MERCHANDISING SOLUTIONS

SELL SMART DISPLAY

COUNTERTOP DISPLAYS

Christy's®

www.TChristy.com

Grow sales
on every order

Increase
customer satisfaction

Easy replenishment.
Get all of your consumable
products from one source

Benefits of Working with Christy's

Christy's Mobile Merchandisers deliver the best products, focused assortments and easy replenishment.

Christy's Mobile Merchandisers put high margin tools and jobsite essentials at your customer's finger tips. Our easy to maintain merchandisers are profit centers that make your store the only one-stop shop your customers will ever need. With mobile merchandisers, you don't need wall space to grow your sales.

Impulse Sales Increase Profits

Reach your sales & profit goals faster with Christy's Mobile Merchandisers. A small investment yields big returns.

- Customers "buy with their eyes". Merchandisers put product where your customers see it.
- Product selection is based on studies of best-selling items.
- Christy's Mobile Merchandiser turn fast and earn big profits.

Increase Customer Satisfaction

- Be your customer's one-stop shop.
- Put tools and supplies at your customer's finger tips.
- Keep customers from forgetting common items.

Hassle-Free Mobile Merchandiser Support

- Vendor consolidation maximizes value, all display items from a single source.
- Small replenishment orders, our specialty!
- We provide all display materials.
- Small display footprint fits all showrooms.

Add Visibility, Grow Your Impulse Sales

• Get up to a 40% volume increase

• No added cost to you

• Easy way to grow average invoice size

• Promotes high margin products

• Fast turns

Designed for Wholesale Success

• Compact footprint

• Puts product where your customers can see it and buy it

• Fits easily at your sales and will-call counters

• Maximizes sales-per-square foot

• Easy replenishment - our specialty!

MERCH-UGF-RK

Display 60 quart cans
18" x 18" x 5' min footprint
Fully assembled
Minimum order 8 quart cases/display

IRRIGATION TOOLS

Product Description	Part No.
Christy's EZ-CUT 1-1/8" Pipe & Hose Cutter	TC118SS
TC118SS Replacement Blade	BT118SS
Christy's EZ-CUT 1-1/2" Pipe & Hose Cutter	TC150SS
TC150SS Replacement Blade	BT150SS
Christy's EZ-CUT 2" Pipe & Hose Cutter	TC200SS
TC200SS Replacement Blade	BT200SS
Christy's Red Razor PVC Cutter 1-5/8"	TC.PC.158
TC.PC.158 Replacement Blade	TC.158.BLADE
Christy's High-Tension Hacksaw 12"- 18TPI	225X-2
Christy's Viper Hacksaw Blades 12"x 1/2"- 18TPI 5 Pack	TC1218-5
Economy Close Quarter Hacksaw 12"	34-301
Christy's 14" PVC/ABS Toolbox Saw	TC-300
Christy's 18" PVC/ABS Hand-Saw	HS433-18
HS433-18 Replacement Blade	HS433BD-18
Christy's Supersaw Stainless Steel Cable Saw 36"	SCS-36
Riser Extractor 1/2" & 3/4"	8131
Channellock Tongue & Groove Pliers 12"	440G
Channellock Tongue & Groove Pliers 16"	460G
Channellock Wire Stripper 8-1/4"	908G

Total Peg Count: 24

MERCH-6043

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

MOBILE MERCHANDISERS
IRRIGATION JOB SITE ESSENTIALS

Product Description	Part No.
Leather Palm Work Glove - Large	3260
Brown Jersey Work Glove - Large 9 oz	4503
Christy's Caution Tape 3"x 300'	TA-CTN-3-300
Christy's Silver Cloth Duct Tape 2"x 60YD	TA-33-DT388
Christy's Electrical Tape - Black - 3/4"x 60'	TA-33-CL60
Christy's 3/4" x 520" PTFE Tape	TA-SW520
AA Batteries - 4 Pack - Carded	815-4
AAA Batteries - 4 Pack - Carded	824-4
9V Batteries - 1 Pack - Carded	A1604-1
Christy's 3' Inverted Right Angle Plug	BA.3PT
Christy's 6' Inverted Right Angle Plug	BA.6PT
Christy's Terry Rags	TC.RAGS
Christy's Wall Anchor Kit - Screw/#10	ICM.1
Christy's 31" Tie Down Fastener	RTS31
Christy's Universal 4-Way Faucet Key	4WKEY

