FLUKE®

Merchandising catalog

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Introduction

How effective merchandising can impact your business

What is merchandising? Merchandising is any activity that increases consumer buying at the point of sale. It is a direct reflection of your company and in many ways you are what you merchandise! Well-lit, organized, and fully stocked displays communicate positive messages about being able to better serve your customers. Good displays will create impulse sales and add-on purchases. A properly merchandised showroom is one that creates a positive atmosphere that makes shopping easier and more convenient. Well merchandised displays act as silent salesmen that allow counter staff to serve more customers in less time. **Since it typically takes six product exposures to bring a customer from a position of no awareness to purchase, merchandising is a key tool in moving customers along the buying cycle.** That is why merchandising should be integrated into your marketing plans. The key is to experiment, measure the results, and make adjustments based on your findings.

By following the Fluke merchandising standards outlined in this catalog, you will:

- Develop a unique personality for your store that will set you apart from your competitors, leading to repeat business.
- Experience increased sales, turns, and profits.
- Improve service by allowing customers to choose and examine products on their own terms without pressure.
- Understand why it is important to take products out of your stock rooms and feature them where they can be seen, sampled, and sold.

Sales Tip:

Studies show that offering products in well merchandised displays boosts sales by more than 20 % compared to the same products when they're stocked out of sight.

Purpose of this merchandising catalog

The purpose of this catalog is to provide you with important, basic information to help you develop profitable merchandising ideas for your store. It focuses on key business development issues: merchandising, products, and sales. This catalog emphasizes merchandising Fluke test tools and accessories.

We are committed to supporting you with the best merchandising tools you need to be profitable. We believe this catalog will provide you with the necessary information and direction to achieve success.

Here are more important statistics* to reinforce the impact of effective merchandising:

- A consolidated and organized brand set, alone, can increase sales in a store by as much as 20 %.
- 80 % of shoppers who come in for one item, will buy additional items.
- 25 % of consumers buy products they see on a secondary merchandising display.
- 70 % of final purchase decisions are made in-store.
- Counter displays can increase sales by 40 %.
- The majority of people who sample a product, will buy it.
- Point-of-purchase merchandising can increase sales from 57 % to 108 %.
- 54 % of impulse purchases are first-time product selections.
- 64.8 % of impulse purchases are due to in-store motivational factors, not radio, newspapers, television, etc.

** statistics from Point-of-Purchase Advertising Institute in the U.S.*

Merchandising standards

Category management

Category management refers to the big picture of managing the entire test equipment category in your store. We would like to offer our product knowledge and expertise to assist the distributor, as much as they will allow, towards the goal of higher sell-through and greater profits. It is all about choosing, stocking, and promoting the right products!

Professionals all over the globe reach for Fluke tools, confident in their rugged, reliable design and high performance. These are the tools they depend on to keep their world up and running.

Follow these three basic merchandising principals to create profitable displays:

1. Category management
2. Space management
3. Inventory management

Traffic patterns

Partner with your Fluke sales representative to ensure the test equipment category is merchandised in high traffic areas, i.e., the counter, end aisle, main aisle, perimeter, and areas where people pause or wait. Another key element to category management is proper use of signage. Customers want to purchase items as quickly and easily as possible. Clear, easy-to-read product category signs can help make the buying experience better for your customers. Create traffic patterns by using destination items, such as new product displays, specials areas, contractor work stations, or even things like a coffee pot.

Sales Tip:
The first step to increasing your business and exposing your customers to more products is to get rid of the counter stools!

Destination items

These are items that are either frequently purchased or have high customer appeal. You should review your current floor plan to see if you are effectively using destination items to pull your customers through the showroom in a way that maximizes customer exposure to products. Look at your showroom through your customers' eyes. What are they doing? Do they move around your showroom or do they just visit the counter and leave?

Sales Tip:
Displaying related items together can increase sales by more than 100 %.

Impulse and complementary items

Impulse buying is a universal tendency for consumers. Take advantage of this by placing low-cost, impulse-oriented items (such as the LVD2 or Fluke 62, which are proven impulse purchases) close to your check out counter. Remember "out of sight is out of mind" when it comes to impulse items. Also, take advantage of cross-selling opportunities by placing complementary items, i.e., batteries and flashlights, meters and accessories, near each other.

Space management

Space management refers to managing product mix and product positioning on displays to maximize sales. A big part of space management is measuring the sales and making adjustments, if necessary.

Sales Tip:
Allocate display space based on sales.

Product mix

Displaying the right mix of Fluke products is the key to maximizing your return on investment. Your business serves a unique market. Whether you focus on residential, commercial, industrial, or some unique mix of the three, your Fluke sales representative will work with you to determine the best product mix for your store. If an item is continually out of stock, you are losing sales. If the product is turning too quickly, you should have more on hand. Your Fluke sales representative may suggest additional quantities or allocate more space for faster selling items. On the other hand, if sales are slow, your Fluke sales representative may suggest placing displays in another location, changing the product mix, or changing displays. Fluke will also support you as its business partner through the stock rotation program, which your Fluke sales representative will explain to you. Stock rotation may not be available in all countries.

Sales Tip:
End caps usually sell up to five times more than other displays.

How to maximize sales with end caps

End caps are the displays located at the end of your product display aisles. This valuable real estate can be used in a variety of ways to maximize sales potential. Feature seasonal items for maximum impulse buying and showcase "What's New" so your customers will always look to this area to find the hot new products. Present a well known brand name to draw customers to the display. Promote clearance products on back end caps to move discontinued inventory. Change end caps on a regular basis to avoid your displays becoming boring and invisible to regular customers.

Product positioning

You may be familiar with the real estate phrase, there are three things to keep in mind when buying a house: location, location, location. The same holds true on a display: a product's position can greatly influence its sale. We will discuss four proven merchandising strategies.

1. **Fluke consolidation** – Put like items together
2. **Good-better-best technique** – Top down selling
3. **Eye-level merchandising** – Best position
4. **Cross-merchandising** – Complementary items

1. Consolidate and organize the Fluke section

Consolidating and organizing Fluke products can increase sales 20 % by:

- Making it easier to up-sell and cross-sell products.
- Making it easier and more convenient for customers to find Fluke products.
- Highlighting Fluke products within your store.
- Making it easier to identify out-of-stock conditions.
- Making restocking more efficient.

2. Good-better-best

The good-better-best technique was made famous by the US retailer Sears, and is now a frequently used term in the distribution industry. Display the top-quality product (or best product) on the left side of the top shelf, peg, or rack. Then, work down in price, quality, or customer demand from left to right. **See example No. 1**.

Sales Tip:

"Using the good-better-best technique is a great way to up-sell!"

The theory behind the good-better-best technique is that people read from left to right, so products located in the upper left corner tend to sell better. This technique is a way to sell your customers up to the best models, which will improve your profits. This diagram applies the good-better-best strategy to Fluke products. If we consider the Fluke clamp meters, Model 322 is good, Model 335 is better and Model 337 is best, based on their available options. They should be displayed as illustrated; this puts the most expensive and most popular units in the upper left corner.

If we consider the Fluke infrared thermometers, Model 62 is good, Model 561 is better, and Model 68 is best, based on their price and feature sets. **See example No. 2.**

Fluke example No. 3

In a display where you are merchandising several best units together, for example, Model 117, Model 179, and Model 87V, prioritize among the products to come up with a "best of the best." That model should go in the upper left corner, with the other units taking the better and good positions. In our example, Model 87V would go in the upper left corner, Model 179 in the better position, and Model 117 in the good position. When shelves are used to display product, the best quality product should be placed on the top shelf and the lowest quality on the bottom. For on-shelf displays, as on slat wall or pegboard, customers assume the top-quality products are on the left-hand side.

Both of the tables on the next page identify three product categories and the good, better, and best status of the items within them. The good, better, and best ranking were assigned based on each product's available features and price.

