

SHOW IT AND SELL IT. HERE'S WHAT YOU NEED TO BUILD CRKT SALES.



Retail Displays and Merchandising Materials



HARD-WORKING RETAIL DISPLAYS, DESIGNED FOR FLEXIBILITY.

At CRKT, we believe in our specialty retailers. We want to make the job of selling CRKT products as easy as possible, so we have designed these quality merchandising units to give you maximum impact and flexibility. CRKT colors and graphics give a clean, professional-quality look.

Four Side Locking Plexiglass Display and Base

Spinner Display Z2035

- Retailer can pick the selection of product that fits the market—not vacuum pre-formed panels to dictate the assortment.
- Displays up to 60 models.
- Knives can be displayed in virtually any position.
- Knives appear suspended in air by clear plastic clips.
- Velcro product identification and price labels (not shown) cling to the fabric backing anywhere you want to place them.
- A hinged door combined with lazy susan rotating inner tower gives full access to the product.
- Wire literature rack included to hold CRKT Z0001 Consumer Brochure.
- Keyed locks for full security.
- Designed to handle the full CRKT product line.
- Stands alone on counter, or on top of Locking Pedestal as island sales center.

Qualifier:

Free with purchase of \$3,000 at cost.

Dimensions:

26³/₄"H x 18¹/₂"W x 18¹/₂"L

*Locking Spinner Z2035
as a counter display.*

Locking Pedestal Z2054

- Heavy MDF structure with metal corner edges and wood grain laminate surface for long life.
- Keyed lock and metal hinged door for full security.
- Adjustable internal shelves.
- Stores your complete CRKT inventory.

Qualifier:

Free with purchase of \$5,000 at cost.

Pedestal Dimensions:

44"H x 18¹/₂"W x 18¹/₂"L

Spinner & Pedestal

Dimensions:

70³/₄"H x 18¹/₂"W x 18¹/₂"L



*Locking Spinner Z2035
on Z2054 pedestal makes a
complete CRKT knife center.*

OUR NEW MOUNTING SYSTEM LETS YOU SHOW ANY KNIFE, ANY WAY.

We developed our new Velcro® display system to allow you to place any CRKT knife assortment in any way you can imagine: horizontally, vertically or at any angle. You pick the products, you place them, you make the profits.

Locking Plexiglass Spinner

Two Side Spinner Z2052

- Retailer can pick the selection of product that fits the market—no vacuum pre-formed panels to dictate the assortment.
- Displays up to 30 models depending on size.
- Knives can be displayed in virtually any position.
- Knives appear suspended in air by clear plastic clips.
- Velcro product identification and price labels (not shown) cling to the fabric backing anywhere you want to place them.

- Two hinged doors on both sides of display give full access to the product.
- Designed to handle the full CRKT product line.
- Stands alone on counter, or on top of Locking Pedestal as island sales center.

Qualifier:

Free with purchase of \$1,750 at cost.

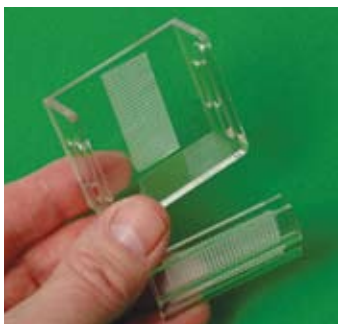
Dimensions:

25"H x 11"W x 14"L



Locking Spinner Z2052 has a small footprint, yet displays many CRKT models.

How our new easy mounting system works:



Clear plastic clips. We have created two custom injection molded clips with Velcro backing, one for models with clips, one with blade slots to hold all other models.



Place on the clip. Just slip the mounting clip on the knife clip. This allows display of most CRKT folding models in a variety of positions.



Place the knife. Position the knife where you want it and press. The clip sticks firmly in place. To adjust, simply pull it off the fabric, and reposition until you have the exact product display you want.