Total Peg Count: 20 Total Basket Count: 3

MERCH-6041

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

Product Description	Part No.
WD-40 110 oz with Spray Straw	WD-11
Christy's Fastfix Repair Epoxy Putty 4 oz	RH-FF4
Channellock Tongue & Groove Plier 10"	430G
Channellock Tongue & Groove Plier 12"	440G
Channellock Tongue & Groove Pliers 16"	460G
Christy's EZ-CUT 1-1/2" Pipe & Hose Cutter	TC150SS
TC150SS Replacement Blade	BT150SS
Christy's EZ-CUT 2" Pipe & Hose Cutter	TC200SS
TC200SS Replacement Blade	BT200SS
Christy's Pro 8" Adjustable Wrench	TC-AW8
Christy's Pro 10" Adjustable Wrench	TC-AW10
Christy's Pro 12" Adjustable Wrench	TC-AW12
18" Aluminum Pipe Wrench	TC.AP18
24" Aluminum Pipe Wrench	TC.AP-24
Christy's High Tension Hacksaw 12"- 18TPI	225X-2
Christy's Viper Hacksaw Blades 12-18 TPI - 5 pack	TC1218-5
Christy's 18" PVC/ABS Hand-Saw	HS43-18
HS433-18 Replacement Blade	HS433BD-18
Economy Close Quarter Hacksaw 12"	34-301
Christy's Universal 4-Way Faucet Key	4WKEY

Total Peg Count: 21 Total Basket Count: 2

MERCH-6051

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

MOBILE MERCHANDISERS
PLUMBING JOB SITE ESSENTIALS

Product Description	Part No.
Christy's Silver Cloth Duct Tape 2"x 60 YD	TA-33-DT388
Christy's Pipe Wrap Tape 2" x 100'; 10 mil Thick	TA-33-PW21
Christy's Vinyl Electrical Tape ¾" x 60'	TA-33-CL60
1/2" x 520" PTFE Tape	TA-S520
3/4" x 520" PTFE Tape	TA-SW520
1" x 520" PTFE Tape	TA-SX520
Leather Palm Work Glove - Large	3260
Brown Jersey Work Glove - Large 9 oz	4503
16/3-50' SJTW Extension Cord	C2316050
16/3-100' SJTW Extension Cord	C2316100
Anchor Mounting Kit – Three Way Screw and Anchor Set	ICM.3
Christy's 3' Inverted Right Angle Plug	BA.3PT
Christy's 6' Inverted Right Angle Plug	BA.6PT
Christy's Knee Pads	92012
Dust Mask	DM-1
Christy's 15" Tie Down Fastener	RTS15
Christy's 21" Tie Down Fastener	RTS21
Christy's 31" Tie Down Fastener	RTS31
Christy's 41" Tie Down Fastener	RTS41
Christy's E-Z Read Tape Measure 1"x 25'	43-123
Christy's Terry Rags	TC-RAGS
3/8" Black/Orange 3-Strand Truck Rope 50'	TC.TR.3850
Slick Wrap Repair Kit 2" x 60'	PW260
9" Structo-Cast Magnetic Torpedo Level	TL7500M
9" Magnetic Aluminum Torpedo Level	TL4500M

