

## Versatility in Packaging

Flagged, polybagged and bulk boxes all have UPCs for easy scanning at the register



Gravity Feed



Bulk



Polybagged



Flagged



### Cards

Visual packs highlight the product and provide helpful information for homeowners and contractors.

- Detailed description and finish information
- Double blister pack provides an upscale presentation and prevents in-store theft
- Brand recognition



### Informative Back of Package

- Lists tools necessary for installation
- Detailed project illustrations
- Trilingual information
- Helpful application tips

### Modular Card System



- Different package sizes work together to create a clean, attractive grid.
- Allows for flexible planogram design
- Creates an organized display that is easy to shop

**SOLID BRASS**  
**STAINLESS STEEL**  
WeatherMAXX Galvanized

Hillman provides the highest quality product with a wide selection of high quality finishes.

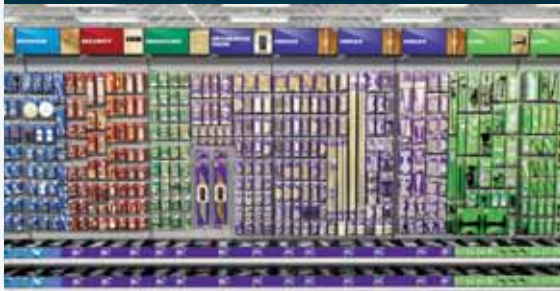
### Simplify Your Experience

- Fully customizable displays
- Support line: 1-800-800-4900
- In store product knowledge training
- Variable pricing options
- Best practice POG Builder Software
- Free display setup



Get the free mobile app at <http://gettag.mobi>

# Merchandising



Meet the **Hardware Essentials™** merchandising system. It's vibrant, eye catching and flexible. Headers, aisle violators and shelf talker cards help customers find the right product. Additional shelves can be easily added with the planogram builder for stores with contractor or farm product needs.

#### Aisle Violators



# HARDWARE ESSENTIALS™



A Fresh Look at  
Builder's Hardware by **HILLMAN™**



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**From the leader in total hardware: A Fresh Look at Builder's Hardware Hardware Essentials™** will reinvent your hardware aisle. Hillman has taken on a company-wide challenge to create a winning combination of style, packaging and merchandising that creates a new dimension of shopability in the builder's hardware category.

The easy to follow point-of-purchase materials make shopping a breeze. Consumers can easily identify with the innovative, color-coded packaging. Combine the customer-level benefits with Hillman's unparalleled service and you have an **Essential** program for your store.

**The Right Product for the Right Project**  
Hillman offers the range of products necessary for both novice and contractor. **Hardware Essentials™** is designed to satisfy a wide array of customers covering farm, ranch, mass merchant, builder and retail hardware. Our vast product offering combined with small pack quantities, best-in-industry service, expert inventory management and innovative merchandising result in the next generation of builder's hardware. Call your representative today and let Hillman be your source for builder's hardware.

*How Hillman is changing the shopping experience:*

### Organization of Categories

Color-coded packaging separates categories

### High Impact Merchandising

Signs, aisle violators and shelf systems grab attention

### Information

Detailed trilingual package instructions

### High Quality Products

Exceed industry standards

### Versatility in Packaging

Package options to satisfy contractors and do-it-yourselfers

### Flexibility

Flexible shelf system for bulk products



- Eye Bolts
- U Bolts
- Turnbuckles
- Screw Hooks
- Pulleys
- Snaps
- Zinc Forged
- Galvanized
- Stainless Steel
- Corner Braces
- Mending Plates
- T Plates
- Lid Supports
- Zinc
- Galvanized
- Door Stops
- Hooks
- Handrail Brackets
- Zinc
- Solid Brass
- Decorative Finishes
- Sash Locks
- Door Chains
- Barrel Bolts
- Door Guards
- Zinc
- Brass
- Decorative Finishes
- Hinges
- Corner Braces
- Hasps
- Decorative Corners
- Solid Brass



- Kick Plates
- Push Plates
- Door Viewers
- Solid Brass
- Decorative Finishes
- Door Hinges
- Screen Door Hinges
- Strap Hinges
- T Hinges
- Continuous Hinges
- Zinc
- Galvanized
- Stainless Steel
- Solid Brass
- Decorative Finishes
- Latches
- Hasps
- Barrel Bolts
- Door Pulls
- Gate Hinges
- Zinc
- Galvanized
- Stainless Steel
- Decorative Finishes
- Door Closers
- Latches
- Door Springs
- Door Hardware
- Aluminum
- Black
- White
- Shelf Brackets
- Storage Hooks
- Shelf Supports
- Peg Hooks
- Closet Rods
- Decorative Finishes

## Auxiliary Product Categories



- Closet Rods
- Bi-Fold Door Kits
- Sliding Door Kits
- Pocket Door Kits
- Accessories



- Springs
- Rollers
- Hinges
- Pulleys
- Cables



- Rails
- Hangers
- Brackets
- Accessories
- Zinc
- Galvanized



Bi-Fold Door Display



Garage Door Display

