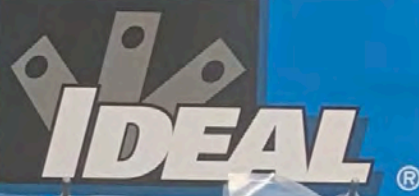


THE ELECTRICIAN'S
CHAMPION™



MERCHANDISING CATALOG

Counter Displays | Floor Displays | Wall Displays |
Gravity Dispensers | Signage | Accessories



THE ELECTRICIAN'S
CHAMPION™



MERCHANDISING

Your store's shelf is a battleground for the electrician's dollar. If it's advertising that gets customers into the store, it's merchandising that gets them to select the right products for the job once they are there. At IDEAL Electrical, we are dedicated to building in-store merchandising to maximize your sales by making key products stand out, educating the tradesman on the right tools for the job and giving them one-stop shop options to get everything they need and get back on the job site.

IDEAL Electrical merchandising solutions include our most basic racks and signage to our compelling and powerful Profit Center solutions. As the market leader in many of the categories we serve, you can count on IDEAL Electrical to be your category partner to drive profitable growth and deliver a shopping experience that is meaningful to the tradesman.



Counter Displays

Perfect for showing off impulse items or specialty SKUs. Available to help maximize your point-of-purchase sales.



Floor Displays

Maximize your floor space with an attractive design. IDEAL floor displays make it easy for your customers to browse for specific products.



Rolling Displays

Arrange your displays and move them anywhere on your showroom floor with ease.



Wall Displays

Gondolas, specialty displays, signage and accessories provide a clutter-free organized area in your store.

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COUNTER DISPLAYS

Electronic Screwdriver Rack w/
Header
Y-250



\$30⁹⁹
MSRP

Dimensions: 14" x 14" x 6"

Display Rack (includes 12 hooks)
Y-303



\$79⁹⁹
MSRP

Dimensions: 28" x 21" x 9"

Twister® Wire Connector
Try-Me Display
Y-577

Product included.



\$14⁹⁹
MSRP

Dimensions: 10.5" x 8.5" x 4.25"

Twister® Pro/B-TWIST™
Wire Connector Try-Me Display
Y-583

Product included.



\$14⁹⁹
MSRP

Dimensions: 10.5" x 8.5" x 4.25"

COUNTER DISPLAYS

SpliceLine® Wire Connector Try-Me Display Y-587

Product included.



\$14⁹⁹
MSRP

Dimensions: 9" x 8.5" x 4.25"

PowerPlug® Luminaire Disconnect Try-Me Display Y-594

Product included.



\$14⁹⁹
MSRP

Dimensions: 9" x 8.5" x 4.50"

Twister® ProFLEX Wire Connector Try-Me Display Y-597

Product included.



\$14⁹⁹
MSRP

Dimensions: 10.5" x 8.5" x 4.25"

ArmourBand™ Insulating Wrap Try-Me Display Y-598

\$14⁹⁹
MSRP

Dimensions: 10.5" x 8.5" x 4.25"



WALL DISPLAYS

2' x 3' Wall Panel
Y-667 - black

\$77⁹⁹
MSRP

Dimensions: 2' x 3' x 2"



Wipes Gravity
Feed Dispenser
Y-500

Graphic labels included.
Product not included.

\$21⁹⁹
MSRP

Dimensions: 36" x 10" x 7"



Connector
Wall Display w/
Header
Y-568

\$56⁹⁹
MSRP

Dimensions: 14" x 24" x 9"



Wall/Pegboard Display
Y-576

Hooks included.
Header not included.

\$51⁹⁹
MSRP

Dimensions: 23" x 18" x 2"



WALL DISPLAYS

Screwdriver Display Small - Y-1103

Product not included.

