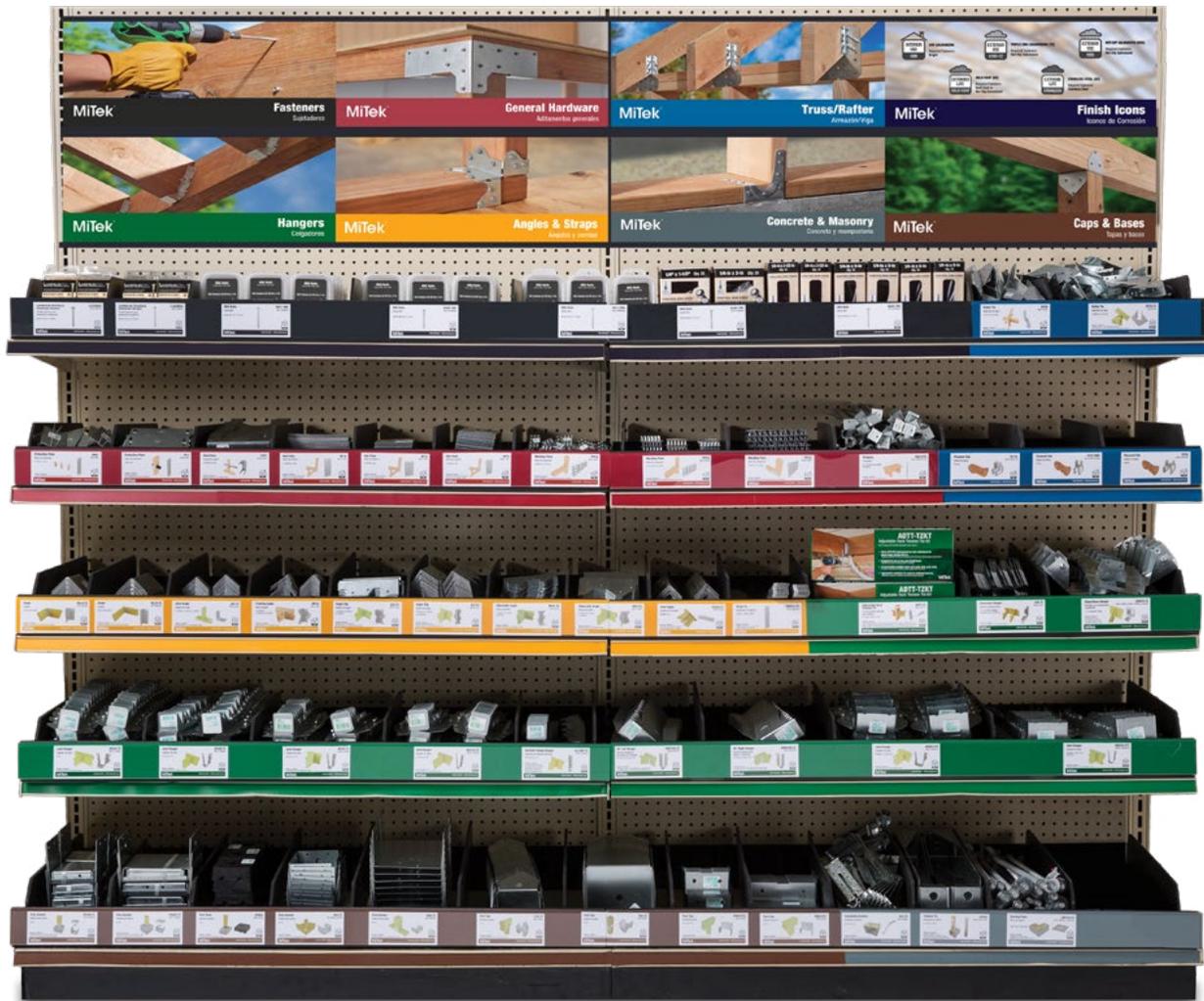


# DEALER MERCHANDISING GUIDE



## 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"



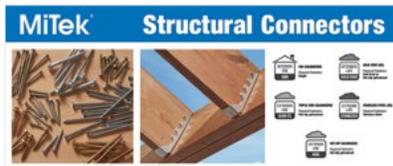
#H-MSC1



#H-MSC2



#H-MSC3



#H-MSC4



#H-MSC5



#H-MSC7



#H-MSC8



#H-MSC9

Use 2 per header holder.  
Recommended for 4-ft 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

**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

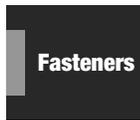
20 mil Styrene, 3" x 2.5"



#AF-H



#AF-CB



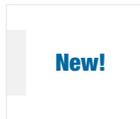
#AF-F



#AF-CM



#AF-TR



#AF-N



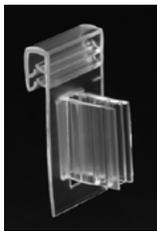
#AF-AS



#AF-GH



## 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

## 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

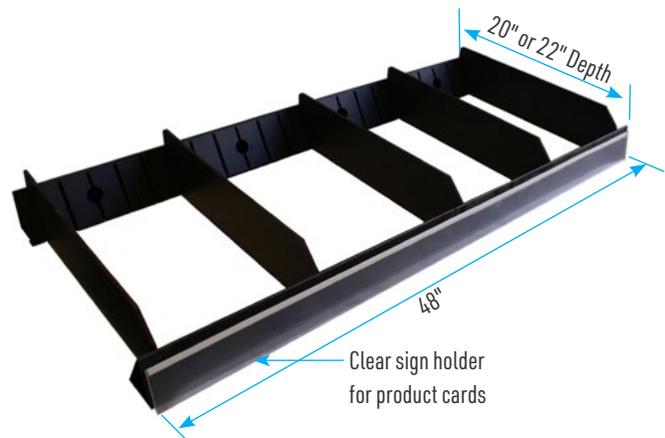
#GOND4822



### 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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