Total Peg Count: 14   Total Basket Count: 4

MERCH-6050

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

MOBILE MERCHANDISERS
WATERWORKS TOOLS

Product Description	Part No.
Christy's High-Tension Hacksaw 12"- 18TPI	225X-2
Christy's E-Z Read Tape Measure 1" x 25'	43-123
Channellock Tongue & Groove Plier 12"	440G
Channellock Tongue & Groove Pliers 16"	460G
Christy's 12" PVC/ABS Hand-Saw	HS433-12
HS433-12 Replacement Blade	HS433BD-12
Christy's 18" PVC/ABS Hand-Saw	HS433-18
HS433-18 Replacement Blade	HS433BD-18
Christy's Supersaw Stainless Steel Cable Saw 36"	SCS-36
Christy's 14" PVC/ABS Toolbox Saw	TC-300
14" Aluminum Pipe Wrench	TC.AP14
18" Aluminum Pipe Wrench	TC.AP18
Christy's Red Razor PVC Cutter 1-5/8"	TC.PC.158
TC.PC.158 Replacement Blade	TC.158.BLADE
Christy's EZ-CUT 1-1/8" Pipe & Hose Cutter	TC118SS
TC118SS Replacement Blade	BT118SS
Christy's EZ-CUT 1-1/2" Pipe & Hose Cutter	TC150SS
TC150SS Replacement Blade	BT150SS
Christy's EZ-CUT 2" Pipe & Hose Cutter	TC200SS
TC200SS Replacement Blade	BT200SS

Total Peg Count: 25   Total Basket Count: 0

MERCH-6045

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

MOBILE MERCHANDISERS
WATERWORKS JOB SITE ESSENTIALS

Product Description	Part No.
Brown Jersey Work Glove - Large 9 oz	4503
Blue Flex Glove - Large	9680-L
Christy's Hawk Eye Safety Glasses - Clear	HE-C
Christy's Hawk Eye Safety Glasses - Smoke	HE-S
Christy's Hawk Eye Safety Glasses - Mirror	HE-M
Vinyl Rain Poncho	RPV52
Christy's High Visibilty Safety Vest - Extra Large	SVGL-XL
Christy's Silver Cloth Duct Tape 2"x 60 YD	TA-33-DT388
Christy's Pipe Wrap Tape 2" x 100'; 10 mil Thick	TA-33-PW21
Christy's Pipe Wrap Tape 2" x 100'; 20 mil Thick	TA-33-PW22
Christy's Caution Tape 3"x 300'	TA-CTN-3-300
1/2" x 520" PTFE Tape	TA-S520
3/4" x 520" PTFE Tape	TA-SW520
Christy's Tiger Paw - Extra Large	TC.-1956XL
Christy's Terry Rags	TC.RAGS
Slick-Wrap Pipe Repair Kit 3" x 108'	PW3108
Christy's FastFix Repair Epoxy Putty 4 oz	RH-FF4
Krylon Quick Mark Paint-Color 1	S03700 - A
Krylon Quick Mark Paint-Color 2	S03700 - A
Krylon Quick Mark Paint-Color 3	S03700 - A

Total Peg Count: 10   Total Basket Count: 4

MERCH-6046

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

MOBILE MERCHANDISERS

WATERWORKS HEAVY DUTY TOOLS (MINI-RACK)

Product Description	Part No.
Curb Stop Wrench - 24'' / 42'' Two Position for 3/4'' & 1'' Corporation	WT-CS2442-0100
Curb Stop Wrench - 24'' / 42'' Two Position for 1 1/2'' and 2'' Corporation Valves	WT-CS2442-0200
5' - 10' Extendable Gate Valve Wrench	WT-GVW-0510
Economy Water Meter Key	WT-HDWMK
Adjustable Hydrant Lifting Sling	WT-HLS400
Manhole Hook with 5/8'' Shaft x 27'' Length	WT-MHOOK-58
36'' Stainless Steel Meter Box Lid Remover	WT-MLR36
4' Stainless Steel Soil Probe	WT-SP48
Universal Watermeter Wrench	WT-UWMW400
Valve Lifting Device Up Through 12'' Class 300 Valves	WT-VL400
Extra Heavy Duty Digging Bar 6' x 1 1/4'' Hex Bar	WT-XHDB
Empty Standard Waterworks Tool Rack	MERCH-6036

MERCH-6047

Heavy-Duty Waterworks Tool Display contains tools used in the installation and maintenance of pipeline systems.