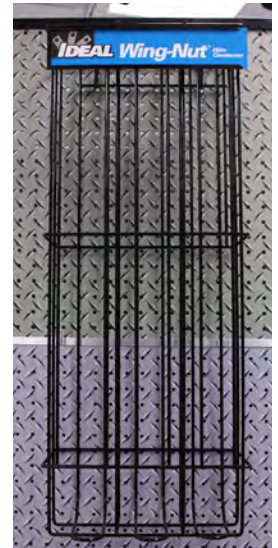
\$42⁹⁹
MSRP



Dimensions: 10" x 7" x 2"

Connector Gravity Feed Dispenser w/Header Y-416

\$62⁹⁹
MSRP



Dimensions: 14" x 32" x 9"

In-Sure™ Push-In Wire Connector Gravity Feed Dispenser w/Header Y-509

\$59⁹⁹
MSRP



Dimensions:
11-1/4" x 31" x 6-1/5"

Buchanan Connector Gravity Dispenser w/Header Y-564

\$89⁹⁹
MSRP

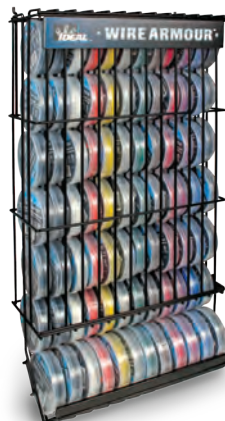


Dimensions: 21" x 14-1/4" x 5-1/2"

Large Gravity Feed Tape Display Y-722

\$119⁹⁹
MSRP

Product not included.



Dimensions: 15.053" x 28.092" x 6.436"

Small Gravity Feed Tape Display Y-721

\$17⁹⁹
MSRP

Product not included.



Dimensions: 4.479" x 11.214" x 5.053"

FLOOR DISPLAYS

Fishing Pole/Flexible
Drill Bits
Y-200

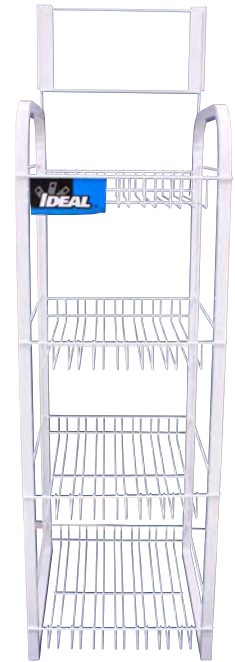
\$85⁹⁹
MSRP



Dimensions: 17" x 33" x 12"

Connector Wire
Rack
Y-208

\$144⁹⁹
MSRP



Dimensions: 21" x 48" x 18"

Small Pro-Pull™
Rope
Y-435

Product not
included.

\$189⁹⁹
MSRP



Dimensions: 35" x 20" x 18"

Large Pro-Pull™
Rope w/Header
Y-422

Product not
included.

\$387⁸⁰
MSRP



Dimensions: 45" x 60" x 7"

FLOOR DISPLAYS

Heat Shrink Y-421

Product not included.

\$39⁹⁹
MSRP



Dimensions: 3' x 3' x 4'

Gondola on Wheels w/Header Y-608

\$175⁰⁰
MSRP



Dimensions: 3' x 4' x 12"

3' Gondola Y-431 Black

Header included.

\$140⁹⁹
MSRP



Dimensions: 3' x

Gondola Retrofit Base w/Wheels Y-508

\$75⁰⁰
MSRP



Dimensions: 2' x 3' x 6"

FLOOR DISPLAYS

Fish Tape/Bender Display,
Small w/Graphics
Y-476

Product not
included.

\$389⁹⁹
MSRP



Dimensions: 28" x 50" x 17.5"

Fish Tape/Bender
Display, Large
w/Graphics
Y-478

Product not
included.

\$408⁹⁹
MSRP



Dimensions: 45" x 60" x 19"

Sidekick w/Header
Y-423

\$60⁹⁹
MSRP



Dimensions: 17" x 48" x 6"

Wire Installation
Accessories Rack w/
Header
Y-438

Product not
included.

\$60⁹⁹
MSRP



Dimensions: 18" x 48" x 6"

FLOOR DISPLAYS

Connector Center w/Header Y-589

Product not included.

\$611⁹⁹
MSRP



Dimensions: 4' x 4' x 4'

Spinner I-Y-777

Product and graphics not included.

\$347⁹⁹
MSRP



Dimensions: 24" x 24" x 5'

Connector Dump Bin Y-925

Product not included.