Example #2

Best	Better	Good
Model 68	**Model 561**	**Model 62**
Feature	Feature	Feature
Feature	Feature	
Feature		

Example #1

Best	Better	Good
Model 337	**Model 335**	**Model 322**
Feature	Feature	Feature
Feature	Feature	
Feature		

Example #3

Best	Better	Good
Model 87V	**Model 179**	**Model 117**
Feature	Feature	Feature
Feature	Feature	
Feature		

Fluke Electrical	Best	Better	Good
Digital multimeters	**Model 87V** • Measure variable speed drives • True-rms • Built-in thermometer • Capacitance/frequency • 0.05 % dc accuracy • Large digit display/backlight • 1000 V max ac/dc	**Model 179** • Temperature • True-rms • Backlight • 0.09 % basic dc accuracy • Capacitance/frequency • 1000 V max ac/dc	**Model 117** • True-rms • 600 V max • Capacitance/frequency • Min/Max/Avg Record Mode • Built-in, non-contact voltage detector
Clamp meters	**Model 337** • AC/DC measurements • True-rms • Larger jaw size • 1000 A max • Motor in-rush • Backlight • Auto-off • Frequency	**Model 335** • AC amps • True-rms • 600 A max • Motor in-rush • Backlight • Auto-off	**Model 322** • Compact • AC amps • AC/DC volts • Average sensing • 400 A max • Auto-off
Electrical testers	**Model T5-1000, T5-600** • Auto-select volts ac or dc • Resistance to 1000 ohms • Easy and accurate OpenJaw™ current measurement • Fits easily into tight spots	**Model T+PRO/T+** • 3 forms of ac/dc voltage detection: lights, beeper, and vibration • Indicates live voltage without battery power • CAT IV 600 V, CAT III 1000 V rated	**Model 1AC-II** • Voltbeat™ technology and continuous self-test—so you always know it's working • Cat IV 1000 V rated • Voltage detection of 90 to 1000 V ac
Professional infrared thermometers (non-contact)	**Model 574** • Range from -30 °C to 900 °C (-25 °F to 1600 °F) • Distance to Spot Ratio (D:S) 60:1 • Log up to 100 data points • Coaxial 3-laser beam • Temperature data download/ analysis • PC software to graph logged and real-time measurements	**Model 561** • Range from -40 °C to 550 °C (-40 °F to 1022 °F) • Distance to spot ratio (D:S) 12:1 • Measures both contact and infrared temperature • Includes Velcro® hands-free thermocouple pipe probe • Easy emissity adjustment	**Model 62** • Range from -30 °C to 500 °C (-20 °F to 932 °F) • Distance to spot ratio (D:S) 10:1 • Bright laser beam • Back lit display
Contact thermometers	**Model 54 Series II** • K,J,T,E,N,R,S thermocouples • Dual inputs • Datalogging (500 pts) • Time of day • IR data port • MIN/MAX/AVG	**Model 52 Series II** • K,J,T,E thermocouple • Dual input • Relative time • MIN/MAX/AVG	**Model 51 Series II** • K,J,T,E thermocouples • Single input • Relative time • MIN/MAX/AVG
Fluke HVAC/R	**Best**	**Better**	**Good**
DMMs	**Model 87V** • Measure variable speed drives • True-rms • Built-in thermometer • Capacitance, and frequency • 0.05 % accuracy • Large digital display/backlight • 1000 V max ac/dc	**Model 179** • Temperature • True-rms • Backlight • 0.09 % basic dc accuracy • Capacitance, and frequency • 1000 V max ac/dc	**Model 116** • Built-in thermometer • Microamps to test flame sensors • LoZ function for low input impedance measurements • Min/Max/Average • Resistance, continuity, frequency, and capacitance
Clamp meters	**Model 902** • Capture flue gas temperatures • Conduct flame rod testing • Measure start and run motor capacitors • Capacitance, dc current (µA) • Contact temperature • True-rms and low-pass filter	**Model 333** • AC current • AC and dc voltage, resistance, and continuity • Display hold button and auto shut-off	**Model 322** • Compact • AC amps • AC/DC volts • Average sensing • 400 A max • Auto-off

Sales Tip:

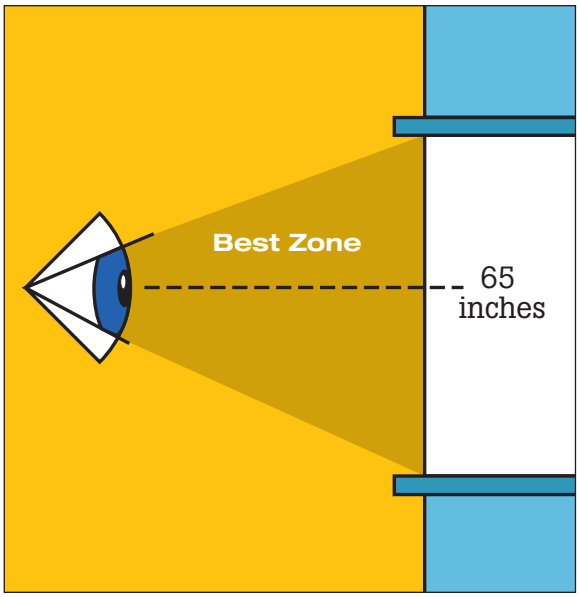
"Eye-level is buy level" Maximize your sales by merchandising profitable items at eye level.

3. Eye-level merchandising

Here's a look at how eye level merchandising can affect your sales*:

- Moving a product from floor level to eye level, about 65 inches (150 cm), can increase sales by 43 %.
- Moving a product from chest level, about 55 inches (127 cm), to eye level can increase sales by 10 %.
- Moving a product from eye level, down to 24 inches (61 cm) off the floor can reduce sales by 45 %.
- Moving a product from the highest location, about 70 inches (168 cm), to the lowest location, about 16 inches (20 cm), can decrease sales by 80 %.

** statistics from Electrical Wholesaling Magazine*



4. Accessorize products

The easiest way to increase sales and your profits is to sell accessories. Statistics show that over 65 % of Fluke customers buy accessories to increase the utility of, protect, or to store a product. Customers are looking for items to make their purchase more exciting.

Customizing your Fluke tools just got easier. Customers told us that figuring out which accessories to buy was often too difficult. Now, we've taken the guesswork out and identified the top 10 accessories for many Fluke products. Just go to **www.fluke.com/top10** to select a key product and then access a list of top 10 accessories. Your customers will be able to use their Fluke tool for even more applications.

More good news!

Accessories are especially good at building margins because customers don't usually expect a discount on accessories like they do on other products. Many accessories expand the capability of your test instrument.

Example:

179
US suggested trade price
$239.95

C25
US suggested trade price
$26.95

TL220
US suggested trade price
$50.95

Increase in revenue and profits of 32 % with simple accessorizing

Sales Tip:

You can increase your accessory sales even further by promoting the fact that Fluke accessories have universal connectors and can be used with a wide variety of multimeters.

Inventory management

Fluke encourages you to display Fluke products where customers can easily see them, rather than in the stockroom. The old adage, "out of sight, out of mind," really holds true when it comes to inventory management. If customers can't see a product, they will assume it is not in stock or they will forget they need to purchase one. In either case, the result is lost sales. Your Fluke sales representative will work with you on the best way to display your products in the showroom. They will help you determine the right quantities and make sure accessories match the other products you have on hand. Our goal is to help you build productive merchandising displays to maximize ROI (see page 12).

Display maintenance

A major part of your success with Fluke will depend on how well the displays are maintained. A display's cleanliness affects its profitability. Customers will not normally buy products displayed on dirty or dusty displays. Your Fluke sales representative will guarantee that he or she will restock and organize the Fluke displays with each visit. In the meantime, here are some ideas for you to ensure well stocked, organized Fluke displays:

- Identify and develop a Fluke champion in your store. He or she will work with your Fluke sales representative to become a Fluke product expert and will manage Fluke merchandising programs.
- Change an existing job description to include stocking and cleaning.
- Assign the task to counter personnel, rotating the task after several weeks.

Sales Tip:
Empty peghooks can't sell anything!

Sales Tip:
Remember to rotate stock, first-in, first-out.

The power of secondary displays

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One of the easiest ways to increase sales and profits is by using **secondary displays**. Instead of the usual method of hanging products on the wall behind the counter, try something new. Place high impact point-of-purchase displays on your sales counter or out on the sales floor! **Research shows that 25 % of customers buy products they see on a secondary display.** Secondary displays are incremental merchandising locations in a showroom separate from the primary display. Getting additional exposure will increase product awareness and impulse purchases. Especially if secondary displays are strategically positioned out in front of the sales counter. **The purpose of a secondary display is to get products right in front of the customer!**

Fluke PDQ display

- New compact display takes up very little space and puts products out where your customers can see, sample, and buy
- Quick in-and-out revenue, the pre-packed display ships fully loaded, just pull it out of the box and start selling
- Great for introducing new products and promotions

SureGrip™ accessory display

- Get customer's attention and cross-sell accessories
- Great for impulse purchases
- Hands-on demo conveniently sits on the sales counter or can hang on the wall

Fluke space saver displays

- Compact display can easily hang on a wall or attach to the side of an endcap
- Increase impulse purchases by placing one of these display racks out in front of your counter

Interactive display

- Counter displays can increase sales by 40 %
- Hands-on demonstrations reveal compelling product features
- Builds confidence and gives customers a reason to buy now
- The majority of people who sample a product will buy it

Self-liquidating display

- Get more add on sales with this small compact merchandiser
- Self-liquidating counter displays will increase impulse purchases
- Easy set-up, plus display comes fully loaded. Just pull it out of the box and start selling

Custom plan-o-gram software

Fluke is committed to helping you manage your space. Let us build a custom plan-o-gram that is based on your display dimensions and customer needs. This software is a computer assisted process of allocating the right level of product inventory to the right location on each display to optimize profitability (return on investment) while assuring an in-stock position for high quality customer service. In fact, proper space management can mean the difference between making a profit or losing a sale. Ask your Fluke representative for a custom plan-o-gram. Each plan-o-gram comes with a picture showing how to set up a Fluke display with a suggested stocking order on the back.

