

## A LEGACY OF LONGEVITY, SERVICE AND SALES SUPPORT

- Best-in-class national sales force focusing solely on builders hardware
- High quality products that exceed ANSI and BHMA certification standards
- Prime manufacturer of the majority of products we sell
- Nationally backed warehouse program allowing precise control over inventory
- Multiple coast distribution facilities for fast lead times
- Multiple products categories - one order, one invoice

## MARKETING SUPPORT

At National Hardware, the service goes beyond just sales support. We have a dedicated marketing team that is here to help with your needs. We provide custom category sell sheets and marketing collateral that can be created quickly and easily with the click of a button. Contact your sales rep to learn more about our custom collateral and merchandising.



## CUSTOM MERCHANDISING

National Hardware's merchandising system includes free merchandising aids and POP, along with ongoing upgrades, including clip strips, counter top displays, end caps and cross merchandising opportunities.



Quality and Innovation since 1901.

Contact your local sales representative  
or call (800) 346-9445 to speak to a  
customer service representative

# MERCHANDISING SOLUTIONS

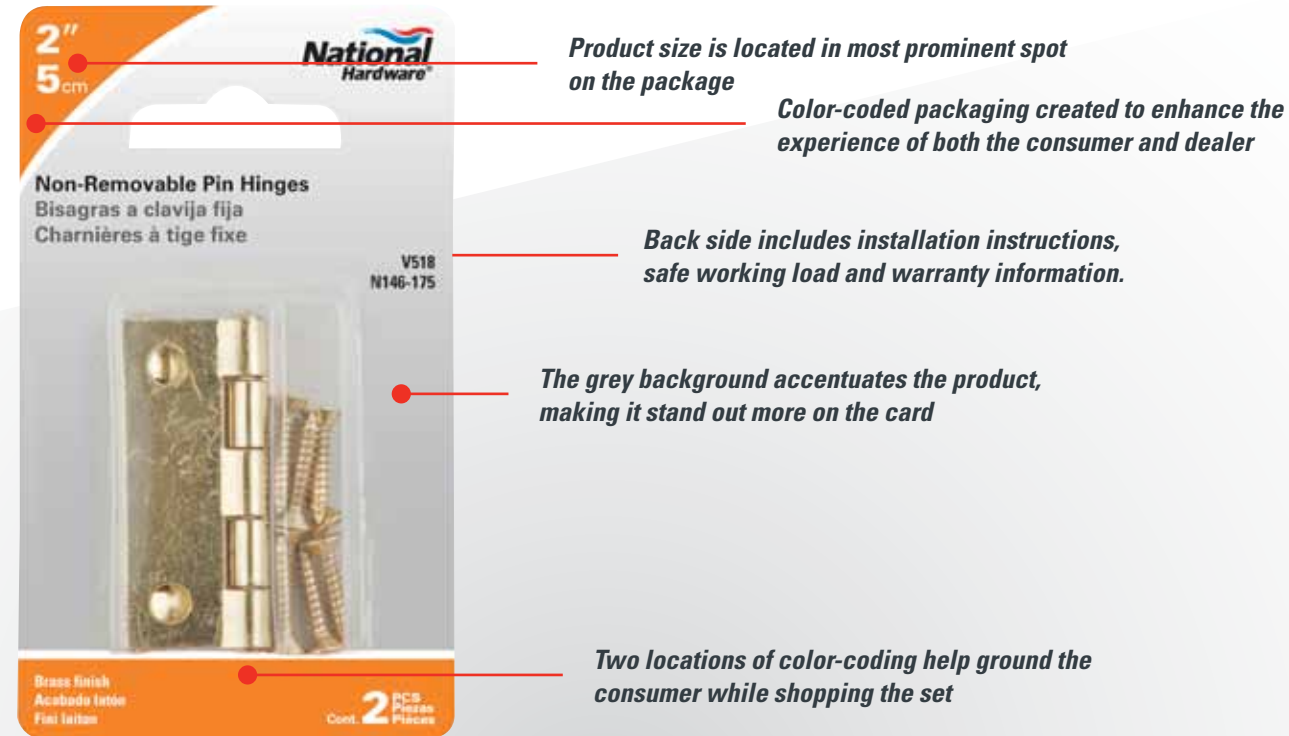


Simple to shop. Easy to order.