\$219⁹⁹
MSRP

Headers listed on page 15.



Dimensions: 26" x 26" x 30"

ACCESSORIES

Black Basket w/two
Dividers - Y-560

\$18⁹⁹
MSRP

Individual Dividers
Y-562 (3/pkg.)



Dimensions: 36" x 12" x 8-1/4"

Pegboard Shelf
Y-417

\$41⁹⁹
MSRP



Dimensions: 24" x 10" x 6"

2' Slatwall Shelf
Y-428

\$53⁹⁹
MSRP



Dimensions: 24" x 15" x 2"

3' Black Plate
Extender - Y-503

\$50⁹⁹
MSRP



Dimensions: 36" x 24" x 2"

3' Black Pegboard
Shelf - Y-561

\$30⁹⁹
MSRP



Dimensions: 36" x 17" x 4"

ACCESSORIES

Peg Bar Rack
Y-312

\$6⁹⁹
MSRP



Dimensions: 24" x 4" x 2"

Loop Hook
Y-313

\$4⁹⁹
MSRP



Dimensions: 6"

Straight Hook
Y-314

\$4⁹⁹
MSRP



Dimensions: 6"

Sidekick Hooks
Y-414 (20/box)

\$9⁹⁹
MSRP



Dimensions: 4"

Hook
Y-458

\$1⁹⁹
MSRP



Dimensions: 4"

Metal Hook
Y-459C

\$1⁹⁹
MSRP



Dimensions: 6"

Metal Loop Hook
Y-461

\$4⁹⁹
MSRP



Dimensions: 6"

Fish Tape
Hook
Y-462

\$23⁹⁹
MSRP



Dimensions: 6" x 3" x 7"

Slat Wall
Hook Y-467
(25/pkg.)

\$10⁹⁹
MSRP



Dimensions: 6"

Shelf Talker
P-5323

\$9⁹⁹
MSRP



Dimensions: 5" x 9" (overall)

Fish Tape
Basket
w/Header Y-437

\$35⁹⁹
MSRP



Dimensions: 13" x 12.25" x 12"

Wire Lube
Basket
Y-496

\$35⁹⁹
MSRP



Dimensions: 12" x 8" x 6"

ACCESSORIES

Slat Wall Strips (Adhesive Back)

Y-1134

Dimensions: 8' x 4'

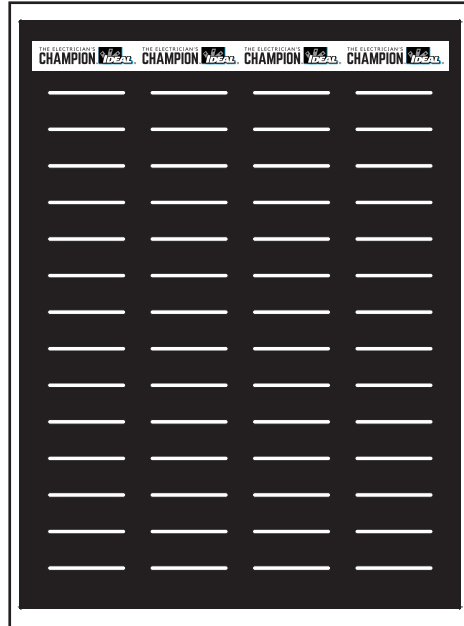
\$65⁹⁹
MSRP

Slat Wall Skin

Y-1136

Dimensions: 3' x 4'

\$42⁹⁹
MSRP



Black Skins (Pegboard) Y-1132

Y-1135 **\$26⁹⁹** MSRP

Y-1131 **\$46⁹⁹** MSRP

Y-1133 **\$46⁹⁹** MSRP

\$33⁹⁹ MSRP

*Y-1133 for use on Y-667 only.

