



**BRASS
KNUCKLE®**

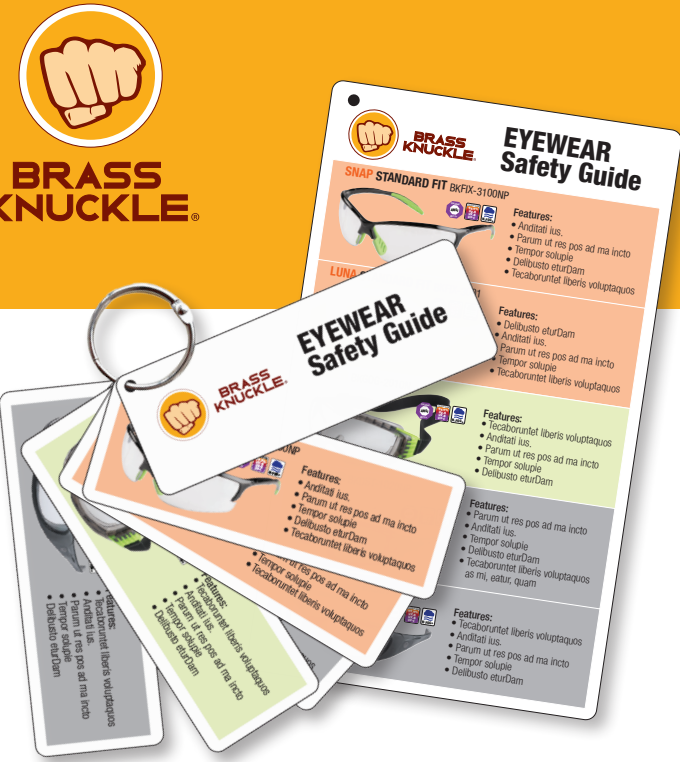
POINT-OF-PURCHASE AIDS THAT MAKE POINTS WITH CUSTOMERS



Help shoppers find the perfect Brass Knuckle® hand and eye protection with handy charts, banners and shelf talkers.

POINT YOUR CUSTOMERS TO THE RIGHT BRASS KNUCKLE® PRODUCTS FOR THE JOB

- ▶ **Play your strong points**
Give customers the details they need to select the right hand protection for the job.
- ▶ **Get right to the point**
Help customers determine the best safety eyewear for the job.
- ▶ **Extra points made**
Beat the competition and sell more products by giving customers the ability to find the PPE they need—right in the aisle, without needing to ask for help.



Product Selection Guides
Handy shelf-mounted guides make it easy for customers to check features, comfort, and fit specifications to match eye and hand protection to the application.

Shelf Talkers
Colorful shelf fronts communicate with customers about Brass Knuckle® products, promotions, and more.



Banners
Shout out Brass Knuckle®'s combination of safety, comfort, and style with big, bold banners in the store's safety product section.



Aisle Stoppers
Tempt customers strolling in the aisles to stop and shop for the Brass Knuckle® eye and hand protection that meets their needs.



Eyewear Counter Display
Professionally showcase Brass Knuckle® eye protection in a way that is appealing to consumers while efficiently using space.





A point of pride

Brass Knuckle's helpful point-of-purchase tools help independent retailers move their high-quality, high-value safety products faster—while helping satisfy customer needs.

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