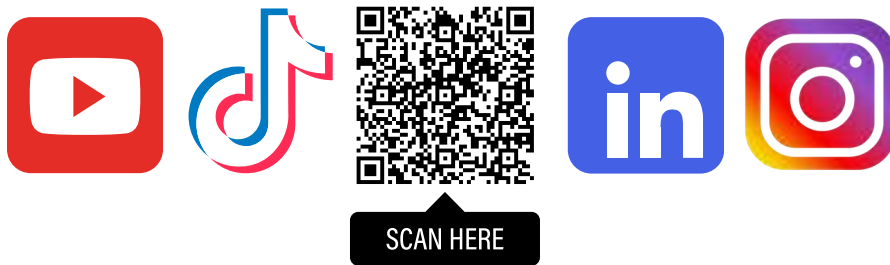


# PHOENIX SALES & MARKETING

## MERCHANDISING & DISPLAY GUIDE



# ABOUT

Caroline Wilcox enhances distributor counters by focusing on functionality, aesthetics, and creating an engaging experience. She carefully selects elements like baskets, merchandisers, literature and banners to showcase products effectively, curating an atmosphere that captivates customers and inspires them.



**Caroline will meet with you wherever you are to discuss your preferences and enhance your counter area.**



**You can have displays, promotions, sample kits, and literature sent to your counter by simply contacting Caroline; she will arrange for them to be shipped out.**



**If you are interested in hosting a counter day at your branch, please get in touch with Caroline for further details and help with planning.**



Caroline Wilcox  
Counter-Ops Team Lead  
Mobile: 443-244-0095  
[caroline@myphoenixsales.com](mailto:caroline@myphoenixsales.com)





INTERESTED IN HOSTING

# FUTURE COUNTER DAYS?

Contact: [caroline@myphoenixsales.com](mailto:caroline@myphoenixsales.com) to assist your branch!

NETWORKING

PLANNING

MARKETING/PROMOTING

## ITEMS PROVIDED

Samples
Tablecloths/Chairs
Literature/Literature Stands
Refreshments & Coolers
Extension Cords
Tents
Cornhole Boards & Bags



## MARKETING

- Create a flyer for event (*NOTE: if you do not want us to design a flyer for your branch's counter day, please provide Caroline Wilcox your flyer so she can share it with Phoenix Sales*)
- Send out email blasts for event one month ahead, a reminder at two weeks, week before, and day of the event.

## NETWORKING EFFORTS

- Specify the top 5 contractors that visit the branch that is planning event
- Invite those specific 5 and we will call them "VIPs", where they will get special access to new products and promotions before other customers
- Connect with Inside Sales Reps and all involved in selling products and inform them about new literature and promotions for 20 minutes at event

## HOW PHOENIX CAN HELP

- Offer marketing assistance
- Create a plan for the event between myself and the branch location that is hosting event
- Scheduling the time, date, and location of event
- Following up after the event and having Phoenix's outside sales team go on joint sales calls with the customers that were met at event

**\*\*PLEASE NOTE:** *In order to have the most effective counter day, we will need at least ONE MONTH in advance to plan and gather all that is needed for this event.*


# BRK MERCHANDISER OVERVIEW

## MERCHANDISING & DISPLAY GUIDE

# BRK

**THE PROFESSIONAL STANDARD**

# LITERATURE



**BRK**  
10-YEAR SMOKE LEGISLATION GUIDE

Below outlines the methodology for indicating requirements for each of the property types:

**Single-Family:** Single-family detached, the alarm listed for single-family homes pertains only to those models as an alternative to the 10-year listing of codes. If only listed models exist, the listing of codes, including the model number, is required. If there are multiple models for a single alarm, then the listing must include the model number and a date by which.

