

# 11

## RETAIL & MERCHANDISING

VENTE AU DÉTAIL  
ET MARCHANDISAGE

VENTA AL POR MENOR  
Y COMERCIALIZACIÓN

180 Merchandising “Spinner Racks”

182 Accessory Plan-O-Grams

184 Wire/Cable Displays

UTILIZE YOUR SHOWROOM’S MERCHANDISING SPACE EFFICIENTLY TO HELP MAXIMIZE YOUR SALES POTENTIAL. OUR WELL DESIGNED GROTE DISPLAYS ALLOW YOUR CUSTOMERS TO FIND WHAT THEY ARE LOOKING FOR QUICKLY AND EASILY, IMPROVING YOUR OVERALL CUSTOMER EXPERIENCE.

OUR SPINNER RACKS, PLAN-O-GRAMS AND RETAIL SUPPORT ITEMS HELP ORGANIZE YOUR STORE, SUGGEST HIGHER QUALITY PRODUCTS, AND REMIND YOUR CUSTOMERS OF ITEMS THEY MAY HAVE FORGOTTEN. GROTE’S MERCHANDISING PLANS ARE DESIGNED TO HELP YOU INCREASE THE PRODUCTIVITY OF YOUR STORE, ALLOWING YOU THE TIME TO PROVIDE IMPROVED CUSTOMER SERVICE AND SATISFACTION.



# 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-NA – Heavy Duty Display

- Provides similar coverage to 01063 but with the following differences**
- Addition of the most popular Nylon & PVC electrical terminals and connectors
  - Removal of circuit protection products including fuses, fuse holders and circuit breakers

▶ 6' TALL X 4' WIDE



01063/01063-NA



# PLAN-O-GRAMS FOR RETAIL

Grote's Electrical Connection, Air Product and Accessories Plan-O-Grams help you utilize your showroom's merchandising space efficiently, and help your customers find what they need. Managing a retail space is difficult, but our plans let you easily see what is selling, and re-stock as needed. Best of all, all Grote products feature efficiently sized, tri-lingual, and retail-friendly packaging.

## RETAIL SOLUTIONS



**DISPLAY GROTE'S MOST POPULAR ELECTRICAL CONNECTION, AIR AND ACCESSORY PRODUCTS IN AN EFFICIENT PLAN-O-GRAM. TOP-SELLING GROTE PRODUCTS EFFECTIVELY DISPLAYED IN RETAIL-FOCUSED PACKAGING IS A FORMULA FOR SUCCESS.**



FAST  
MOVERS



IMPROVE  
PROFITABILITY



RETAIL  
READY



Our proven quality, our excellent retail packaging, and a great merchandising plan will all help you compete and win in your market with our extensive electrical connection, air product and accessory products!



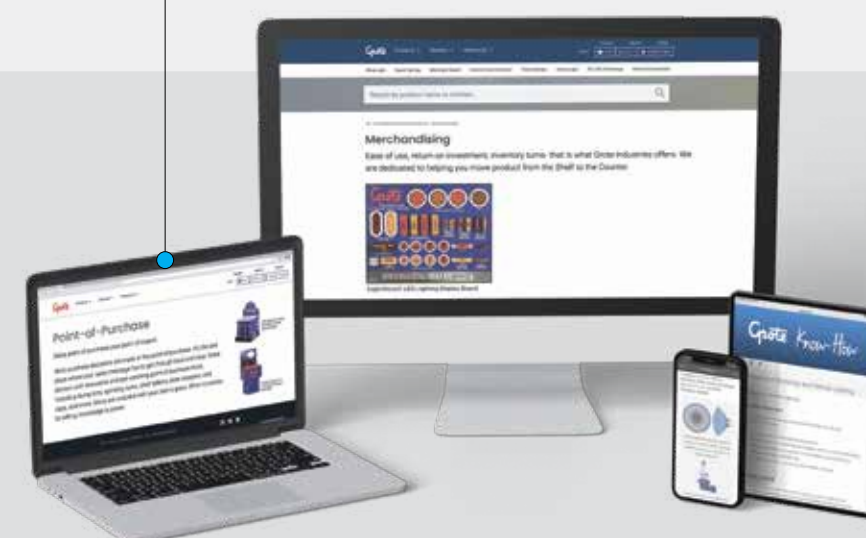
Grote's electrical connection, accessory, and air products are the choice of automotive and heavy-duty professionals everywhere. Stock them, display them, and sell your customers the fast-moving repair and installation products that they demand.

