

# 2017 DEALER MERCHANDISING GUIDE

MiTek®

## **NEW! COLOR CODED MATERIALS & PROGRAMS TO MAXIMIZE RETAIL SALES**

- Header Cards
- Product Cards
- Aisle Signs
- Aisle Flags
- Hardware



Shown: 8 ft. Bin Display with Structural Connector Headers

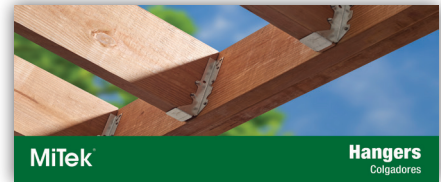
## Color Coded Product Headers – 20 mil Styrene, 10" x 24"



#H-TR



#H-H1-JL



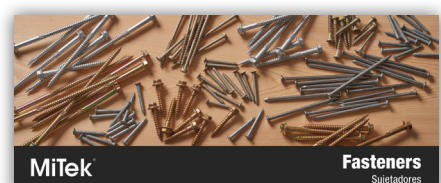
#H-H2-JUS



#H-GH



#H-F1



#H-F2



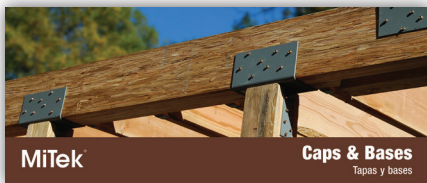
#H-CM



#H-CB1-PAU



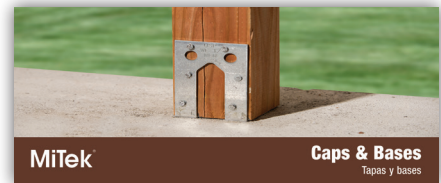
#H-CB2-C44



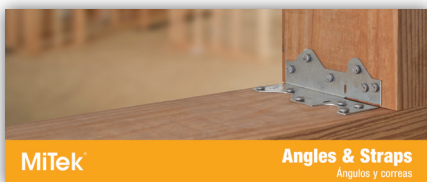
#H-CB3-KCC



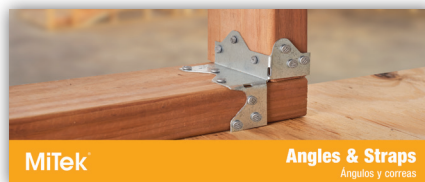
#H-CB4-BC400



#H-CB5-WE



#H-AS1-MPA1



#H-AS2-MPA2



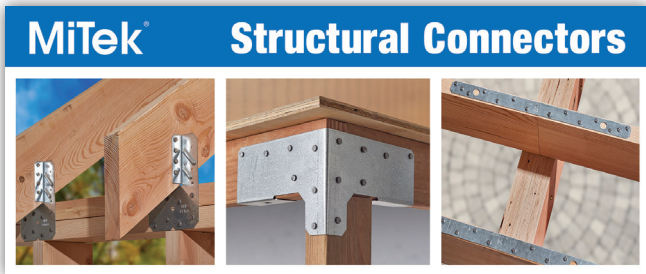
#H-AS3-ST



#H-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



#H-MSC4

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



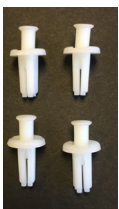
**3" x 48" Clear Plastic Snap-Lock Channel Strip holder**  
Holds 7 Product Cards  
**#SLCH**



**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"

## 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

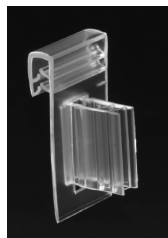
<b>Hangers</b> #AF-H	<b>Caps &amp; Bases</b> #AF-CB	<b>Angles &amp; Straps</b> #AF-AS	<b>General Hardware</b> #AF-GH
<b>Concrete &amp; Masonry</b> #AF-CM	<b>Truss/Rafter</b> #AF-TR	<b>Fasteners</b> #AF-F	<b>New!</b> #AF-N



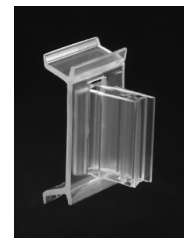
Indicate style of aisle sign holder

## Aisle Flags and Aisle Sign Holders

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



**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-CB



#BS-AS



#BS-CM



#BS-F



#BS-GH



#BS-TR



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-CB



#CS-AS



#CS-CM



#CS-F



#CS-GH



#CS-TR

## Strap Backer Board – 48" x 48"

Use with 4 Christmas Tree clips (page 3).



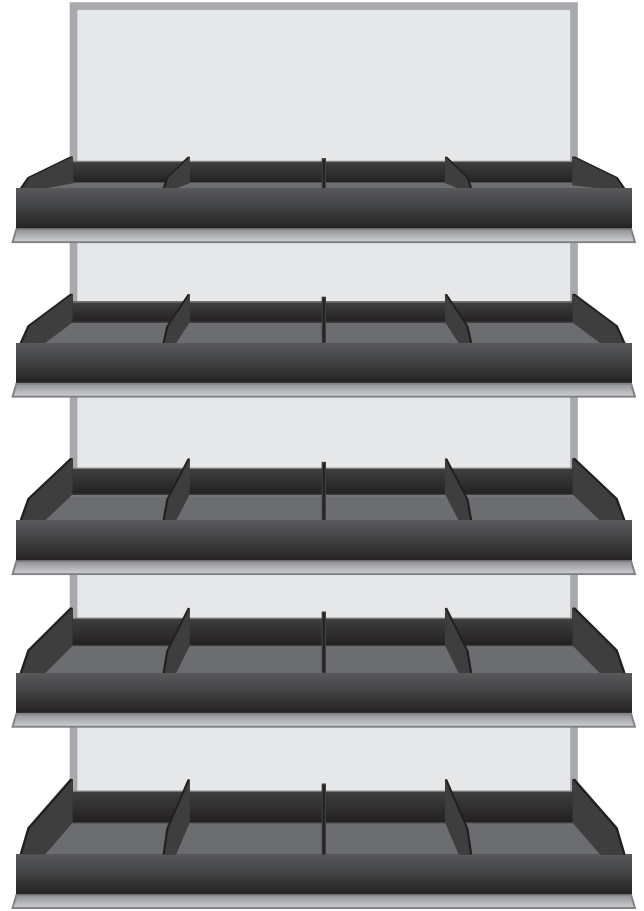
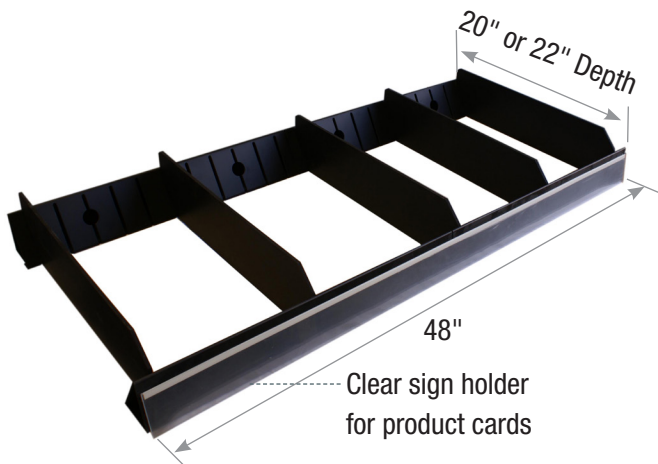
#SBB

## 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: 45" 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.