Blade slots. Place fixed blades and clipless models using one or two slotted clips.

THESE COUNTERTOP SPINNERS FOCUS ON SPECIFIC PRODUCT GROUPS.

These locking countertop spinners are an ideal way to draw attention to our hottest products. Their small footprint and compact size makes them ideal for any retail environment. They all use our new Velcro mounting system.

For Those Who Serve Spinner:

Counter Spinner Z2056

- Retailer can pick the selection of professional FTWS product that fits the market.
- Displays up to 16 models.
- Knives can be displayed in virtually any position.
- Knives appear suspended in air by clear plastic clips.
- Velcro product identification and price labels (not shown)

cling to the fabric backing anywhere you want them.

- Two hinged doors on both sides of display give full access to the product.
- Keyed locks for security.

Qualifier:

Free with purchase of \$750 professional products at cost.

Dimensions:

14³/₈"H x 12"W x 5³/₈"L



For Those Who Hunt Spinner:

Counter Spinner Z2057

- Retailer can pick the selection of hunting and fishing product that fits the market.
- Displays up to 16 models.
- Knives can be displayed in virtually any position.
- Knives appear suspended in air by clear plastic clips.
- Velcro product identification and price labels (not shown)

cling to the fabric backing anywhere you want them.

- Two hinged doors on both sides of display give full access to the product.
- Keyed locks for security.

Qualifier:

Free with purchase of \$750 hunting/fishing knives at cost.

Dimensions:

14³/₈"H x 12"W x 5³/₈"L



For Those Who Demand Value Spinner:

Counter Spinner Z2055

- Retailer can pick the selection of high value CRKT products that fit the market.
- Displays up to 16 models.
- Knives can be displayed in virtually any position.
- Knives appear suspended in air by clear plastic clips.
- Velcro product identification and price labels (not shown)

cling to the fabric backing anywhere you want them.

- Two hinged doors on both sides of display give full access to the product.
- Keyed locks for security.

Qualifier:

Free with purchase of \$750 at cost of any CRKT knives.

Dimensions:

15³/₄"H x 12"W x 5³/₈"L



SHOW 'EM HOW IT WORKS WITH EYE-CATCHING ACTION DISPLAYS.

The best way for customers to understand innovative new products is to let them see how they work. Most of these displays are interactive or attention-getting. Counter footprints have been kept to a minimum.

Small LED Counter Displays

LED Displays Z2065S, Z2064S, Z2063S (Left to right)

- LED flashes for attention.
- Use in case, on counter, or on wall with velcro dots.

Qualifier:

Free on request to retailers.

1⁵/₈"H x 1¹/₂"W x 1"L



AutoLAWKS™ LED Display

Counter Display Z2063

- Shows how AutoLAWKS works with flashing LEDs.

Qualifier:

Free on request to retailers with purchase of any 6 AutoLAWKS-equipped knives.

9"H x 8"W x 4"L



OutBurst™ Pen Holder Displays

OutBurst Display ZF0099

- Shows how OutBurst equipped knives quickly open.

Qualifier:

Free on request to stocking dealers and distributors.

3³/₄" Footprint x 14"H



OutBurst™ LED Display

Counter Display Z2064

- Shows how OutBurst works with flashing LEDs.
- Shows 3 OutBurst knives.

Qualifier:

Free with purchase of any 6 OutBurst-equipped knives.

9"H x 8"W x 4"L



I.D. Works™ Pen Holder Displays

I.D. Works Display ZF0098

- Introduces the I.D. Works brand and product line.

Qualifier:

Free on request to stocking dealers and distributors.

3³/₄" Footprint x 14"H



AutoLAWKS™ Action Display

Counter Display Z2067

- Includes M16-01ZD (dull blade) permanently attached.
- Demonstrates AutoLAWKS.

Qualifier:

Free on request to stocking dealers and distributors.