Grote's updated plan-o-grams help you utilize your showroom's merchandising space efficiently, to help maximize your sales potential! Don't worry if you have a small space, we can help you customize our plans to suit your specific needs.

**Better inventory management will deliver improved profits for your business!**



Effective displays drive sales. Grote's Plan-O-Grams make that happen! Visit our Plan-O-Gram page on Grote.com today, to review and select one of our newest and updated merchandising displays.





## WIRE & CABLE DISPLAY



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**

### LIMITED WARRANTY

Grote® Industries, Inc. ("Grote®") warrants its products to be free from defects in material and workmanship under normal use and service as set forth in this Limited Warranty. THIS LIMITED WARRANTY is the final, complete and exclusive expression of warranty to the purchaser and cannot be modified except in writing signed by an authorized officer of Grote®.

### GENERAL ONE-YEAR LIMITED WARRANTY

Subject to the following conditions, Grote® warrants to the original purchaser only (and not to anyone else) of each new product made by Grote® that any part thereof which proves to be defective in material or workmanship within one year from the date of manufacture by Grote®, at Grote's option, be repaired or replaced without charge upon return to Grote® of the defective product, provided any defect in the product is brought to the attention of Grote® within the warranty period, who alone will be authorized to furnish or arrange for repairs or replacements within the terms of this limited warranty.

The above limited warranty does not apply, and no warranty, either expressed or implied, shall be applicable (a) to damage resulting from accident, alteration, misuse or abuse; (b) if the product is not installed, operated and maintained according to procedures recommended by Grote®; (c) if the serial number, date code, or other identifying marks affixed to the product by Grote® are removed, obliterated or defaced. In no case shall the warranty be extended to defects in materials, components (which includes but not limited to bulbs), or services furnished by third parties, nor to the installation of the product performed by third parties, except those performed by or on behalf of Grote® authorized distributors. If any repairs are made, or any other parts are replaced during the warranty period, by any distributor other than a Grote® distributor, in accordance with service manuals, parts, accessories, or attachments other than authorized by Grote® for use in Grote's products, the purchaser shall pay for such repairs or parts without recourse against Grote®, and Grote® shall be relieved of responsibility for fulfillment of the warranty with respect to parts or components of all repairs, alterations, or replacements so made.

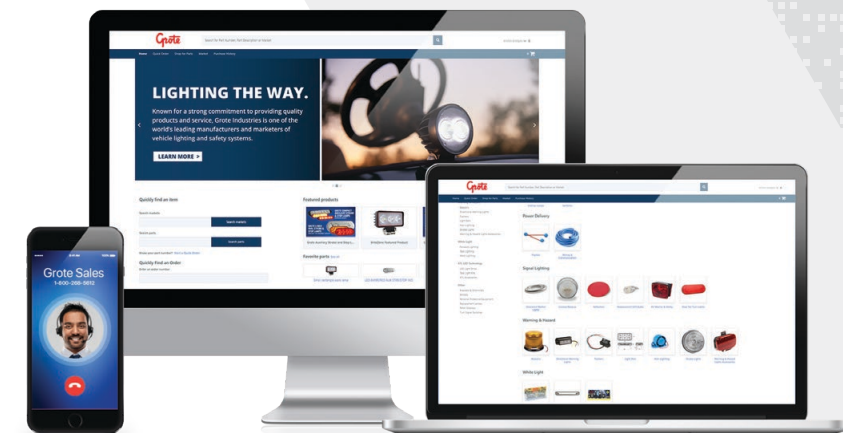
# WE KNOW THE POWER OF A GOOD CONNECTION



At Grote Industries, **WE ARE COMMITTED TO TAKING CARE OF OUR CUSTOMERS** by ensuring that they receive the information and products they need, when they need them. That's why we are continually investing in industry-leading technology that allows us to connect to our valued customers.

## MANY WAYS TO CONNECT, MANY WAYS TO GROW TOGETHER

From our updated website with instant-search and live technical help, to our completely refreshed **G24/7 ONLINE CUSTOMER SERVICE PLATFORM**, Grote's experienced team of sales and customer solutions experts are never more than a click or a phone call away. Let us help you connect with your customers, with our digital tools, best-in-class customer service and innovative safety solutions.



## CONTACT US

CALL US AT 1-800-268-5612, OR CHECK OUT OUR G24/7 ONLINE CUSTOMER SERVICE PLATFORM AT [SHOP.GROTE.COM](http://SHOP.GROTE.COM)