

# 11

## RETAIL & MERCHANDISING

VENTE AU DÉTAIL  
ET MARCHANDISAGE

VENTA AL POR MENOR  
Y COMERCIALIZACIÓN

178 Merchandising "Spinner Racks"

180 Accessory Plan-O-Grams

184 Wire/Cable Displays

**EFFECTIVELY DISPLAYED PRODUCT GENERATES INCREASED SALES AND ALLOWS A CUSTOMER TO SELECT WHAT THEY NEED QUICKLY AND EFFICIENTLY, IMPROVING CUSTOMER EXPERIENCE.**

**STRATEGICALLY PLACED PRODUCT DISPLAYS PROVIDE CUSTOMERS THE OPPORTUNITY TO REVIEW PRODUCTS TO MAKE THE BEST SELECTION FOR THEIR SPECIFIC NEEDS. NOT ONLY DOES THIS HELP YOUR CUSTOMERS BUT IT ALLOWS YOU TO SEE QUICKLY WHAT STOCK NEEDS TO BE REPLENISHED TO AVOID A LOST SALE. INCREASE REVENUES AND PROFITS, INCREASE INVENTORY TURNS WITH GROTE'S SUGGESTED PLAN-O-GRAMS IN YOUR LOCATION.**



# SPINNER RACK DISPLAYS

Your customer base is varied and you need selling solutions to meet that need. Look to Grote's 8-sided Spinner Rack displays.

Choose from the popular 01061 automotive display that features products for lighter duty as well as some heavy duty products or select either the 01062 or 01063 display for those specialty heavy duty needs.

## AUTOMOTIVE DISPLAY



01061

The popular 01061 automotive display features products for lighter duty as well as some heavy duty products.

### 01061 – Automotive Display

**Includes:**

- Heat Shrink, Nylon and PVC Insulated Terminals & Connectors
- Primary Wire
- Automotive, Marine, Heavy Duty Battery Clamps & Conversion Connectors
- Cable Ties
- Split Flex & Heat Shrink Tubing
- Automotive, Marine, Heavy Duty Sockets, Plugs and Adapters
- LED Toggle, Push/Pull Rocker and Disconnect Switches
- And much more...

▶ 6' TALL X 4' WIDE

## HEAVY DUTY DISPLAY

Our 01062 display offers more heavy duty products should your customer base demand that. More connection and protection products to choose from as needed.

### 01062 – Heavy Duty Display

**Includes:**

- Cable Ties
- Primary Wire
- Battery Lugs and Hardware
- Assorted Sockets and Switches
- Heat Shrink Tubing, Crimp & Solder and Heat Shrink Terminals
- PVC and Vinyl Electrical Terminals
- Trailer Sockets
- Circuit Protection Products

▶ 6' TALL X 4' WIDE



01062

## HEAVY DUTY DISPLAY

Grote's 01063 display features popular OEM, Deutsch and Weather pack terminals and a variety of Fuse and Circuit protection products. These products are the choice of professionals everywhere! Stock them, display them and solve your customers' needs for these necessary products!

### 01063 – Heavy Duty Display

**Provides similar coverage to 01062 but with hard to find products including:**

- OEM, Deutsch and Weather Pack Terminals and Connectors
- Circuit Protection products including Fuses, Fuse Holders & Circuit Breakers
- OEM molded battery cables & split loom insertion tools

▶ 6' TALL X 4' WIDE



01063

**AIR & POWER DELIVERY ESSENTIALS**



01065-5

Air & Power delivery connections are critical and Grote's Air & Power delivery essential plan-o-grams are a perfect solution.

Both offer Coiled air products, assorted gladhands, seals and hardware, tender springs, OEM battery cables and nose and junction boxes.

The 01065-5 features Grote's 3 in 1 air and electrical cables as well as lift gate cables.

**Choose the plan-o-gram that is right for your market needs.**

**01065-5 – Air & Power Delivery Essentials**

**Includes:**

- Coiled Air Products
- 3-in-1 Air and Electrical Cables
- Lift Gate Cables
- Tender Springs
- Assorted Glad Hands
- Glad Hand Grips
- Seals & Hardware
- OEM Battery Cables & Connectors
- Trailer & RV Sockets and Plugs
- Socket Breakers and High Amperage Circuit Breakers
- Nose and Junction Boxes

▶ **6' WIDE X 8' HIGH**

**01065-6 – Air & Power Delivery Connections**

**Includes:**

- Power Cords
- Coiled Air Products
- Assorted Glad Hands
- Glad Hand Grips
- Seals & Hardware
- Tender Springs
- OEM Battery Cables & Connectors
- Trailer Sockets & Plugs
- Socket Breakers and High Amperage Circuit Breakers
- Nose and Junction Boxes

▶ **4' WIDE X 4' HIGH**



01065-6

Small space? No worries!  
Wide Selection of products  
for many applications in  
one specific area. Grote's  
got it covered!

**POWER DELIVERY PRODUCT REPAIR & MAINTENANCE**

Essentials for Repair and maintenance of power delivery systems and equipment.

Looking for terminals and connectors along with protective and support products as well as tools? Choose the 01065-7 from Grote.

If you prefer more electrical switches, disconnects, sockets and junction boxes, as well as terminals and connectors, the 01065-8 is ideal.

**You know what you need and Grote's Got It!**

**01065-7 – Power Delivery Repair & Maintenance**

**Includes:**

- Heat Shrink Butt Connector Jars
- PVC and Nylon Terminals & Connectors
- Battery Connectors
- Heat Shrink Tubing
- Cable Ties and Split Loom
- Trailer Connectors
- Heat Guns
- Crimp Tools
- Primary Automotive Wire

▶ **4' WIDE X 4' HIGH**

**01065-8 – Power Delivery Repair & Maintenance**

**Includes:**

- Heat Shrink Butt Connector Jars
- PVC and Nylon Terminals & Connectors
- Battery Connectors & Disconnects
- Trailer Connectors
- Switches
- Trailer & RV Sockets and Plugs
- Junction Box

▶ **4' WIDE X 4' HIGH**



01065-7

See what is selling  
and re-stock as needed.  
Better inventory  
management means  
improved profits!