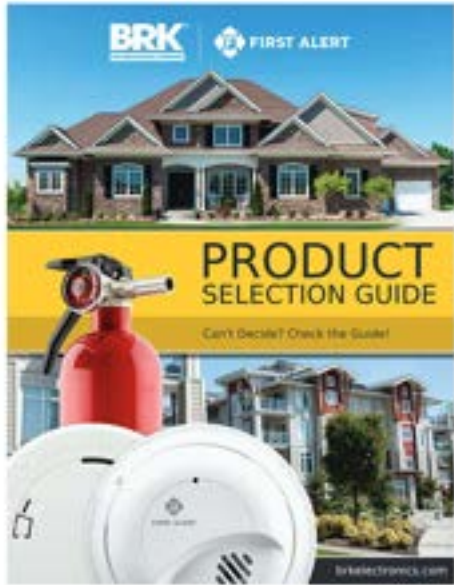
**Multi-Family:** Units, other than those in a townhouse, are listed for multi-family properties. The listing of codes, including the model number, is required. The listing of codes, including the model number, is required. The listing of codes, including the model number, is required.

**Child-Care/Foster Care Facilities:** Child-care facilities, including day-care centers, are listed for multi-family properties. The listing of codes, including the model number, is required. The listing of codes, including the model number, is required.

**Hotels/Resorts:** Hotels, resorts, and other transient lodging are listed for multi-family properties. The listing of codes, including the model number, is required. The listing of codes, including the model number, is required.

**Schedule 10-12:** Refer to the listing of codes, including the model number, is required. The listing of codes, including the model number, is required.

CONTACT YOUR SALES REPRESENTATIVE TODAY  
**BRK**  
brk.com



**BRK** FIRST ALERT

**PRODUCT SELECTION GUIDE**  
Can't Decide? Check the Guide!

brk.com



# MERCHANDISERS




**PRECISION DETECTION**  
Advanced Sensing Technology

Early Warning : Less Nuisance

# **EATON MERCHANDISER OVERVIEW**

## MERCHANDISING & DISPLAY GUIDE



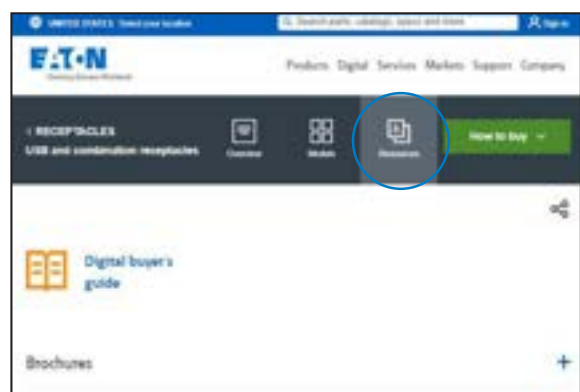


## LITERATURE

Literature can be accessed through either [www.Eaton.com/wdlibrary](http://www.Eaton.com/wdlibrary) where you can search by SKU or by reviewing the **Resources** tab on product pages.



[www.Eaton.com/wdlibrary](http://www.Eaton.com/wdlibrary)



Resources tab on Eaton.com

## MARKETING TOOLS

You can find a variety of sales aids that are perfect for customers counter areas through the literature fulfillment site available through My.Eaton.com.



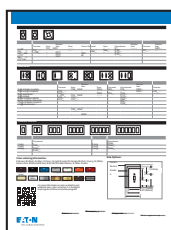
**NEMA Locking Devices  
Slide Chart**



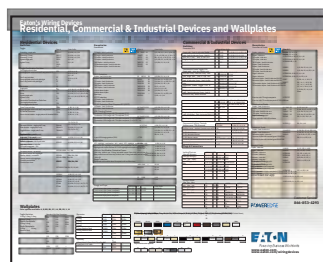
**NEMA Counter Mat**



**Color Coded Locking  
NEMA Guide**



**Wallplate Selector  
Guide**

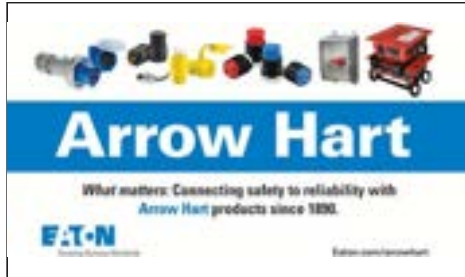


**Wiring Devices Counter Mat**





## BANNERS



5' x 3' Banner



5' x 3' Banner

## WINDOW DECALS



5" x 3" Decal



5" x 3" Decal



5" x 3" Decal

## GONDOLA HEADERS



Header mounted on customer display shown above.



