

WHAT IS THE DISTRIBUTOR DISPLAY PROGRAM?

In order to support our customers and further invest in their success, Everkem has developed a **Distributor Display Program**.

The program is designed to help our customers improve Planned, effective visual merchandising can be the difference between quick inventory turns that improve cash flow and profitability, and dead inventory that eats up valuable space and causes sales to stagnate.

- Increased foot traffic to the display area and the products on it.
- Improves floor planning by helping to maximize usable space, creating a more attractive store setting.
- A centralized, visually appealing firestop & sealant center puts commonly used products in one convenient location.
- Increase brand recognition, customer loyalty, as well as sales and profitability.
- Floor Display coupled with Countertop Display and future display options within the program create a cohesive, unified message to customers.
- Once the display is in your store, it's yours to keep!
- Simple, hassle free buy-in.

HOW THE PROGRAM WORKS

The focus of the program is to help our customers move inventory. As such, we designed the program so you are not required to buy a high quantity of products you don't need.

FLOOR UNIT BUY IN

In order to receive the floor display unit, you purchase one full pallet of any size / available packaging option of our sealants, adhesives, firestopping products, or electrical chemicals which consists of at least three (3) individual product types.

Up to two of the three individual products purchased can be as small as ONE CASE, providing the full pallet quantity is reached.

COUNTERTOP UNIT BUY IN

In order to receive the countertop display unit, you purchase 4 cases of any size/available packaging option. Cases can be mixed and matched to achieve the required buy-in quantity.



Floor Unit Features

- High quality metal construction
- Sturdy steel panshell for holding heavier items such as buckets and pails.
- Adjustable steel bracket shelving to maximize usable space.
- Tiered shelving enables key products to be kept at eye level.
- Pegboard backing with included hardware to hang items such as caulk guns, firestop collars, squeeze tubes, and more.
- Information track on front of shelves for pricing or other useful information.
- Easily assembles - all parts included.
- DIMENSIONS: 36"W x 18"D x 60"H
WEIGHT: APPROX 45 LBS.
- Includes informational product shelf-talkers

Countertop Unit Features

- High quality metal construction
- Holds 36 standard caulk cartridges.
- Attached pegboard hooks for hanging on existing peg-board shelving.
- Information track on front with Everkem branded insert.
- No assembly required.
- DIMENSIONS: 13"W x 13"D x 10.5"H
WEIGHT: APPROX 4 LBS.