Order a custom display for your store

Fluke Corporation — **Suggested Product Mix** — **January 29, 2007**

$3,291.72 Net Stocking Level

UPC	Model #	Description	Min Order	Suggested U.S. List Price
9596935531	FLUKE-922	AIRFLOW METER	1	$449.00
9596934487	FLUKE-116/62	HVAC MULTIMETER AND IR THERMOMETER COMBO KIT	1	$259.95
9596909520	FLUKE-179 ESFP	TRUE RMS MULTIMETER WITH BACKLIGHT AND TEMPERATURE	1	$239.95
9596933214	FLUKE-902	HVAC TRUE RMS CLAMP METER	2	$209.00
9596928751	FLUKE-971	TEMPERATURE HUMIDITY METER	2	$179.00
9596932419	FLUKE-116	HVAC TRUE RMS MULTIMTER WITH TEMPERATURE	2	$169.95
9596933253	FLUKE-561	INFRARED THERMOMETER FOR THE HVAC PROFESSIONAL	2	$149.00
9596904077	80PK-8	TYPE-K, THERMOCOUPLE PIPE CLAMP PROBE ACCESSORY	2	$116.55
9596905312	T5-600 USA	ELECTRICAL TESTER, 600V	2	$99.95
9596929112	FLUKE-62	MINI INFRARED THERMOMETER	2	$99.00
9596920645	TL220	SUREGRIP INDUSTRIAL TEST LEAD SET	2	$50.95
9596924181	T5-KIT	T5 TESTER STARTER KIT	2	$35.65
9596936997	LVD2	NON-CONTACT AC VOLTAGE DETECTOR AND LED FLASHLIGHT	12	$29.95
9596936436	80PK-11	TYPE-K, VELCRO TEMPERATURE PROBE	2	$27.95
9596900637	C25	SOFT CARRYING CASE	2	$26.95
9596929087	FLUKE-1LAC-A-II	AC LOW VOLTAGE DETECTOR 20V - 90V	12	$25.25
9596929078	FLUKE-1AC-A1-II	AC VOLTAGE DETECTOR 90V - 1000V	12	$25.25
9596900974	80PK-1	TYPE-K, THERMOCOUPLE BEAD PROBE	3	$21.15
9596905719	H5	HOLSTER FOR T5 ELECTRICAL TESTERS	2	$20.99
9596901735	80AK	TYPE-K, THERMOCOUPLE ADAPTER	3	$17.95
9596901158	TL75	HARD POINT TEST LEAD SET	3	$15.70
9596913321	AC72	PROBE TIP ALLIGATOR CLIPS	3	$11.50

Suggested stock list example

Template view

Vivid image view

Here is how to order

1. Photocopy the order form below.
2. Fill out the information completely and return to the address at the bottom of the form.

Plan-o-gram order form

Completely fill out the information below to order a custom built plan-o-gram.

Name: _____ Date: _____

Location: _____ Contact person: _____

Phone number: _____ E-mail: _____

Number of plan-o-grams requested: _____ **Number of branches:** _____

Type of display: ☐ Slatwall ☐ Pegboard **Plan-o-gram type:** ☐ Template view ☐ Vivid view

Display location: *(primary location)* ☐ Behind the counter ☐ Sales floor Other (specify): _____

☐ New store ☐ Existing Other (specify): _____

Display space allocation: Height: _____ Width: _____

Authorized products (list each item separately – meters and accessories)
List of all items that are to be merchandised and the quantities of each you would like to have stocked at each branch.

1.	_____	Qty _____	16.	_____	Qty _____	31.	_____	Qty _____
2.	_____	Qty _____	17.	_____	Qty _____	32.	_____	Qty _____
3.	_____	Qty _____	18.	_____	Qty _____	33.	_____	Qty _____
4.	_____	Qty _____	19.	_____	Qty _____	34.	_____	Qty _____
5.	_____	Qty _____	20.	_____	Qty _____	35.	_____	Qty _____
6.	_____	Qty _____	21.	_____	Qty _____	36.	_____	Qty _____
7.	_____	Qty _____	22.	_____	Qty _____	37.	_____	Qty _____
8.	_____	Qty _____	23.	_____	Qty _____	38.	_____	Qty _____
9.	_____	Qty _____	24.	_____	Qty _____	39.	_____	Qty _____
10.	_____	Qty _____	25.	_____	Qty _____	40.	_____	Qty _____
11.	_____	Qty _____	26.	_____	Qty _____	41.	_____	Qty _____
12.	_____	Qty _____	27.	_____	Qty _____	42.	_____	Qty _____
13.	_____	Qty _____	28.	_____	Qty _____	43.	_____	Qty _____
14.	_____	Qty _____	29.	_____	Qty _____	44.	_____	Qty _____
15.	_____	Qty _____	30.	_____	Qty _____	45.	_____	Qty _____

Please send completed form to:

Fluke Merchandising Department
Fluke Corporation
PO Box 9090 M/S 201E
Everett, WA 98206
Phone: (425) 446-6062 Fax: (425) 446-5247
E-mail: tom.grubb@fluke.com

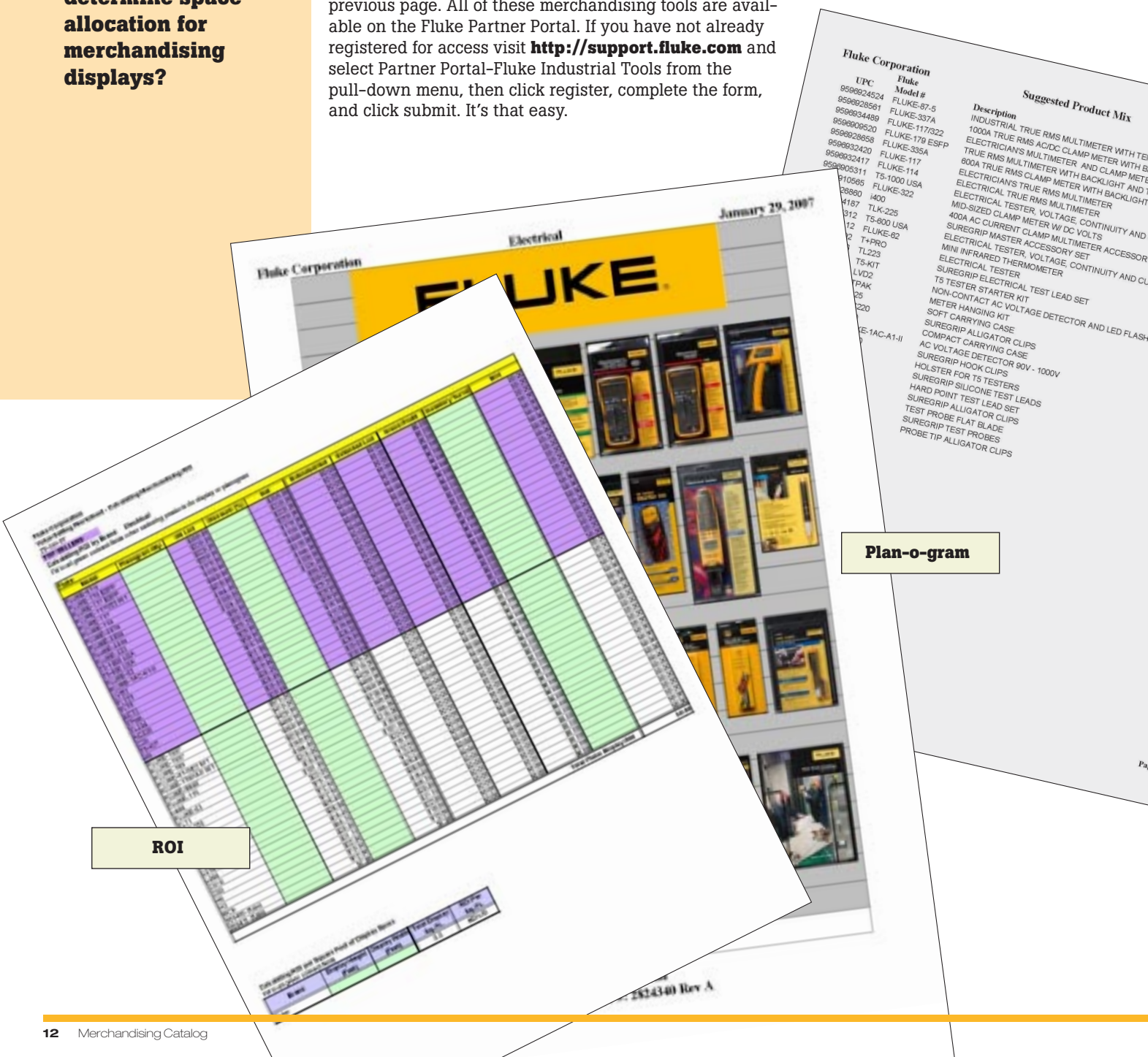
How profitable are your displays?

How do you measure merchandising effectiveness?

How do you select which products to put on display?

How do you determine space allocation for merchandising displays?