• 32" x 34" min footprint   • 32" x 40" max footprint

MOBILE MERCHANDISERS

WATERWORKS HEAVY DUTY TOOLS (LARGE RACK)

Product Description	Part No.
18" Curb Stop Wrench for 3/4" & 1" Corporation Valves	WT-CS18-0100
18" Curb Stop Wrench for 1 1/2" & 2" Corporation Valves	WT-CS18-0200
24" / 42" Two Position Curb Stop Wrench for 3/4" & 1" Corporation Valves	WT-CS2442-0100
24" / 42" Two Position Curb Stop Wrench for 1 1/2" & 2" Corporation Valves	WT-CS2442-0200
36" Curb Stop Wrench for 3/4" & 1" Corporation Valves	WT-CS36-0100
36" Curb Stop Wrench for 1 1/2" & 2" Corporation Valves	WT-CS36-0200
Speed Hand Wheel for 2" Valve Op Nut	WT-GVSW
5' - 10' Extendable Gate Valve Wrench	WT-GVW-0510
6' - 11' Extendable Gate Valve Wrench	WT-GVW-0611
5' Standard Gate Valve Wrench	WT-GVW-60
6' Standard Gate Valve Wrench	WT-GVW-72
Economy Water Meter Key	WT-HDWMK
Adjustable Hydrant Lifting Sling	WT-HLS400
Manhole Hook with 1/2" Shaft	WT-MHOOK-12
Manhole Hook with 5/8" Shaft	WT-MHOOK-58
24" Stainless Steel Meter Box Lid Remover	WT-MLR24
36" Stainless Steel Meter Box Lid Remover	WT-MLR36
4' Stainless Steel Soil Probe	WT-SP48
4" In-line Test Plate - Class 150	WT-STP-04
6" In-line Test Plate - Class 150	WT-STP-06
8" In-line Test Plate - Class 150	WT-STP-08
10" In-line Test Plate - Class 150	WT-STP-10
12" In-line Test Plate - Class 150	WT-STP-12
Universal Watermeter Wrench	WT-UWMW400
Valve Lifting Device for 2"- 12" AWWA C-509 and C-515 Gate Valves	WT-VL400
6' x 1 1/4" Hex Heavy-duty Digging Bar	WT-XHDB

MERCH-TC.WW.RACK

Heavy-Duty Waterworks Tool Display contains tools used in the installation and maintenance of pipeline systems.

- 32" x 34" min footprint • 32" x 40" max footprint

POOL TOOLS

Product Description	Part No.
Leather Palm Work Glove (L)	3260
Brown Jersey Work Glove (L)	4503
Christy's Caution Tape 3" x 300'	TA-CTN-3-300
Christy's Silver Cloth Duct Tape 2" x 60YD	TA-33-DT388
Christy's Vinyl Electrical Tape 3/4" x 60'	TA-33-CL60
Christy's 3/4" x 520" PTFE Tape	TA-SW520
AA Batteries- 4 Pack - Carded	815-4
AAA Batteries - 4 Pack - Carded	824-4
9V Batteries - 1 Pack - Carded	A1604-1
Christy's 31" Tie Down Fastener	RTS-31
Channellock Tongue & Groove Plier 12"	440G
Channellock Tongue & Groove Pliers 16"	460G
Channellock Wire Stripper 8-1/4"	908G
Christy's 14" PVC/ABS Toolbox Saw	TC-300
Christy's EZ-CUT 1-1/8" Pipe & Hose Cutter	TC118SS
TC118SS Replacement Blade	BT118SS
Christy's EZ-CUT 1-1/2" Pipe & Hose Cutter	TC150SS
TC150SS Replacement Blade	BT150SS
Christy's EZ-CUT 2" Pipe & Hose Cutter	TC200SS
TC200SS Replacement Blade	BT200SS
Christy's Red Razor PVC Cutter 1-5/8"	TC.PC.158
TC.PC.158 Replacement Blade	TC.158.BLADE

Total Peg Count: 16 Total Basket Count: 3

MERCH-6044

Grab-and-go convenience for all of the consumables used every day by pool and spa installation and maintenance contractors.