Dimensions: Y-1130 18" x 34"
Y-1135 4' x 4'
Y-1131 3' x 4'
Y-1133 36" x 24"

SIGNAGE

The Electrician's
Champion™ Header -
P-1491 (2-sided)

\$6⁹⁹
MSRP



Dimensions: 2'x 6"

The Electrician's
Champion™ Header –
P-1574 (1-sided w/adhesive
strips on back)

\$6⁹⁹
MSRP



Dimensions: 2'x 6"

Buchanan Header –
P-1890

\$9⁹⁹
MSRP



Dimensions: 3'x 8"

IDEAL Header (w/clips)
P-2421

\$9⁹⁹
MSRP



Dimensions: 3'x 8"

Electrician's Champion™
Header – P-1535

\$9⁹⁹
MSRP



Dimensions: 3'x 8"

Authorized Distributor
Window Cling – P-2106

\$4⁹⁹
MSRP



Dimensions: 5-1/2"x 4-1/2"

Oval "IDEAL" Logo Label
P-5061

\$9⁹⁹
MSRP



Dimensions: 10"x 5"

IDEAL Window Cling
P-1867

\$4⁹⁹
MSRP



Dimensions: 6"x 3"

Time-to-Reorder Tags
P-2213

\$4⁹⁹
MSRP



Dimensions: 2"x 3"

Dump Bin Headers
IDEAL – Y-927
Buchanan – Y-929

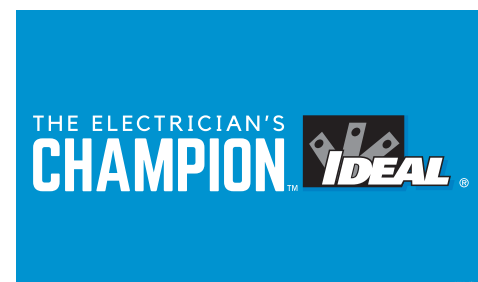
\$9⁹⁹
MSRP



Dimensions: 26" x 26"

Electrician's Champion™
Banner – P-1362

\$35⁹⁹
MSRP



Dimensions: 3'x 5'

SIGNAGE

Wire Strippers Poster
P-5048



Dimensions: 18"x 2'

Pliers Poster
P-5046



Dimensions: 18"x 2'

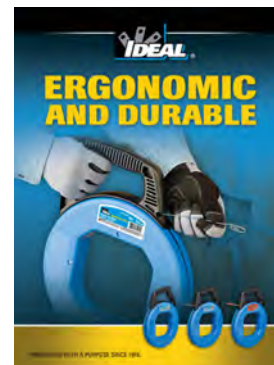
PowerBlade™ Cable
Cutter Poster
P-5232



Dimensions: 18"x 2'

\$19⁹⁹
MSRP

Fish Tapes Poster
P-5047



Dimensions: 18"x 2'

Bender Poster
P-5052



Dimensions: 18"x 2'

Ratch-a-Nut™ Screwdriver
Poster
P-5051



Dimensions: 18"x 2'

\$19⁹⁹
MSRP

\$19⁹⁹
MSRP

\$19⁹⁹
MSRP

SIGNAGE

Screwdrivers Poster
P-5049



Dimensions: 18"x 2'

Twister® Wire Connector
Poster
P-5313



Dimensions: 18"x 2'

TKO™ Hole Cutter
Poster
P-5318



Dimensions: 18"x 2'

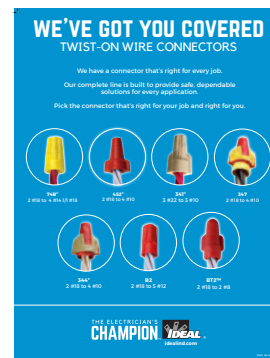
\$19⁹⁹
MSRP

Wing-Nut® Wire
Connector Poster
P-5312



Dimensions: 18"x 2'

Twist-On Wire Connector
Poster
P-5314



Dimensions: 18"x 2'

\$19⁹⁹
MSRP

\$19⁹⁹
MSRP

\$19⁹⁹
MSRP

\$19⁹⁹
MSRP

TightSight™ Clamp
Meter
Poster -
P-5320



Dimensions: 18"x 2'