These questions may be difficult to answer, but Fluke has developed some tools to help you build productive and profitable displays. The store audit scorecard is a new tool for measuring current merchandising conditions, plus identifies opportunities for improvement (see page 25). Additionally, to help you manage space and inventory Fluke has developed new product spreadsheets that will calculate ROI. Simply select the products you want to display, fill out the form, and it will calculate the ROI. The key is measuring product turns and making adjustments as needed. To make merchandising even easier, Fluke has a software program that will assist you in building a profitable display. The plan-o-gram program uses digital images to create a picture of the display and has ordering information on the back. Custom plan-o-grams are available upon request. Just fill out the order form on the previous page. All of these merchandising tools are available on the Fluke Partner Portal. If you have not already registered for access visit **http://support.fluke.com** and select Partner Portal-Fluke Industrial Tools from the pull-down menu, then click register, complete the form, and click submit. It's that easy.



Up-selling and cross-selling opportunities

Primary product	Accessories	Up-selling and cross-selling
Fluke 87V Industrial Multimeter	• TLK225 SureGrip™ Master Accessory Set • TPAK ToolPak™ Meter Hanging Kit • i400 AC Current Clamp • i2000 Flex AC Current Clamp • TL225 Stray Voltage Adapter Test Lead Set • L210 Probe Extender and Probe Light • C25 Large Soft Case	• **Fluke 87V/E2 Kit** Industrial Electrician Combo Kit includes test leads, probes, alligator clips, magnetic hanger, temperature probe, and carrying case. • **Fluke 335** for true-rms ac current 600 A • **Fluke 337** for ac/dc current 1000 A • **Fluke 561** Infrared Thermometer • **Fluke 52 Series II** Contact Thermometer
Fluke 179 True-rms Meter with Temperature	• C1600 Gear Box for meter and accessories • Tlk225 Suregrip™ Master Accessory Set • TPAK Toolpak™ Meter Hanging Kit • 80AK Thermocouple Adapter and 80PK-8 Pipe Clamp Temperature Probe • PV350 Pressure Vacuum Module • C510 Leather Case	• **Fluke 179/1AC-II Kit** for a complete kit that contains 179 multimeter, voltage tester and deluxe SureGrip™ accessories • **Fluke 87V** for additional accuracy • **87V/E2 Kit** Industrial Electrician Combo Kit includes test leads, probes, alligator clips, magnetic hanger, temperature probe and carrying case • **Fluke 561** Infrared Thermometer • **Fluke 52 Series II** Contact Thermometer
Fluke 117 True-rms Digital Multimeter	• TPAK ToolPak™ Meter Hanging Kit • TL220 SureGrip™ Industrial Test Lead Set • i400s Current Clamp • C90 Soft Case	• **Fluke 117/322 Kit** for a complete kit that includes 117 multimeter and 322 clamp meter • **Fluke 179** for temperature and mA current measurement • **Fluke 561** Infrared Thermometer • **Fluke 52 Series II** Contact Thermometer
Fluke 116 HVAC True-rms Multimeter	• TL220 SureGrip™ Industrial Test Lead Set • 80AK Thermocouple Adapter • 80PK-11 Velcro® Temperature Probe • 80PK-1 Thermocouple Bead Probe • 80PK-8 Pipe Clamp Temperature Probe • 80PK-24 SureGrip™ Air Temperature Probe	• **Fluke 116/322 Kit** for a complete kit that contains a 116 multimeter and 322 clamp meter • **Fluke 179** for true-rms measurements, current inputs, frequency, and high capacitance • **Fluke 337** Premium Clamp Meter that is rugged and compact, measuring inrush motor starting current – CAT III 600 V • **Fluke 561** Infrared Thermometer • **Fluke 51 Series II** Contact Thermometer
T+PRO Electrical Tester	• MC6 MeterCleaner™ wipes • H3 Holster • TP2 Test Probes	• **Fluke T5-600** for volts up to 600 V and current to 100 A • **Fluke T5-1000** for volts up to 1000 V and current to 100 A • **Fluke 62** Mini Infrared Thermometer • **Fluke 62/T5-600/1AC Kit** including IR thermometer, electrical tester, and voltage detector

Up-selling and cross-selling opportunities

Primary product	Accessories	Up-selling and cross-selling
Fluke T5-600/1000 Electrical Testers	• MC6 MeterCleaner™ Wipes • AC285 SureGrip™ Alligator Clips • H5 Electrical Tester Holster • C520A Leather Case • T5 Starter Kit	• **Fluke 117** for true-rms measurements • **Fluke 116** for temperature and microamps • **Fluke 337** Premium clamp meter • **Fluke 52 Series II** Contact Thermometer • **Fluke 62** Infrared Thermometer • **Fluke Ti20** Thermal Imager
Fluke 337 Digital Clamp Meter	• C33 Soft Carrying Case • H3 Clamp Meter Holster • TL223 SureGrip™ Electrical Test Lead Set	• **Fluke 43B** for harmonics, power, and power factor measurements • **Fluke 87V** for accurate voltage and frequency measurements on adjustable speed motor drives • **Fluke 68** Adjustable Infrared Thermometer • **Fluke 52 Series II** Contact Thermometer
Fluke 335 Digital Clamp Meter	• AC72 Alligator Clip Set • H3 Clamp Meter Holster • MC6 MeterCleaner™ Wipes	• **Fluke 337** for ac/dc current 1000 A • **Fluke Ti20** Thermal Imager • **Fluke 43B** for harmonics, power, and power factor measurements • **Fluke 68** adjustable infrared thermometer • **Fluke 52 Series II** Contact Thermometer
Fluke 322 AC Clamp Meter	• AC285 SureGrip™ Alligator Clips • H3 Clamp Meter Holster • TL223 SureGrip™ Electrical Test Lead Set • MC6 MeterCleaner™ Wipes	• **Fluke 337** for ac/dc current 1000 A • **Fluke 62/322/1AC Kit** including IR thermometer, clamp meter, and voltage detector • **Fluke 43B** for harmonics, power and power factor measurements • **Fluke 68** adjustable infrared thermometer
Fluke 345 Power Quality Clamp Meter	• AC220 SureGrip™ Alligator Clips • TLK291 Fused Test Probe Set • TP1 Slim Reach Test Probes (flat blade) • TP220 SureGrip™ Industrial Test Probes • C550 Tool Bag • L210 Probe Light Kit	• **Fluke 43B** for harmonics, power, and power factor measurements • **Fluke 430** Three-Phase PQ Analyzers • **Fluke Ti20** Thermal Imager • **Fluke 1623, 1625, and 1630** Earth Ground Testers • **Fluke 68** adjustable infrared thermometer • **Fluke 52 Series II** Contact Thermometer
Fluke 435 Three-Phase Power Quality Analyzer	• i400s 40 A/400 A switchable current-clamp (included w/434) • I5sPQ3 3-pack of 5 A precision current clamps • i430-flex-4pk 4 pack of 3000 A flexible current probes (included w/435) • C435 Water-tight hard case with rollers (included w/435) • GPS430 GPS time synchronization module for Fluke 430 series	• **Fluke Ti20** Thermal Imager enhances your predictive maintenance program • **Fluke 1550B** for insulation resistance testing up to 5000 V • **Fluke 189/FVF** 189 Data Logging Multimeter and Software Combo Pack • **Fluke 574** Precision Infrared Thermometer with data logging and PC software

Up-selling and cross-selling opportunities

Primary product	Accessories	Up-selling and cross-selling
Fluke 43B Power Quality Analyzer	• TLK225 SureGrip™ Master Accessory Set • C550 Tool Bag • C43 Soft Carrying Case • i2000 Flex Flexible Current Probe	• **Fluke 435** Three-Phase Power Quality Analyzer • **Fluke 87V** for accurate voltage and frequency measurements on adjustable speed motor drives • **Fluke 574** Precision Infrared Thermometer with data logging and PC software
Fluke 62 Mini Infrared Thermometer	• H6 Thermometer Holster • MC6 MeterCleaner™ Wipes • LVD2 Volt Light	• **Fluke 561** for K-type thermocouple and adjustable emissivity • **Fluke 572** for 60:1 distance to spot and three dot True Dimension laser sighting
Fluke 561 IR Thermometer	• H6 Infrared Thermometer Holster • 80PK-25 Piercing Temperature Probe • 80PK-1 K-Type Bead Probe • 80PK-11 K-Type Velcro® Temperature Probe • 80PK-8 K-Type Pipe Clamp Probe	• **Fluke 68** Professional Infrared Thermometer • **Fluke 572** for 60:1 distance to spot and three dot True Dimension laser sighting
Fluke 54-II Dual Output Thermometer	• C50 Carrying Case • TPAK Toolpak™ Meter Hanging Kit • 80PK-EXT Type K Extension Kit • FlukeView® Forms	• **Fluke 62** Mini-Infrared Thermometer • **Fluke 68** Professional Infrared Thermometer • **80PK-22** Immersion probe (K-type) • **80PK-24** Air probe (K-type) • **8PK-25** Piercing probe (K-type) • **80PK-27** Industrial surface (K-type) • **80PK-8** Pipe clamp (K-type) • **80PK-9** HVAC (K-type)
Fluke Ti20 Thermal Imager	• TI20-VISOR Sun Visor • TI20-CC Car Charger	• **Fluke 87V** Industrial Multimeter for accurate voltage and frequency measurements on adjustable speed motor drives • **Fluke 337** for ac/dc current 1000 A • **Fluke 435** Three-Phase PQ Analyzer