01065-8

POWER PRODUCTS



01065-9

Products that cover what you need to repair or replace parts between the power supply and the component, Grote's Wire & cable or Battery Connection Repair products are a perfect solution.

Better still, put them side by side so your customers have everything they will need at a glance!

**Effective displays drive sales – Grote's Plan-o-Grams make that happen!**

**01065-9 – Wire & Cable Products**

**Includes:**

- Primary Wire
- Battery Cable
- Heat Shrink Tubing & Guns
- Cable Ties
- Split Loom

▶ 4' WIDE X 4' HIGH

**01065-14 – Battery Connection: Repair & Maintenance**

**Includes:**

- Battery Connectors
- Clamps
- Charging Clips
- Boxes
- Cutting Tools
- Assortment Terminal Kits
- Disconnect Switches
- Booster Cables

▶ 4' WIDE X 4' HIGH



01065-14

CONNECTION REPAIR & WIRE MANAGEMENT

A total Connection Repair and Wire & Cable management solution!



01065-10

12 feet of in-demand and necessary products for connecting, supporting and protecting equipment's wiring and cable systems. The right products, the right tools, the best results! **'Connect & protect' with Grote!**

**01065-10 – Connection Repair & Wire Management**

**Includes:**

- Heat Shrink
- Nylon + PVC Terminals & Connectors
- Battery Connectors
- Clamps and Cables
- Heat Shrink & Split Flex Tubing
- Cable Ties
- Hand Tools
- Maintenance Tools
- Heat Guns
- Trailer Connectors
- Electrical Switches
- Socket Assemblies

▶ 12' WIDE X 4' HIGH

SPECIALTY PLAN-O-GRAMS

Specialty Plan-o-Grams make selection of the needed products easier for your customers.

Set up in your location these specialty plan-o-grams from Grote for Cable tie products or Fuse and Circuit protection or a display of kits designed for the DIY'er or the pro.

A wide variety of products for any application and requirement. Your customers will find what they need, when they need it and they will thank you for that!

**01065-15 – Cable Tie Products**

**Includes:**

Cable Ties in various colors, lengths and tensile strength

▶ 4' WIDE X 4' HIGH

**01065-12 – Fuse & Circuit Protection**

**Includes:**

The most popular Replacement Fuses, Fuse Kits, Fuse Holders, Circuit Breakers, Installation and Removal Tools

▶ 2' WIDE X 4' HIGH

**01065-11 – Fuse & Circuit Protection**

**Includes:**

The most popular Replacement Fuses, Fuse Kits, Fuse Holders, Installation and Removal Tools

▶ 4' WIDE X 4' HIGH

**01065-13 – Power Delivery Connection Essentials**

**Includes:**

- Heat Shrink Nylon and PVC Terminal Assortment Kits
- Heat Shrink Tubing Kits
- Copper and Tin Plated Replacement Battery Lug Kits
- OEM Weather Pack Assortment Kits
- Deutsch Assortment Kits
- Assorted Electrical Repair Kits

▶ 2' WIDE X 4' HIGH



01065-15



01065-12



01065-11



01065-13

WIRE & CABLE DISPLAY

**NEW**



00872



Top loading lid eliminates re-stocking hassles

The Grote Wire Dispenser provides a unique, compact and effective inventory management solution for spooled wire.

**00872 – Wire & Cable Display** **Holds up to 7,800' of wire!**

**Features & Benefits**

- Unit holds up to 123 spools of wire – 63 x 100' spools of wire and 60 x 25' spools of primary wire
- Can accommodate 12GA-18 GA wire spools
- Ease of re-stocking through the top loading lid
- See through display provides inventory at-a-glance for immediate re-stocking
- Heavy gauge steel makes this unit rugged and very stable
- Effective use of shelf space improves revenue per square foot
- Mix-'n-match – Stock the primary wire and cable you need to support your unique customers
- Wire not included

▶ ONLY 34" WIDE X 17" HIGH X 12" DEEP

WIRE & CABLE DISPLAY



00870

**00870 – Wire & Cable Display**

**Features & Benefits**

- Constructed of heavy-duty steel, painted powder blue
- Can accommodate a variety of primary wire, battery cable or welding cable assortments in one display
- Steel bars can be removed to accommodate larger spools
- Mounting brackets included for mounting, safety and functionality
- Can be mounted or used as a stand alone display
- No assembly required
- Made in North America
- Wire not included

▶ ONLY 27" WIDE X 18 1/4" TALL X 6 1/4" DEEP; 11 LBS

For Primary Wire see Page 64-65



# DEAL WITH REAL

In a world of automated phone systems and outsourced customer service it's rare to contact **REAL PEOPLE** with **REAL EXPERIENCE** providing **REAL SOLUTIONS**. That is exactly what you get from Grote's team of expert Sales and Customer Solutions personnel.

**OPEN A RELATIONSHIP WITH GROTE**

When it comes to service and support, you want to partner with a company that works like an extension of your organization. From OEMs to fleet managers to our distributors, Grote's partners all around the globe find that we help maximize profitability in a way that is convenient and supportive. You can concentrate on what you do best by letting us support you with our core expertise in Lighting and Electrical Connections & Accessory products. Great products with great support... Grote's Got It!

**CONTACT US AT 1-800-268-5612 TO FIND OUT HOW WE CAN HELP YOUR BUSINESS**

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