

Master Lock POS material

CARDBOARD

PRES 36



- Height: 140cm
- Width: 32cm
- Depth: 30cm

Cost of the display:
£9,50

PRES 72



- Height: 144cm
- Width: 40cm
- Depth: 51cm

Cost of the display:
£19,50

1206GEN-F



- Height: 72cm
- Width: 47cm
- Depth: 47cm

Cost of the display
£9

RCKBX



- Height: 100cm
- Width: 60cm
- Depth: 40cm

Cost of the display:
£3,50 per unit

What for?

- Increase the sell-out
- Increase visibility in shops, creates store animation
- Easy to set up and to install → delivered mounted and filled with products

Where?

- 1 box → ¼ pallet
- 2 boxes → Half pallet - gondola end
- 4 boxes → Full Pallet -Corner

Which product?

- Bungees in jars or specific packaging (3043)
- Ratchet tie down & straps
- Select access
- Garage defender
- ...

Reserved for larger packaging



What for?

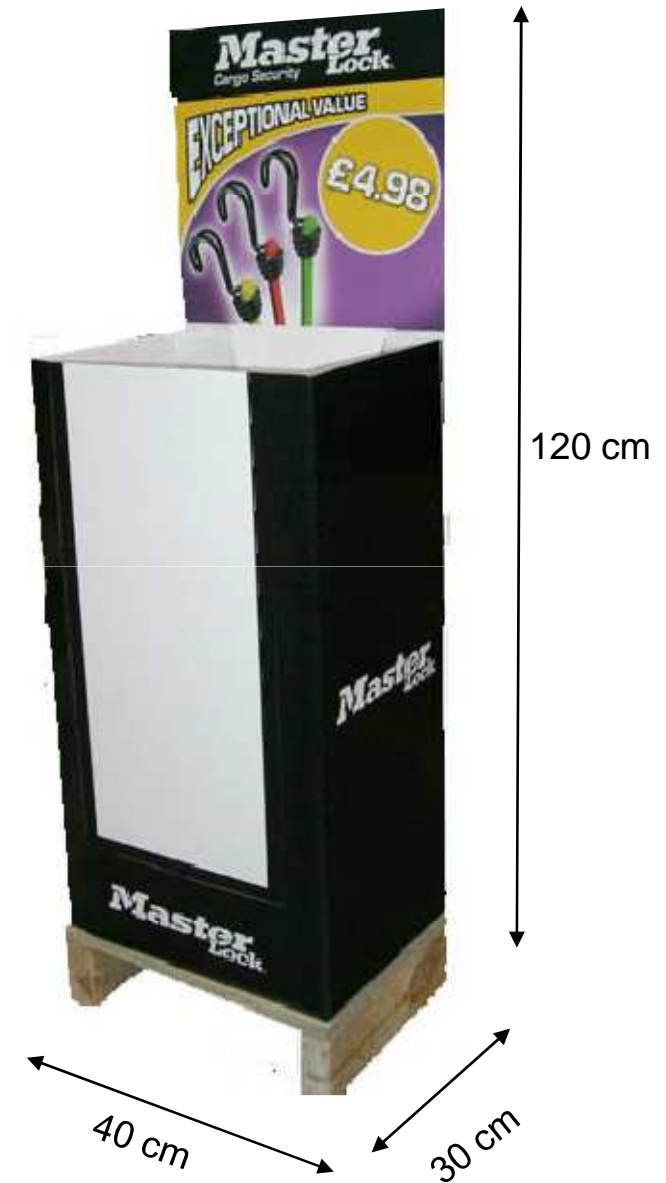
- Increase the sell-out
- Increase visibility in shops, creates store animation
- Easy to set up and to install → delivered mounted and filled with products

Where?

- 2 boxes → ¼ pallet

Which product?

- Bungees in jars
- Ratchet tie down & straps
- Select access
- ...



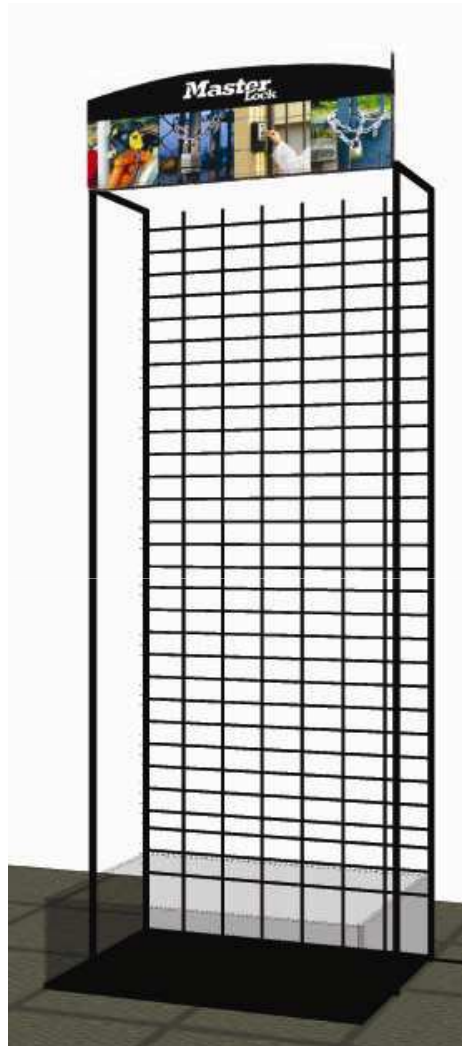


Cost of the display:
£198 (LCD included)