Up-selling and cross-selling opportunities – HVAC/R

Primary product	Accessories	Up-selling and cross-selling
Fluke 922 Airflow Meter	• PT12 12 inch Pitot Tube • TPAK ToolPak™ Meter Hanging Kit	• **Fluke 975V Airmeter™** Increase measurement range by covering low velocity/flow applications • **Fluke InSight XST or R4 Series** to check for heat loss due to insulation gaps, worn weather stripping, faulty construction, etc.
Fluke 971 Temperature Humidity Meter	• C23 Carrying Case	• **Fluke 975V AirMeter™** combines temperature, humidity, velocity, CO_2 and CO in one meter
Fluke 902 True-rms HVAC Clamp Meter	• H3 Clamp Meter Holster • AC72 Alligator Clip Set • MC6 MeterCleaner™ Wipes	• **Fluke 116** for frequency, Lo-Z capacitance, and diode testing • **Fluke 561** Infrared and Contact Temperature in one meter
Fluke 116 HVAC True-rms Multimeter	• C50 Small Carrying Case • TPAK ToolPak™ Meter Hanging Kit • 80PK-8 K-type Pipe Clamp Temperature Probe	• **Fluke 902** True-rms HVAC Clamp Meter with temperature, capacitance, dc microamps, and current
Fluke 561 IR Thermometer	• H6 Infrared Thermometer Holster • 80PK-25 Piercing Temperature Probe • 80PK-1 K-Type Bead Probe • 80PK-11 K-Type Velcro® Temperature Probe • 80PK-8 K-Type Pipe Clamp Probe	• **Fluke 902** True-rms HVAC Clamp Meter with temperature, capacitance, dc microamps and current • **Fluke 116** for temperature, microamps and frequency
Fluke CO-220 Carbon Monoxide Meter	• CO-205 Aspirator Kit	• **Fluke 975V** AirMeter™ combines temperature, humidity, velocity, CO_2 and CO in one meter • **Fluke 922** Airflow Meter measures differential pressure, velocity, and airflow

Customer profiles

Help your customers select which brand of test tool to choose based upon the following attributes:

Key Fluke product attributes

Professionals count on Fluke test tools to keep their world up and running. They know that they are getting the best test tools available on the market. The Fluke brand gives them confidence in their tools and enhances their status and self-image.

Fluke tools are:
- Rugged
- Reliable
- Accurate

Electrical contractors

Maintenance electricians

Tasks
- Perform scheduled and preventative maintenance
- Troubleshooting

How they find out about tools
- Trade magazines' articles and ads
- Foreman goes to trade shows
- Visit wholesalers
- Web sites

How they buy tools
- Through preferred wholesaler

Key Fluke tools
- Infrared Thermometers (Fluke 62, 63, 66, and 68)
- Fluke 435 Three-Phase Power Quality Analyzer
- Electrical testers (1AC-A1, T+PRO, and T5)
- True-rms clamp meters (Fluke 337, 336, and 335)
- True-rms meters (Fluke 189, 87V, 179, and 117)
- Fluke 43B Power Quality Analyzer
- Fluke 1587 Insulation Multimeter
- VR101 Voltage Event Recorder
- Fluke Ti20 Thermal Imager

Installation electricians

Tasks
- Troubleshoot installation problems
- Perform final circuit tests
- Supervise apprentice electricians while installing electrical equipment

How they find out about tools
- Trade magazines' ads and articles
- Distributor catalogs
- Foreman goes to trade shows
- Visit wholesaler
- Web sites

How they buy tools
- Through preferred wholesaler
- Often charged to the job

Key Fluke tools
- Infrared Thermometer (Fluke 62, 63, 66, and 68)
- Electrical testers (1AC-A1, T+PRO, and T5)
- Clamp meters (Fluke 335, and 322)
- DMMs (Fluke 180, 170, and 110 series)
- Fluke 345 Power Quality Clamp Meter
- Fluke 1587 Insulation Multimeter
- Fluke 1735 Power Logger
- Fluke Ti20 Thermal Imager

Engineers

Tasks
- Work for larger design and building contractors
- Create working drawings
- Specify equipment to be installed
- Survey existing sites when designing an upgrade

How they find out about tools
- Trade magazines' ads and articles
- Distributor catalogs
- Attend industry shows
- Attend industry and manufacturers' seminars
- Web sites

How they buy tools
- From favorite wholesaler's outside sales person

Key Fluke tools
- Infrared Thermometer (Fluke 62, 572, 574, and 576)
- Fluke 435 Three-Phase Power Quality Analyzer
- True-rms clamp meters (Fluke 337, 336, and 335)
- True-rms multimeters (Fluke 189, 87V, and 179)
- Fluke 345 Power Quality Clamp Meter
- Fluke 1587 Insulation Multimeter
- ScopeMeter® 120 or 190 Series
- Ti55FT FlexCam Thermal Imager

Customer profiles

Commercial buildings and industrial plants

Engineers

Tasks

- Determine how electricians should fix problems
- Conduct periodic electrical system surveys
- Design changes in the electrical system

How they find out about tools

- Trade magazines' ads and articles
- Distributor catalogs
- Attend plant maintenance trade shows
- Attend industry and manufacturers' seminars
- Web sites

How they buy tools

- From favorite wholesaler's outside sales person

Key Fluke tools

- Infrared thermometers (Fluke 62, 561, 68 , 572, 574, and 576)
- Fluke 1587 Insulation Multimeter
- Fluke 435 Three-Phase Power Quality Analyzer
- Fluke 1507 Insulation Tester
- Fluke 43B Power Quality Analyzer
- VR101 Voltage Event Recorder
- True-rms clamp meters (Fluke 337, 336, and 335)
- Fluke Ti20 Thermal Imager
- True-rms multimeters (Fluke 189, 87V, and 179)
- ScopeMeter® 120 or 190 Series
- Ti55FT FlexCam Thermal Imager

Electricians

Tasks

- Modify and repair motors, transformers, switch gear, and lighting
- Perform predictive and preventative maintenance

How they find out about tools

- Often provided by the company
- Supervisor reads trade magazines, attends trade shows, and seminars

How they buy tools

- Supervisor usually makes the purchase through local wholesaler

Key Fluke tools

- Infrared Thermometers (Fluke 62, 66, 68, 572, 574, and 576)
- Fluke 1587 Insulation Multimeter
- Fluke 435 Three-Phase Power Quality Analyzer
- Electrical testers (1AC-A1, T+PRO, and T5)
- Clamp meters (Fluke 337, 335, and 322)
- DMMs (Fluke 189, 87V, 179, and 117)
- Fluke 1507 Insulation Tester
- Fluke 345 Power Quality Clamp Meter
- Fluke Ti20 Thermal Imager

Customer profiles

HVAC/R Technician

Tasks

- Perform scheduled and preventive maintenance
- Installation
- Troubleshooting

How they find out about tools

- Trade magazines' ads and articles
- Distributor catalogs
- Wholesaler branches
- Attend HVAC/R trade shows and seminars

How they buy tools

- From favorite HVAC/R retail outlet
- Through preferred wholesaler

Key Fluke tools

- Infrared thermometers (Fluke 62 and 561)
- True-rms Multimeters (Fluke 87V and 179)
- Fluke 337 True-rms Clamp Meter
- Fluke 902 True-rms HVAC Clamp Meter
- Fluke 975 AirMeter™
- Fluke 922 Airflow Meter
- Fluke 971 Temperature Humidity Meter
- Fluke 345 Power Quality Clamp Meter
- Fluke 116 Multimeter
- Electrical testers (Fluke T5-600, T5-1000, and T+PRO)
- Fluke contact thermometers (54-II, 53-II, 52-II, and 51-II)
- Pressure and temperature accessories (Fluke PV350 and 80PK-8)
- Fluke CO-220 CO testers
- Fluke Ti20 Thermal Imager

Indoor Air Quality (IAQ) Specialist

Tasks

- Respond to building occupant complaints regarding indoor air quality
- Diagnose and report on indoor air quality
- Troubleshooting high-end HVAC systems

How they find out about tools

- Trade magazines' ads and articles
- Distributor catalogs
- Attend IAQ trade shows and seminars
- Web site

How they buy tools

- On-line, through preferred supplier

Key Fluke tools

- Fluke 983 Particle Counter
- Fluke 975 AirMeter™
- Fluke 922 Airflow Meter
- Fluke 971 Temperature Humidity Meter
- Fluke 5020A Thermohygrometer
- CO testers (Fluke CO-205, CO-210 and CO-220)
- TiR4 FlexCam Thermal Imager
- InSight XST Thermal Imager