MOBILE MERCHANDISERS
POOL JOB SITE ESSENTIALS

Product Description	Part No.
Red Hot Pool Pro PVC Cement	RH.POOL.PT
Ultra Seal Thread Sealant	RH.USB6.PT
31" Tie Down Fastener	RTS31
Christy's Caution Tape 3" x 300'	TA-CTN-3-300
Christy's Silver Cloth Duct Tape 2"x 60YD	TA-33-DT388
Christy's Vinyl Electrical Tape 3/4" x 60'	TA-33-CL60
Christy's Terry Rags	TC.RAGS
3/4" x 520 " PTFE Tape	TA-SW520
26" Double Dipped Nitrile Gloves - Extra Large	A-772XL
Christy's Blue Flex Rubber Glove - Extra Large	A-377XL
Lenox 8" 10TPI Reciprocating Blade - 5 Pack	810R
Lenox 9" x 7/8" – 10 TPI Metal/Demolition - 2 Pack	960R
Lenox 6" x 3/4" 10 TPI Wood Cutting - 5 Pack	610R
Christy's E-Z Read Tape Measure 1" x 25'	43-123
Surveyor's Tape Measure 100'	KTM6611
Christy's Red Razor PVC Cutter 2"	TC.PC.2
TC.PC.2 Replacement Blade	TC.2.BLADE
Christy's 14" PVC/ABS Toolbox Saw	TC-300
Channellock Tongue & Groove Plier 12"	440G
Channellock Wire Stripper 8-1/4"	908G

Total Peg Count: 15 Total Basket Count: 4

MERCH-6049

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall,
fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

LANDSCAPE JOBSITE ESSENTIALS

Product Description	Part No.
Leather Palm Work Glove - Large	3260
Brown Jersey Work Glove - Large 9 oz	4503
Christy's Knee Pads	92012
Christy's Caution Tape 3"x 300'	TA-CTN-3-300
Nylon Seine Twine 4 oz - Yellow - 275'	TC.TW.901Y
Christy's Terry Rags	TC-RAGS
Christy's E-Z Read Tape Measure 1"x 25'	43-123
16 oz Rubber Mallet	TC.RM.116
Christy's Heavy Duty Utility Knife	PE-1
Christy's Heavy Duty Landscape Knife	33-090
Surveyor's Tape Measure 100'	KTM6611
3" Aluminum Line Level	LL555

Total Peg Count: 16 Total Basket Count: 2

MERCH-6042

Display on one or both sides of the display rack.

Micro footprint, 2' wide x 2' depth x 6' tall, fits any showroom.

Includes sign, hooks and wheels for mobile convenience.

MERCHANDISERS

COUNTER DISPLAYS

Root-Ban Counter Display

Grows sell-through of drainage adhesive in irrigation and landscape stores. Holds 6 quart-sized cans.

Ultra Seal Thread Sealant Counter Display

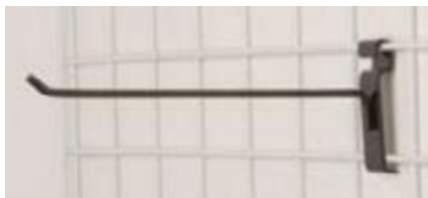Grows impulse sell-through of thread sealants. Holds 6 quarts or 48 quarter pint cans.

RACKS AND ACCESSORIES

MERCH-6037
26" W x 69" H Mobile black grid floor unit

MERCH-6039
10" W Wire grid peg hook black

MERCH-6002
12" x 12" x 4" Wire basket black universal mount

MERCH-6052
10" Peg hook chrome

MERCH-6038
(4) Black hood caster set 3/8" for (Merch-6037) Mobile floor unit

MERCHANDISING FOR WHOLESALE DISTRIBUTORS
WHY MERCHANDISING ?

Merchandising Drives Sales and Profits

Research on in-store displays in wholesaler locations by the Russel R. Mueller Research Foundation indicates that sales increase up to 540% for products placed on display.

Changing product presentation, increases awareness and impulse and this increases sales dramatically.

Getting the Results You Want

According to wholesale distribution merchandising experts, impulse sales success depends on these factors:

- Display products that are uniformly & attractively packaged.

- Display areas should be reserved for high margin products that are used frequently. Don't make the mistake of featuring slow turning or outdated products.

- Remind customers of accessory and consumable items that go with the main project. Identify items purchased at home centers.

- Display space is profitable real estate. Avoid cluttering it with non-productive demonstrators. Instead turn it into sales space.

- Bright and clean display areas sell product. A "spring cleaning" will make the difference.