9⁷/₈"H x 8¹/₄"W x 4³/₈"L



Slide Sharp™ Action Display

Counter Display ZSS01

- Includes Slide Sharp permanently attached.
- Shows how system works in real-time action.

Qualifier:

Free with purchase of any 12 Slide Sharp SS01 systems.

10"H x 7³/₄"W x 5¹/₂"L



LAWKS® Action Display

Counter Display Z2059

- Includes M16-02ZD (dull blade) permanently attached.
- Shows how LAWKS works.

Qualifier:

Free with purchase of any 12 CRKT LAWKS folders.

9⁷/₈"H x 8¹/₄"W x 4³/₈"L



CLASSY SHELF AND CASE DISPLAYS FEATURE THE CRKT PRODUCT.

In-showcase Shelf Displays

- Choose from 1, 2, 3 and 4 tier displays.
- Plexiglass construction with expanded metal mesh.
- CRKT logo imprint.

Qualifier:

Free in reasonable quantities on request from CRKT retailers.

Knife Cradle Display

- “Floats” a single knife.
- CRKT logo imprint.

Qualifier:

Free in reasonable quantities on request from CRKT retailers.



Z2024



Z2023



Z2000



Z2021



Z2012

SHOWING OFF SPECIALTY LINES.

Family Case Displays

- Support for popular specialty K.I.S.S.® and Snap Lock™ lines.
- Dramatic color schemes.
- High-tech plexiglass designs, some with mirror finish.
- Snap Lock display holds Snap Lock and Snap Lock 2 with hidden magnets.

Qualifier:

Free in reasonable quantities on request from CRKT retailers.



Z5102-1



Z2050



Z2019



Z2022

CLAMPACKED CRKT PRODUCTS THAT SELL THEMSELVES.

Many popular CRKT products are available in colorful, self-selling retail clampacks. See the CRKT Price List.

- Heavy gauge plastic, welded closed for product security.
- Product front and back are visible.
- Complete product features and benefits.
- Designed to fit standard retail planograms.
- UPC coded.

Four Prong Rack Z2031

- Holds 24 small clampacks.
- Sturdy wire construction.

Single Prong Rack Z2030

- Holds 6 small clampacks.
- Sturdy wire construction.

Qualifier:

Free in reasonable quantities on request from CRKT retailers.



KNIFE STORAGE & PRESENTATION CASES.

Large Case Z2032

- Holds 44 CRKT folders.
- Padded Cordura fabric case with elastic loops, zipper closure and nylon handles.
- Ideal for sales presentations and storing collections.

Small Case Z2032S

- Holds 22 CRKT folders.
- Padded Cordura fabric case with elastic loops, zipper closure and nylon handles.
- Ideal for sales presentations and storing collections.

Qualifiers:

See applicable CRKT price list for your cost.



PLUS A FULL RANGE OF CRKT MERCHANDISING AIDS TO HELP YOU SELL.

CRKT offers a number of free aids to help you sell. Call or email for availability. They are available free to CRKT retailers.

- Product Catalog Z0000
- Consumer Brochure Z0001
- Brochure Holder Z2014
- Brand Tent Z2008
- Window & Case Decals
 - Small Logo Decal Z2038
 - Large Logo Decal Z2039
 - K.I.S.S. Decal Z2041

Contact us about new posters, counter cards, point of purchase displays, and other promotional materials which are being continually designed.



2008 Calendar Pens

CRKT Pen ZPENCRRKT
I.D. Works Pen ZPENIDTOOL

- Working ball point pen.
- 2008 calendar rolls in and out like a window blind.

Qualifier: Free on request to stocking dealers and distributors.



On one side there's a complete calendar for 2008.



On the other side there's a display of hot new products.

CRKT Photographs

High resolution color digital images of CRKT products are available on our ftp site for download to authorized stocking dealers and distributors. Call to establish access.

Z0002 2/08



Availability of free displays subject to supplies on hand.

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