Customer profiles

Electrical utilities

Customer service engineers

Tasks

- Advise customer on design issues
- Address customer problems

How they find their tools

- Trade magazines' ads and articles
- Distributor catalogs
- Representative/distributor sales calls
- Industry trade shows
- Seminars
- Web sites

How they buy tools

- Purchasing department buys through approved vendors

Key Fluke tools

- Precision infrared thermometers (Fluke 572, 574, and 576)
- Fluke 435 Three-Phase Power Quality Analyzer
- Fluke 43B Power Quality Analyzer
- True-rms meters (Fluke 189, 87V, 179, 177, 117, and 115)
- True-rms clamp meters (Fluke 337, 336, and 335)
- T+PRO Electrical Tester
- Fluke 1550B MegOhmMeter
- Fluke 1625 and 1623 Geo Earth Ground Testers
- Fluke 1630 Earth Ground Clamp Meter
- Ti55FT FlexCam Thermal Imagers

Utility meter technicians

Tasks

- Installs and maintains electrical revenue meters at customer sites
- Makes field measurements for customer service engineers

How they find out about tools

- Tools supplied through foreman

How they buy tools

- Purchasing department buys from approved vendor list

Key Fluke tools

- Infrared thermometers (Fluke 561, 63, 66, and 68)
- Fluke 1740 Series Power Quality Loggers
- Fluke 345 Power Quality Clamp Meter
- True-rms clamp meters (Fluke 337, 336 and 335)
- Digital multimeters (180 and 170 series)
- Fluke 574 Precision Infrared Thermometers
- 62/T5 IR Thermometer, Electrical Tester and Voltage Detector Kit
- Fluke Ti20 Thermal Imager

Customer profiles

Power quality or energy management consultant

Power quality consultants

Tasks

- Design solutions for power quality problems such as harmonics and electrical disturbances
- Perform predictive and preventative maintenance

How they find out about tools

- Trade magazines' ads and articles
- Distributor catalogs
- Attend manufacturers' seminars
- Members of trade organizations
- Attend industry trade shows
- Web sites

How they buy tools

- T & M distributors
- Manufacturer's representative

Key Fluke tools

- Infrared Thermometers (Fluke 66, 68, 572, 574, and 576)
- Fluke 435 Three-Phase Power Quality Analyzer
- Ti20 Thermal Imager
- Fluke 1587 Insulation Multimeter
- Fluke 43B Power Quality Analyzer
- Fluke 345 Power Quality Clamp Meter
- Fluke 1735 Power Logger
- True-rms meters (Fluke 189, 187, 87V, 179, and 177)
- True-rms clamp meters (Fluke 337, 336, and 335)
- Fluke Ti55FT FlexCam Thermal Imagers

Electrical distribution equipment manufacturer

Service engineers/technicians

Tasks

- Specialize in field service and repair of their companies' products
- Respond to end-user problems and complaints

How they find out about tools

- Trade magazines' ads and articles
- Distributor catalogs
- Manager attends service association meetings
- Manager attends service trade shows
- Manager attends test tool manufacturer trade seminars
- Web sites

How they buy tools

- Manufacturer or third party customer service manager specifies approved tools
- Purchasing department places tender for volume purchase

Key Fluke tools

- Infrared Thermometers (Fluke 66, 68, 572, 574, and 576)
- Fluke 435 Three-Phase Power Quality Analyzer
- Fluke 1587 Insulation Multimeter
- True-rms clamp meters (Fluke 337, 336, and 335)
- True-rms digital multimeters (Fluke 189, 87V, and 179)
- Fluke 345 Power Quality Clamp Meter
- Fluke 124 or 199C ScopeMeter® test tools
- Fluke Ti55FT FlexCam Thermal Imagers

Loss prevention

Profit potential vs. shrinkage

A display holding $1500 worth of merchandise costs the distributor $1100. That is a $400 profit. By displaying the product in front of the counter, this product's turn can increase three times. That means three times the profit or $1200. According to the U.S. average, shrinkage represents 1.7 % of sales. On $1500 of sales, that's $25.50 (or $1500 x 1.7 %) given up to shrinkage. That means you make $374.50. However, by merchandising in front of the counter, you would earn $1200 on sales of $4500 because the turns increased three times. The loss would only amount to $76.50 ($25.50 x 3 = $76.50). Your profit would be $1123.50. By keeping the Fluke display behind the counter, you would lose $749 ($1123.50 – $374.50) or twice the profit.

Sales Tip:

Profits from point-of-purchase sales far exceed costs incurred from theft.

Merchandising products effectively can increase your sales and profits. You may believe that displaying products on the selling floor will increase loss, also known as shrinkage or theft, and cause you to lose money. That just isn't the case. In fact, 70 % of all shrinkage is internal in the form of either inventory errors, invoice mistakes, or theft. And, effective merchandising more than pays for any losses that may occur.

Here are some ways you can minimize internal and external shrinkage in your store:

Internal shrinkage prevention measures

Samples: Review samples and their use by sales personnel. In preparation for the sales call, your staff may take more samples than they need or forget to return the samples they took. Enforce a sample withdrawal policy.

Tools: Examine tool usage by your counter personnel and inside sales staff. They may often take tools from stock to fix something or just to have handy for daily operations. Tools tend to get lost this way, unless a specific policy or inventory program covers this kind of use.

Receiving: Develop a receiving system with checks and balances, if you don't already have one. Without a system, errors can occur, either on receipt of materials or in storage. You may think you have products on-hand that really don't exist.

Giveaways: In any promotion involving giveaways, it's important to document where and how much inventory is used.

Conducting a loss audit

In your effort to focus more on methods to control inventory errors and employee theft, the following checklist (from Electrical Wholesaling Magazine) can help you take an internal loss audit:

General housekeeping

General housekeeping plays a key role in deterring internal loss. A clean and neat store encourages employee pride in the business.

- ☐ Sweep floors on a regular basis.
- ☐ Break down and discard over-packed cartons daily.
- ☐ Clear the aisles of any debris or vagrant stock.
- ☐ Arrange stock neatly on shelves.
- ☐ Place trash receptacles throughout the warehouse and empty them daily.
- ☐ Assign one employee to take out the trash. This provides responsibility and traceability in the event of theft.
- ☐ Dispose of trash in clear plastic garbage bags so that everyone can see what is being taken out of the store.
- ☐ Restrict access to the dumpster inside or outside the building and prevent people from opening the dumpster except for daily disposal activities.
- ☐ Keep the area around the dumpster clear of empty containers.

Loss prevention

Entrances and exits

Other areas to watch in your loss audit are entrances, exits, and employee areas. Always try to establish a controlled entrance/exit point. The fewer entry/exit points your store has, the more you can narrow your watch.

- ☐ Make sure warehouse doors are inoperable from the outside and are fitted with audible alarms.
- ☐ Frequently test doors and alarms.
- ☐ Don't place employee lockers near the main entrance/exit point. Keeping lockers isolated in a different part of the business is safer.

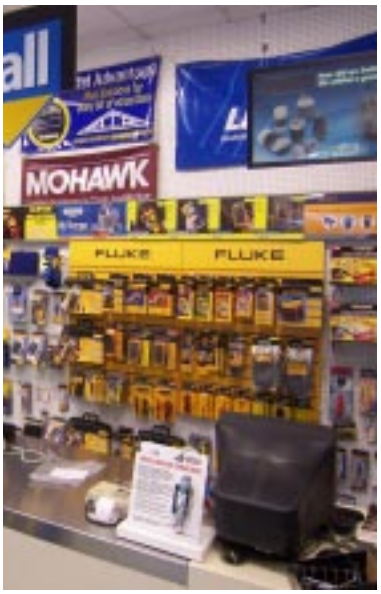
Policy for warehouse visitors

Consider restricting access to the warehouse to cut down on outside visitors or employee theft.

- ☐ Ask yourself if office workers really need unrestricted access to the warehouse.
- ☐ Check the company's policy regarding salespeople's access to parts and samples. Do salespeople request parts and samples from warehouse employees, or do they help themselves? You may have to reassess your policy in this area, depending on your experience with employee theft.
- ☐ Limit warehouse access to common carrier or vendor drivers. The more people who see your inventory, the greater chances of theft.
- ☐ Make sure delivery trucks load during the day, with other staff around, and with restricted access to the warehouse.

After you examine samples, tools, giveaways, and receiving, then focus on loss-prevention measures aimed at your customers. If you want to merchandise but are still cautious, you can build in these simple and inexpensive measures to combat your fears:

- ☐ Greet all customers when they enter your store. Acknowledge their presence and allow them to browse.
- ☐ Check with customers from time to time to see how they are doing.
- ☐ Install a doorbell that rings in the warehouse or office so customers are served immediately if sales personnel frequently leave the counter area.
- ☐ Display larger items near the doors and impulse or items with high black market resale value near the counter. Don't let theft deter you from placing displays in front of your counter to increase your turn-and-earn figures.