\$19⁹⁹
MSRP

SIGNAGE

Twister® ProFLEX
Wire Connector Poster
P-5584

\$19⁹⁹
MSRP

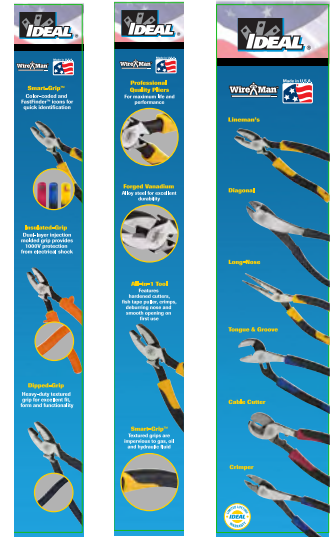


Dimensions: 18"x 2'

Hand Tool Spinner
Display Graphics
P-5272



\$32⁹⁹
MSRP



Lockout/Tagout Poster
P-2727

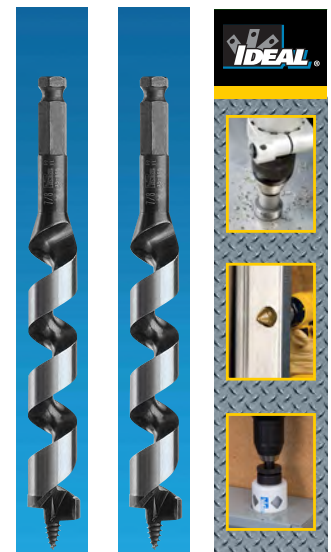
\$35⁹⁹
MSRP



Dimensions: 3'x 2'