12" x 48" Arrow Hart Header



12" x 48" Wiring Devices Header



# RETRACTABLE BANNERS

33" x 80" Banners with stands



*Slim GFCI Receptacles*



*Food & Beverages*



*Nightlight Receptacles*



*USB Charging Devices*



*Temporary Power*



*Connect & Control*



*Wi-Fi Smart Devices*

## Additional retractable banners available

- Pin and sleeve
- Manual motor control devices
- Complex environments
- Lighting controls solutions
- Quality solutions
- Food and beverage
- Innovation solutions
- AFCI/GFCI
- AFCI receptacles
- AFCI receptacle/breaker
- Z-Wave plus collection
- Metallic finish devices

**RETRACTABLE BANNERS ARE AVAILABLE FOR LOAN. FOR INQUIRIES AND AVAILABILITY, PLEASE CONTACT YOUR LOCAL EATON'S WIRING DEVICES SALES REPRESENTATIVE.**

# HARGER MERCHANDISER OVERVIEW

## MERCHANDISING & DISPLAY GUIDE





## ZZFIXTUREEXOKIT EXOTHERMIC DISPLAY KIT

- Exothermic Display Kit
- Showcases the industry leading exothermic system to create awareness and drive sales in your showroom
- Includes the most productivity enhancing Harger components accessories, and literature except for **DRONEKIT**. **THE DRONEKIT** is to be displayed from distributor inventory.
- 62.5" tall, 26.5" wide, 24.5" deep
- Sturdy design with locking casters



**HARGER OFFERS AN EXOTHERMIC WELDING FLOOR DISPLAY TO STOCKING  
PARTNER DISTRIBUTORS, AT NO CHARGE**



Harger offers a selection of banners, some of which can be customized with the Distributors name or logos, at no charge!