Sales Tip:
Try merchandising some low cost items out in front of your sales counter.

Sales Tip:
Self selection is the key to impulse and add-on purchases.

Evaluating your store's merchandising

The store audit scorecard on page 25 is designed to assist you in evaluating the level of merchandising effectiveness and opportunities for improvement in your store. There is no one numeric value that is right for every store, and the amount of merchandising materials used, and display space made available, should be relative to the profit and impulse buying potential of each item displayed.

Selling excellence

Store audit and execution scorecard

FLUKE®

Merchandising Execution	Yes 1 Point	No 0 Points
Primary Display		
First/best position high traffic area		
Set to standards (brand flow) good-better-best		
Best product mix		
Multiple brands		
Secondary Display		
Fluke PDQ display		
Mobile merchandiser		
Endcap gondola		
Space saver 200 rack		
Counter Attack		
Interactive display		
Self-liquidating counter display		
SureGrip™ accessory display		
Counter pad		
Inventory Management		
No empty hooks		
New products on display		
Restock/maintenance		
P.O.S. Availability		
Literature/catalog		
Floor graphic		
Header sign		
Reorder cards		
Total *(Total possible points for Merchandising = 19)*		

Account: _____

Sales Rep Name: _____

Date: _____

Selling

Did you get an order this visit? ☐ Yes ☐ No

Did you make a value-added sales call? ☐ Yes ☐ No

Did you review your sales call? ☐ Yes ☐ No

Service

Are in-stock conditions improving? ☐ Yes ☐ No

Did you make sure the display is set to plan-o-gram? ☐ Yes ☐ No

How many SKUs are on display? _____

If criteria does not apply, indicate with N/A and deduct points from total possible to determine inspection score.

Promotional Execution	Yes 1 Point	No 0 Points	Goals for next visit
Promotion sell-in			
Promotional display			
Featured items available			
Point-of-purchase materials available			
Total *(Total possible points for Promotions = 4)*			

Overall strengths

Overall opportunities

Score	
Total possible points	
÷ *(Divide total possible points by total points)*	
Total points received	
% Percentage	

Fluke merchandising tools
Floor and wall displays

Slatwall floor display
Holding both meters and accessories, this display is perfect for use as an endcap or aisle display. Rugged metal construction and highly recognizable color makes it easy for customers to identify Fluke products. Fluke header and 20 display hooks included.
FREE with any $1250 Fluke order. Add literature number (1263127) to qualifying order to receive this display.
Sizes: 36 in wide x 62 in high (92 cm wide x 157.4 cm high) for floor display, 36 in wide x 8 in high (92 cm wide x 20.3 cm) for header
1263127

Slatwall wall display
Showcase your Fluke meters and accessories with this point-of-purchase display, including metal frame with yellow slatwall. Fluke header and 20 display hooks included.
FREE with any $750 Fluke order. Add literature number (1263130) to qualifying order to receive this display.
Sizes: 36 in wide x 42 in high (92 cm wide x 106.6 cm high) for slatwall, 36 in wide x 8 in high (92 cm wide x 20.3 cm) for header
1263130

SureGrip™ accessory display
This plexiglas® counter display features samples of the best selling SureGrip™ accessories. It can also hang on pegboard or slatwall fixtures.

Size: 10 in wide x 5 in deep x 11 in high (25.4 cm wide x 12.7 cm deep x 28 cm high)
2032633

SureGrip™ space saver 200 accessory display
Show off your new Fluke SureGrip™ accessories with this attractive compact display that can easily hang on a wall or be attached to the side of an end cap. Comes with header sign, hooks, and hardware.
Size: 15 in wide x 48 in high (38 cm wide x 122 cm high)
1676305

Space saver 200 leg set accessory
Order this leg set to make a free-standing unit.
1576639

Fluke merchandising tools
Plexiglas® displays

Large wire literature holder
Wire holders that can be used with pegboard, slatwall or on the countertop. Will hold Test Tool catalogs and brochures.
Size: 8 in high x 8.75 in wide x 2.5 in deep
(20.3 cm high x 22.2 cm wide x 6.3 cm deep)
1574805

Small wire literature holder
Size: 5.5 in high x 4 in wide x 1.5 in deep
(14 cm high x 10.2 cm wide x 3.8 cm deep)
1574810

Lockable display case
This display case has an industrial look and design. It's easier to hang and comes with a new locking mechanism. Use this attractive plexiglas® case to prominently display up to 8 different meters.
FREE with any $750 Fluke order. Add literature number (1269051) to qualifying orders to receive this display.
Size: 18 in wide x 27 in high x 8 in deep
(45.7 cm wide x 68.5 cm high x 20.3 cm deep)
1269051

Meter stand
These stands are perfect for showcasing Fluke meters on a counter or in a display case. Five to a box. Meter stand cards must be ordered separately (see below).
Size: 5.75 in wide x 9 in high x 9 in deep
(14.6 cm wide x 22.9 cm high x 22.9 cm deep)
1264313

Meter stand cards
(for meter stand)
Receive a complete shrink-wrapped set of feature inserts of our most popular meters.

Size: 5.75 in wide x 2 in high (14.6 cm wide x 5.1 cm high)
1264415

Ad reprint and brochure holder
Promote new products and special promotions with this versatile display. The display holds an 8-1/2 in x 11 in sheet, plus approximately 25 brochures, providing easy access to product information at your counter.
Size: 13 in wide x 12 in high (33 cm wide x 30.5 cm high)
1267631

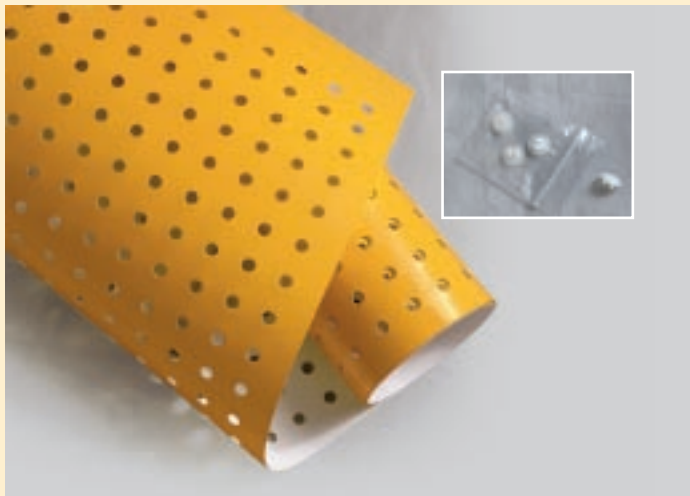
Fluke merchandising tools
Interactive displays

Fluke 117/116 POP
Now your customers can try Fluke meters before they buy with this new point-of-purchase display. Buy any combination of three or more Fluke digital multimeters (117, 116, 115, 114, 117/322 or 116/322 combo kits) and get an interactive display and demo unit. Order must include at least one 117/116 model. This display is designed to merchandise other meters too.
11 in wide x 10 in high x 11 in deep
(27.9 cm wide x 25.4 cm high x 27.9 cm deep))
117 POP: **2788129**
116 POP: **2802678**

Product Card Set
Each POP display comes with one set of product cards. Replacement cards are available if needed.
2693599

Thin Disk Security Pad
Order one security pad kit when changing meters on the display.
2824660

If you want to change the meter on display, co-op funds can be used ***(US program only, standard co-op guidelines apply)***.



Generic pegboard overlay
Use this "Fluke Yellow" pre-punched overlay to create any size background needed for your consolidated Fluke display section. Eight plastic pushpins included.
Size: 24 in wide x 48 in high (61 cm wide x 122 cm high)
1264296

Fluke merchandising tools
Counter pads and catalogs

Top 10 accessory counter pad
This laminated counter pad will help cross-sell accessories. Each meter is shown with the top 10 recommended accessories.
Size: 10.8 in wide x 22.8 in high (27.8 cm wide x 57 cm high)
2441748

Electrical counter pad

Test tools catalog
The complete product reference source covering residential, industrial, commercial, electrical, HVAC/IAQ, process, electronic and automotive applications, plus information on standards and service.
1274452

HVAC/R counter pad

TradeGear Brochure
This small brochure features a selection of Fluke branded work gear. The easiest, fastest way to order these items and more is on the internet. Go to www.fluke.com and click on "Company store", or visit www.ace-fluke.com.
3000801

Counter pads
Order these new counter pads for easy reference to the best selling meters and accessories. Both counter pads come with a changeable graphic insert. To update existing counter pads, simply order one of the graphic inserts below.
Size: 20 in wide x 30 in high (50.8 cm wide x 40.8 cm high)
Electrical counter pad: 1984357
Electrical insert only: 2793694
HVAC/R counter pad: 2873698
HVAC/R insert only: 2797519

Fluke merchandising tools
Floor graphic and posters

Fluke 975 Floor Graphic
This floor ad is intended to provide maximum customer impact when making the buying decision; at the point of sale! The full color graphic showcases the new 975 AirMeter™. The graphic is a snap to install and remove.
Size: 22.25 in wide x 48.3 in high oval, die-cut
(56.5 cm wide x 122.7 cm high)
2719233