## PACKAGING

National Hardware created its packaging system with the consumer and retailer in mind. We provide a color coded, scalable and customizable planogram so you can base your set on demographics and volume, not a pre-planned one-size-fits-all program. Our customized planograms are tailored to maintain your store's strategic market position.

The National Hardware packaging system offers a variety of advanced packaging features:



## FULLY CUSTOMIZED PLANOGRAMS

National Hardware provides a cohesive suite of merchandising components developed to create a total aisle experience for consumers and retailers alike. Our packaging and design system was created to include the greatest amount of SKUs while eliminating wasted space. By providing a larger variety of card sizes, we allow retailers to fit a greater amount of product into the set, which ultimately means customers see a higher ROI per square foot. Our innovative design makes our planograms completely scalable – and they can be customized based on each customer's unique needs.

- Custom sets to meet the unique demands of each customer
- Specific product categories allowing for a better shopping experience
- Merchandising aids created with the customer in mind
- Color-coded packaging for a simplified shopping experience



## COLOR-CODED CATEGORIES | 7,500 BUILDERS HARDWARE SKUS

### CONNECTION

Cleats · Pulleys · Snaps · Swivels · Bolts · Cable Accessories · Chain Accessories · Hooks · Hooks & Eyes · Loops · Rings · Rope Accessories · Screw Eyes · Tie-Down Accessories · Towing Accessories



### GATE HARDWARE

Fasteners · Gate Accessories · Hinges · Hooks & Eyes · Latches & Pulls · Polymer



### GARAGE

Bolts & Nuts · Brackets · Cables · Hinges · Locks & Handles · Pulleys & Drums · Rollers · Springs · Weatherstripping



### HOME HARDWARE

Bumpers, Pads, Glides · Catches & Latches · Folding, Sliding, Pocket Doors · General Hardware · Household Hangers · Kickplates, Push & Pull Plates · Nails, Tacks and Brads · Plastic Hooks & Accessories · Pulls · Supports · Window Hardware



### HINGES

Residential Hinges · Specialty Hinges · Strap & T Hinges · Hinge Accessories



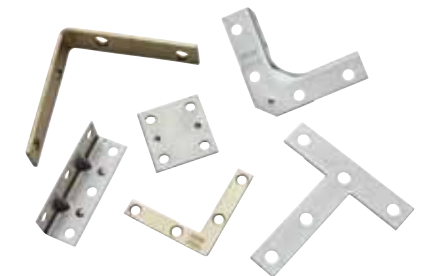
### ORGANIZATION

Closet Hardware · Peg & Storage Hooks · Shelf Hardware · Closet Rods · Brackets · Pole Sockets · Supports



### REINFORCEMENT

Chair Braces · Corner Braces · Mending Braces · T-Plates



### SCREEN AND STORM

Patio & Scree · Door Hinges · Latches · Catches · Closers · Screen Door Accessories · Storm Door Accessories



### SECURITY

Barrel Bolts · Door Security · General Hardware · Hasps · Safety · Utility Locks · Window Hardware



### MINI BRASS

Bolts · Catches · Corners & Braces · General Hardware · Hasps · Hinges · Padlocks & Accessories · Pulls



### ADDITIONAL CATEGORIES

Merchandised Separately

#### Track, Hanger & Sliding Doors

Box Rail & Components, Round Rail & Components, Sliding Door Frame Components, Sliding Door Accessories

#### Metal Shapes

Aluminum, Plain Steel, Galvanized Steel, Zinc Plated Steel, Oiled Steel, Stainless Steel, Accessories