**AUTHORIZED STOCKING DISTRIBUTOR BANNERS | CUSTOMIZED WITH DISTRIBUTOR LOGO**

Authorized Stocking Distributor Banners  
Customized with distributor logo



US - UltraShot



UWUSNT - Ultraweld US/NT



HPLC - Product Line Circles



NT - NUWTube

Harger Banners



US - UltraShot



UWUSNT - Ultraweld US/NT



HPLC - Product Line Circles



NT - NUWTube

Line Card Banners - Harger Lightning & Grounding



BLCBHLG - Busbar Line Card Banner



DCLCBHLG - Data-Com Line Card Banner



LPLCBHLG - Lightning Protection Card Banner



MLCBHLG - Mechanical Line Card Banner

# **NSI MERCHANDISER OVERVIEW**

## MERCHANDISING & DISPLAY GUIDE



# NSI PRODUCT LINES





## LITERATURE



## BANNERS



## SAMPLES



*38ASP Big Tag  
Sample Kit*



*Bridgeport E-Z Lock  
Sample Kits*



*Non-Metallic Push  
Sample Kit*



# LITERATURE



# BANNERS



# MERCHANDISERS



*Easy-Twist 2ft Merchandiser Display*



*Easy-Twist WWC-R-B Display Bin*

# SAMPLES



*Wire Connectors Demo*



*Easy-Twist Wire Sample Kit*

# /// METALLICS

## LITERATURE



## BANNERS



## SAMPLES



*NSI Solar Kit Sample*

## MERCHANDISERS



*Metallics 3ft Merchandiser Display*



*Metallics 6ft Double Merchandiser Display*

# POLARIS®

## LITERATURE



## BANNERS



# POLARIS®



## SAMPLES



*Polaris Small Gauge Sample Kit*

## MERCHANDISERS



*Polaris Black Merchandiser Request  
ID-POL-BLK-2FT*



*Polaris Small Gauge Merchandiser Request  
ID-POLBAG-2FT*



# LITERATURE



# BANNERS

# MERCHANDISERS



Remke 2ft Merchandiser Display



# SAMPLES



Remke Sample Kit

# LITERATURE



**POWER GRIP**  
CABLE TIES

# BANNERS



# SAMPLES



*PowerGrip Sample Bag*

# MERCHANDISERS



*PowerGrip GRP-750 Dump Bin*



*PowerGrip 2ft Merchandiser Display*

# LITERATURE



# MERCHANDISERS



*RHINO Safety 2 Ft Merchandiser Display*

## LITERATURE



## BANNERS



## SAMPLES



*Terminator Sample Kits*

## MERCHANDISERS



*Terminator 2ft Merchandiser Display*



*Terminator/Easy-Stack 2ft Merchandiser Display*

# TORK®

## LITERATURE



## CAMPAIGNS



Free TORK Tool Bag Promo



TORK-XD110C Counter Display

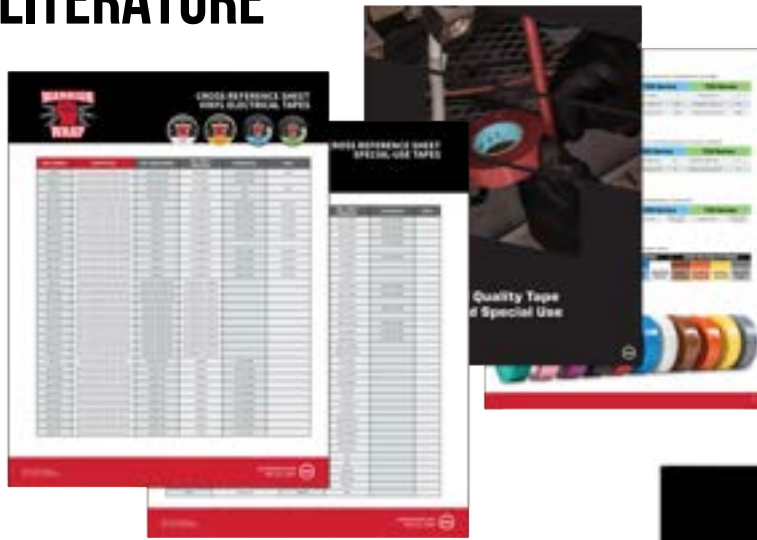
## MERCHANDISERS



TORK 2ft Merchandiser Display



# LITERATURE



# BANNERS



# SAMPLES



WW-722  
WarriorWrap Marketing  
Sample Bag



WW-732  
WarriorWrap Marketing  
Sample Bag

# MERCHANDISERS



ID-WW-2FT  
WarriorWrap 2ft Merchandiser Display



ID-PB-WW16  
WarriorWrap Pegboard Display

# **RAB MERCHANDISER OVERVIEW**

## MERCHANDISING & DISPLAY GUIDE

**RAB<sup>®</sup>**  
**L I G H T I N G**

# RAB MARKETING SERVICES



CO-OP

**REQUEST CO-OP FUND**



**REQUEST MARKETING FLYER**  
FLYERS



**REQUEST PROMO**  
SELLING TOOLS



**PHOTOSHOOT PROJECTS**  
APPLICATION PHOTOS



**REQUEST EVENT/TRADESHOW**  
EVENTS & TRAINING



**REQUEST LITERATURE**  
SELLING TOOLS



**ORDER STORE MERCHANDISERS**  
MERCHANDISERS



**REQUEST PRODUCT SAMPLES**  
PRODUCT SAMPLES



**REQUEST EVENT SWAG**  
MERCHANDISERS





## Easy ordering for product merchandisers.



### RAB Lamps Wire Rack

- Durable steel unit in black finish
- Double-sided RAB lamps sign
- Lamps product chart
- Four wire shelves
- Locking casters

*\$2,500 minimum order required*  
*Catalog #: LAMPS WIRE RACK MERCH*  
*Dimensions: 26"W x 64"H x 18.5"D*



### RAB Lamps Large Wire Rack

- Durable steel unit in black finish
- Double-sided RAB lamps sign
- Lamps product chart
- Four wire shelves
- Locking casters

*\$5,000 minimum order required*  
*Catalog #: BLACK WIRE DISPLAY-LARGE*  
*Dimensions: 39.5"W x 64"H x 18.5"D*



### RAB Wall Display

- 48"x12" laminated black melamine shelves
- 10" chrome shelf bracket
- 4'x8' horizontal black slatwall panel

*\$4,000 minimum order required*  
*Contact RAB Marketing to order*



### RAB Gondola

- Single-sided unit
- Platinum color
- Shelves hold up to 500 lb.

*\$5,000 minimum order required*  
*Catalog #: GOND21 | Dimensions: 48"W x 54"H x 19"D*

Distributor partners, contact your local RAB rep  
 to place your orders.

# FIND US ON SOCIAL MEDIA!



**Linktree\***