Strip merchandisers
These handy strip merchandisers let you hang 12 VoltAlert™ sensors or other accessories from shelves, counters, and pegboards. Take advantage of impulse buying by cross-merchandising these products in your lighting, electrical hardware, or power tool sections. The strip merchandisers come with a Fluke sticker at the top of the display, so you can write in your retail or trade price.
Size: .5 in wide x 29 in high
(1.3 cm wide x 73.7 cm high)
1262998

Application and training posters
Hang these attractive posters on your wall. Detailed graphics show typical applications and the Fluke instruments used for these measurements.
Size: 35 in wide x 22 in high (88.9 cm wide x 55.9 cm high)

Building Diagnostics Poster: **2693496**

Thermal Imaging Poster: **2507950**

Proactive Maintenance Poster: **3002641**

Fluke merchandising tools
Support materials

Fluke 902 static cling window decal
Place on your door or window to build awareness as your customers come into the building.
Size: 4.5 in wide x 9 in high (11.4 cm wide x 22.9 cm high)
2663359

Table covers
Black twill polyester fabric with screen printed Fluke logo in yellow.
Size: Fits full size 96 in x 30 in height table (243.8 cm x 76.2 cm)
1268554

Fluke authorized distributor decal
Be sure your customers know that your location is an Authorized Fluke Distributor. Use this static cling decal for signage on your door or windows to remind them to ask for Fluke products.
Size: 9 in wide x 4.5 in wide (22.9 cm wide x 11.4 cm high)
2441500

Fluke counter top dispenser
Fluke News magazines offer articles on Fluke test tools, applications, technology, and business opportunities. Order this counter top dispenser and you'll also received 50 copies of Fluke News.
Size: 9 in wide x 7.75 in high x 11.5 in deep (22.9 cm wide x 19.7 cm high x 29.2 cm deep)
2400946 Electrical News
2400931 Plant News
2400954 Electronic News
2672811 HVAC/IAQ News

Fluke logo pennant lines
Yellow, single faced, 24 ft long (731.52 cm long), Fluke logo in black.
1552258

Fluke merchandising tools
Signage

Fluke header sign
This versatile sign can be used anytime you want to bring attention to your Fluke display. It is printed on durable polystyrene and includes Velcro® strips for easy mounting.
Size: 3 in wide x 8 in high
(91 cm wide x 20.3 cm high)
1264521

Reorder cards
These cards remind you when to reorder while keeping your display organized. Each reorder card has a UPC bar code, Fluke model, and part number that makes reordering simple.
Size: 2.75 in wide x 5.5 in high
(7 cm wide x 14 cm high)
Electrical reorder card set:
3015629
HVAC/R reorder card set:
3015634

Fluke price sticker
Now you can write in special prices and attach them to Fluke products on display.
Size: 2.5 in wide x 1.25 in high
(6.5 cm wide x 3.2 cm high)
1263088

"New" Fluke blinking signs
These blinking signs are great attention grabbers. Easy to attach with double back tape. Great for highlighting new Fluke products.
Size: 4 in diameter (10.2 cm diameter)
1267813

Header mounting clips
These plastic clips are for mounting the Fluke headers to free-standing displays. They are made of a durable plastic with an adhesive on the bottom (packaged two per bag).
Size: 1 in wide x 3 in long
(2.5 cm wide x 7.6 cm long)
1264498

Fluke stickers
Use these bold, brightly colored, pressure-sensitive stickers to bring attention to the Fluke Products in your glass or metal display cases. These stickers work great with the pegboard overlay.
Size: 24 in wide x 6 in high
(61 cm wide x 15.2 cm high)
1263109

Fluke banner
Use this sturdy vinyl banner during counter days or other special events.
Size: 48 in wide x 24 in high (122 cm wide x 61 cm long)
1262305

Order form

Name

Company Name

Shipping Address

City

State

Zip code

Phone

Fax

Email

You will be responsible for all shipping charges.
To order: Call Fluke literature at 1 (206) 340-0773, fax 1 (206) 340-8005, or email to flukeliterature@dcgwest.com.

For countries outside the U.S., please contact your regional marketing manager.

Items	Order requirements	Order number	Qty
Slatwall wall display with header	Free with any $750 order	1263130*	
Slatwall foor display with header	Free with any $1250 order	1263127*	
Lockable display case	Free with any $750 order	1269051*	
117 interactive display	Free with 3 unit order	2788129*	
116 interactive display	Free with 3 unit order	2802678*	
Product cards for interactive display	Free	2693599	
Thin disk security kit	Free	2824660	
Fluke banner	Free	1262305	
SureGrip™ accessory display	Free	2032633	
"New" blinking sign	Free	1267813	
Pegboard overlay	Free	1264296	
Header mounting clips	Free	1264498	
Fluke header sign	Free	1264521	
Meter stand (5 to a box)	Free	1264313	
Meter stand text cards	Free	1264415	
Thermal imaging poster	Free	2507950	
Building diagnostics poster	Free	2693496	
Proactive maintenance poster	Free	3002641	
Fluke price stickers	Free	1263088	
Ad reprint/brochure holder	Free	1267631	
Electrical counter pad	Free	1264397	
Electrical counter pad insert	Free	2760664	
HVAC/R counter pad	Free	2675658	
HVAC/R counter pad insert	Free	2797519	
Strip merchandiser	Free	1262998	
Fluke sticker	Free	1263109	
Fluke electrical reorder card set	Free	3015629	
Fluke HVAC/R reorder card set	Free	3015634	
Fluke authorized distributor window decal	Free	2441500	
Fluke 902 static cling window decal	Free	2663359	
Top 10 accessory counter pad	Free	2441745	
975 floor graphic	Free	2719233	
Test tools catalog	Free	1274458	
Trade gear promotional brochure	Free	3000201	
Fluke counter top dispenser: electrical	Free	2400946	
Fluke counter top dispenser: HVAC/IAQ	Free	2672811	
Fluke counter top dispenser: plant	Free	2400931	
Fluke counter top dispenser: electronic	Free	2400954	
Logo pennant lines	Free	1552258	
Suregrip™ space saver 200 accessory display	Free	1676305	
Space saver 200 leg set accessory	Free	1576639	
Table cover	Free	1268554	
Large wire literature holder	Free	1574805	
Small wire literature holder	Free	1574810	

**** Add this number to qualifying orders to receive display***

Fluke programs

Fluke Education Program

We've teamed up with colleges, trade, technical and vocational schools, and apprenticeship programs to bring the latest application information and tools into the classroom. If you're an educator, this program can provide you with curriculum materials and product discounts for your classes.

Fluke Education Partnership Program

(available in the U.S., Canada, Singapore, Mexico and Australia)
For more information, visit **www.fluke.com/education**

FlukePlus Test Tool info, online

FlukePlus is a members-only website for test tool users who want to learn more.

- Find out first about new Fluke tools
- Get more how-to information, product details, expert tips, and case studies
- Learn how other people are using their Fluke tools in the field
- Watch instructional training videos
- Enter special contests and promotions
- Get priority tech support

Sign up at www.fluke.com/flukeplus

Fluke Plus

Electrical Measurement Safety Program

Electrical Safety Education Program

Visit **www.fluke.com/safety** to get a free safety video, a summary of safety standards and helpful articles on safe electrical measurement practices.

Web resources

Partner Portal

www.support.fluke.com is the most complete and in-depth resource exclusively designed for Fluke sales partners.

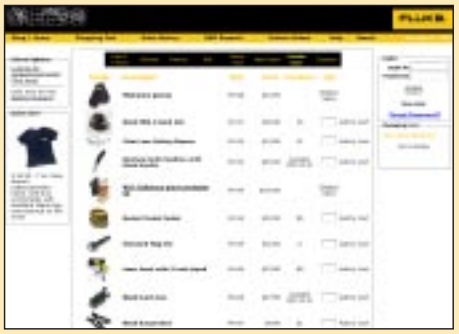
This extranet site includes:

- Complete range of product information
- What's new: product and marketing information
- Marketing materials: PR, ads, literature, web banners, etc.
- Sales tools
- Calendar of conferences, seminars, trade shows, and workshops
- Digital library of files and photography
- Message center: send colleagues and customers information and files
- Order center for print copies
- Easy login for Fluke sites
- Order inquiry
- Account profile
- Choice of 12 languages

www.fluke.com is the most complete and in-depth resource for information on Fluke products and services including:

- Product information
- What's new
- Virtual product demonstrations
- Specifications
- Application notes
- Product manuals
- Customer support and calibration
- Parts and service
- Corporate information
- Where to buy
  - Distributor and sale office locations

Go to www.fluke.com and click on "Company store", or visit www.cse-fluke.com.
Order Fluke branded merchandise on-line. All the Fluke branded merchandise is located in one convenient place. Use these promotional items to reward your best counter merchandising champions.



FLUKE®

Fluke. *Keeping your world up and running.®*

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