Hole Cutting Spinner
Display Graphics
P-5227

\$32⁹⁹
MSRP



SIGNAGE

Safety Spinner Display Graphics
P-5237



\$32⁹⁹
MSRP

Made in USA Hand Tools Spinner Display Graphics
P-5415



\$32⁹⁹
MSRP

Residential Spinner Display Graphics
P-5211



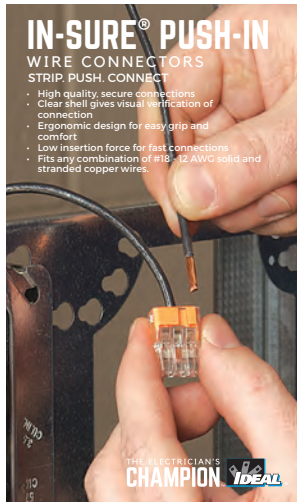
\$32⁹⁹
MSRP

Commercial Spinner Display Graphics
P-5212

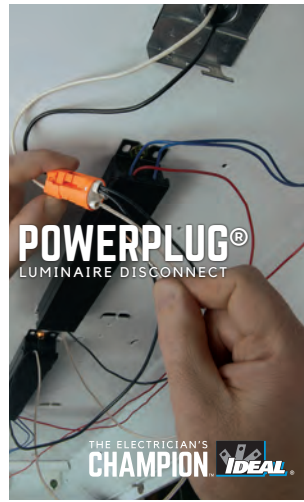


\$32⁹⁹
MSRP

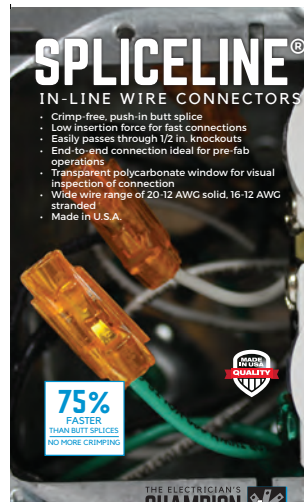
SAMPLE PACKS



P-2860



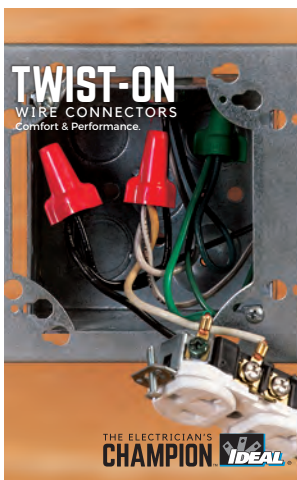
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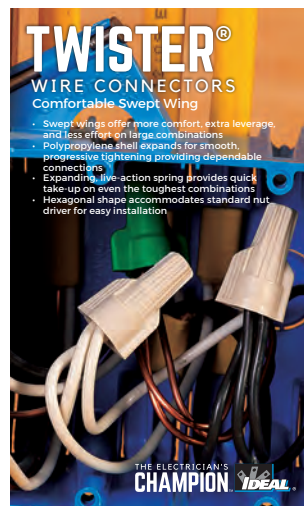
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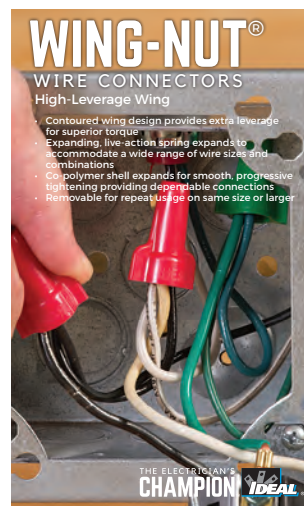
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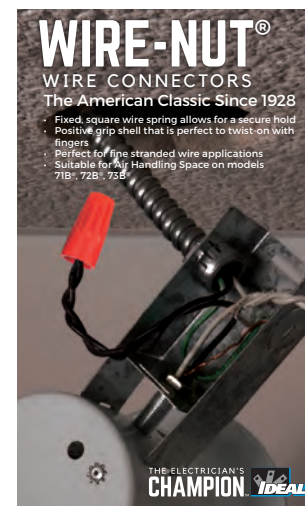
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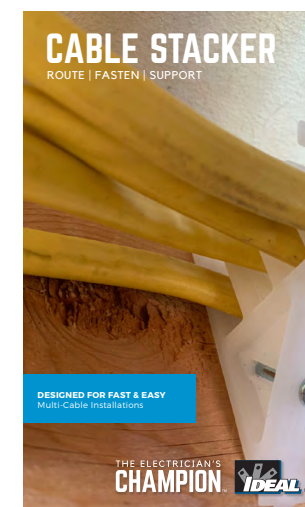
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P-5605



P-6038



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CREE LIGHTING SIGNAGE

CREE Lighting | IDEAL
Header Y-1140

\$9⁹⁹
MSRP

C-LITE Header
Y-1141

\$9⁹⁹
MSRP



Dimensions: 3'x 8"



Dimensions: 3'x 8"

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MERCHANDISING

Why attend an IDEAL Merchandising Seminar?

Join us to explore key topics about visual merchandising from the basic building blocks to creative new ways to refresh your existing space and keep customers coming back to see what's new. Learn simple steps on how you can leverage counter space for bigger profits and how to organize your store with efficient, compelling product displays. This seminar will give you creative, practical and affordable ideas on how to plan and develop so you can make creative, intelligent changes that will help your businesses grow and thrive.

What do IDEAL Seminars cover?

- ▶ **Store Design** - Learn the correct techniques of a store layout that will improve your store and traffic flow for maximizing impulse sales. Remove the barriers to higher profits.
- ▶ **Display Design** - Do you feel that putting a full display out front is all it takes to merchandise? You will be pleasantly surprised to learn how product placement can greatly improve the amount of material your counter area can sell - day after day.
- ▶ **Signage** - Increase what your customer picks up and buys with simple yet effective signage tips. Signage overcomes the barrier of your customer's reluctance to ask questions.
- ▶ **Promotions** - Learn how to have effective promotions that tie in with your merchandising to move more material from your shelf to your customers' trucks.
- ▶ **Competition** - Who is your #1 competitor? It could be you! Discover effective ways to find what your customer thinks of your service. Learn ways to check what your competitor is doing.
- ▶ **Loss Prevention** - Did someone really steal that screwdriver or was it given away as a good will gesture? Explore different methods to reduce losses while seeing sales increase.



Merchandising seminars are held semi-annually at the Corporate office in Sycamore, Illinois. The full-day seminar includes training, factory tours and visiting the IDEAL Electric showroom. TED Magazine voted the IDEAL Merchandising Seminars the Best of the Best in the Event category for 2014.



IDEAL INDUSTRIES, INC.

1800 S. Prairie Dr., Sycamore, IL 60178, USA / 815-895-5181 • 800-435-0705 in USA

For complete sales office contact information, visit us at:

www.idealind.com

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