

In-Store Merchandising: All You Need to Know

Hand-Held **Display Board**

Who Qualifies?

Supporting customers who want to display and promote, but do not stock.

Available Material:

One (1) board per dealer

Marketing Collateral:

Everything is built into the display board



Custom In-Store Display (Small)

Who Qualifies?

Stocking customers with minimum purchase of \$5K.

Available Material:

Up to 20 SF of material includes, required trims, SlatWall accessories etc.

Marketing Collateral:

- · Trusscore decal · Product samples
- · Product labels
- (boards + trim rings)
- · Product sheets
- · Outdoor banner



Custom In-Store Display (Large)

Who Qualifies?

Large dealer stocking customers with \$100K + in annual sales.

Available Material:

Up to 100 SF of material includes, required trims, SlatWall accessories etc.

Marketing Collateral:

- · Trusscore decal · Product samples
- · Product labels
- (boards + trim rings)
- · Product sheets
- · Outdoor banner





In-Store Merchandising: 3ft Endcap Bill of Materials



Material	Quantity	Product #
Products		
8ft, White Wall&CeilingBoard	1	TC1608
8ft, Gray Wall&CeilingBoard	1	GTC1608
8 ft, White SlatWall	1	TL1841608
8 ft, Gray SlatWall	1	GTL1841608
Trims		
2-Piece, White H Channel	1	TLT58WTC10K
½", White J Trim	1	TCT12J10
¾", White J Trim	1	RCT34J10
SlatWall Accessories		
4" Single Hook	1	CRO.S4
6" Double Hook	1	CRO.D6
24" Shelf	1	CRO.T24
Hose Hook	1	CRO.H
Marketing Collateral		
Trusscore Sticker	1	Order from Trusscore Account Manager
Product Sticker Wall&CeilingBoard (no barcode)	2	
Product Sticker SlatWall (no barcode)	2	
Product Sheets Wall&CeilingBoard	50	
Product Sheets SlatWall	50	
Product Samples		
White Wall&CeilingBoard	5	Order from Trusscore Account Manager
Gray Wall&CeilingBoard	5	
White SlatWall	5	
Gray SlatWall	5	
Trim Ring Wall&CeilingBoard	1	
Trim Ring SlatWall	1	



In-Store Merchandising: 3ft Endcap Planogram