- Height: 185cm
- Width: 60cm
- Depth: 34,5cm

- Specifications
 - metal display
 - 25 removable double hooks (diametre:8mm / length:30cm) with labelling
 - LCD screen
- What for?
 - to display a specific range of products with the support of LCD screen
 - to push the sell-out of added-value products
- Where?
 - podium, head of gondola
- Which products?
 - Excell range
 - Select Access
 - Cargo
 - Cables and chains

Ref.: DSPLMET



Cost of the display:
£82

- Height: 174cm
- Width: 60cm
- Depth: 37cm

- Specifications
 - metal display
 - 25 removable double hooks (diametre:8mm / length:20cm)
- What for?
 - to push the sell-out of added-value products
- Where?
 - podium, head of gondola
- Which products?
 - Excell range
 - Select Access
 - Cargo
 - Cables and chains

Counter displays

6 HOOKS

Ref.: 1200-0652

**6 removable double hooks****Hooks size:**

- Diameter: 4mm
- Length: 14cm

Removable header and base

- Height: 47,5cm
- Width: 33,5cm
- Depth: 20cm

**Cost of the display:
£18,5**

Ref.: 1200-0654

9 hooks

- Height: 65cm
- Width: 29cm
- Depth: 20cm

9 removable double hooks**Hooks size:**

- Diameter: 4mm
- Length: 14cm

Removable header and base**Cost of the display:
£21**

**Displays dedicated to secondary
placements**

3 different displays

- Carton display

- Easy solution to develop impulsive purchase
- Adapted to temporary promotional offers



- Metal display

- High quality permanent displays for an attractive presentation of Master Lock products
- 4 different cross merchandising displays with specific application pictures offering differentiated merchandising tools
- Refillable



- Clip strip

- Most adapted solution to multi-product concept



4 hooks**SP-4H-CART**

- Height: 77cm
- Width: 18cm
- Depth: 12cm

What for?

- To create new outlets by introducing our products into otherwise unexploited areas as a complementary sale

Where?

- Stanchion
- Head of gondola

Which product?

- Padlocks

**Cost of the display:
£5,10**

Side display 9 hooks**DSPL-SIDE**

- Height: 61cm
- Width: 34.5cm
- Depth: 8.5cm

What for?

- Create an opportunity to promote our products as complementary articles
- Presentation of new products or a range of products

Where?

- Compact,
- Easy to install anywhere – 2 hooks delivered for fixing in store

Which product?

- Padlocks
- Carabiners

Cost of the display:
£8,10

ONE padlock sec. placement**SP-ONE****LCD screen**

To be ordered separately if needed (ref LCD-CROSS-ONE)



- Height: 104cm
- Width: 15cm
- Depth: 15cm

What for?

- To place the 1500iEURDCOL anywhere in the stores in a colourful and design display
- Provide information on the innovation of the product

Details

- A LCD screen (4,2") can be adapted in the header. Stickers are available in English, Spanish and French to cover the header if delivered without LCD screen

Where?

- Very easy to install
- Delivered with S hooks to hang anywhere in the stores

Which product?

- 1500iEURDCOL x 16

Cost of the display:
£14

4 hooks or 8 hooks**SP-4H**

- Height: 80.5cm
- Width: 13cm
- Depth: 15cm

Cost of the display:
£21

**SP-8H**

- Height: 80.5cm
- Width: 22cm
- Depth: 15cm

Cost of the display:
£22

What for?

- High quality permanent displays for an attractive presentation of Master Lock products outside the padlock area
- Metallic header with Master Lock logo for brand recognition

Where?

- Displays to be placed at key store locations for padlocks : chains, toolboxes, gates, doors...

Which product?

- Padlocks

SELECT ACCESS**SP-SA+**

- Height: 80.5 cm
- Width: 15 cm
- Depth: 15 cm

Cost of the display:
£21

**SP-SA-GM**

- Height: 80.5 cm
- Width: 19 cm
- Depth: 15 cm

Cost of the display:
£16

What for?

- Catch any opportunity for presenting the select access as a multi-product opportunity
- Specific Select Access application pictures on side panels

Where ?

- Recommended key store implementation: safety boxes, doors, door locks, letterboxes

Which product?

- Select Access range:
 - 5400EURD and 5401EURD on SP-SA+ → 24 units
 - 5403EURD and 5412 on SP-SAGM → 24 units

GARAGE DEFENDER

SP-GD

- Height: 112 cm
- Width: 23 cm
- Depth: 15 cm

What for?

- The point of sale for the garage defender must be in the garage door department
- Increase sales rotation

Where?

- Recommended key store implementation: gate, doors, garage doors

Which product?

- Garage defender – 1490EURDAT

Cost of the display:
£21



Clipstrip

Cost: £0,45

Products and clip strip units are delivered separately. Loaded in store



Clipstrip8

Cost: £1,12

Ref Clipstrip → 1 unit - 6 products on each – most adapted for padlocks
Ref Clipstrip8 → 1 unit - 8 products on each – most adapted for larger products (Select Access, cables...)

What for?

- This display unit can be used anywhere to create impulsion buying
- Can be placed anywhere where padlocks, bungees, straps and cables can be used as complementary products

Where?

- Stanchion
- Gondola end
- ...

Which product?

- Padlocks, 2-wheels light cables, straps