

# America's Favorite Picture Hanger...



...Just Got Better!



Now Featuring **NEW**  
"Perfect Installation" Guide



## Introducing the **New** Installation Guide



**America's #1 Picture Hook, now with an added value accessory!**

- 90 Degree Hole Guide
- Ensures proper Installation
- Included with all new SKU's

1. Pick your spot
2. Insert hook
3. Push and twist
4. Remove guide and hook
5. Reinsert hook
6. Done!

So Easy, Even Humans Can Do It<sup>®</sup>

**The Amazing MONKEY HOOK**

The Original Monkey Hook<sup>®</sup> won the **Retailer's Choice Award** at the 60th National Hardware Show in Las Vegas in 2005 and never looked back!

- Perfect solution for hanging items on drywall where no stud is present.
- Installs with **No Tools** in seconds.
- For Pictures and most Wall Décor
- Holds up to **20 lbs**

Trilingual

**GORILLA GRADE**

The Gorilla Grade<sup>®</sup> Monkey Hook is the **STRONGEST HOOK OF ITS KIND!**

- Twice as thick, so it holds more weight - up to 50% more than Hercules Hook!
- For Larger, Heavier Items — Great for Mirrors!
- Holds up to **40 lbs**

Trilingual

**FLUSH MOUNT**

The Flush-Mount<sup>®</sup> features a unique **Low-Profile Tip** for use when the item **MUST** be mounted **FLUSH** to the wall

- Perfect for use with 'Saw Tooth' or 'Key Hole'
- Ideal for hanging small Pictures and Plaques!
- Holds up to **10 lbs**

Trilingual

**Variety = Impulse Sales!**

... so easy, even humans can do it!"<sup>™</sup>

## Amazing Merchandising Options for Amazing Results

### Small Pack Wing Display

- 72 pc. Mixed Display of all small pack varieties
- Includes Original Monkey Hooks (40), Flush Mount (16) and Gorilla Grade (16)
- Drives multiple purchases/incremental sales



### Variety Pack Wing Display

- Pre-Loaded display clips into standard 14" rack
- 24 packages per side wing
- Drives sales at check lanes and/or end of fastener aisle

Fast turns  
**X better margins**  
= more profits



## "The Amazing Monkey Hook<sup>®</sup>



The 30-pc Home & Office Variety Pack is a GREAT VALUE for consumers, containing Original, Gorilla Grade<sup>®</sup> and Flush-Mount<sup>™</sup> Monkey Hooks<sup>®</sup>. It includes:

- 10 of Each Variety
- Value and Variety in one pack!

## New Packaging Redesign

### Small Packs

- Improved Visual Impact
- Amplified Color Contrast
- Simplified Graphics
- New Trap Card
- Eliminates 'card curl'
- Reduces potential theft or damage
- New Value Added Accessory

### Variety Pack

- Improved Overall Merchandisability
- 8pc PDQ, 6pc Clip Strip, and 24pc power panel
- Eliminates Plastic Packaging!
- Includes Value Added Accessory

## Awards and Recognitions

- Orange County's 9th Fastest Growing Private Company in 2009
- Two NRHA 'Silver' Awards for Package Design and Counter Display Innovation 2009
- All Monkey Hook Products have received the Handyman Club's Tested & Recommended Endorsement Seal
- Golden Hammer Award for Best 'POP' Advertising from Ace Hardware's John Surane 2009
- 'Retailer's Choice' Award at the 60th Annual National Hardware Show in Las Vegas 2005

## Amazing Profit Opportunity

The Monkey Hook

### ...Still The Best Way to Hang Anything on Drywall

- A Proven Impulse Item**
- Excellent Category Velocity — proven movement
  - Competitive Price Points
  - Incremental Category Sales & Margin
  - Strong Customer Appeal — easy to understand, easy to use

- Installs by Hand in Seconds
- No Tools Needed
- **Made in USA**
- Guaranteed not to corrode
- Retail-friendly packaging
- Efficient Footprint
- Incremental Category Sales & Margin
- Strong Customer Appeal — easy to understand, easy to use

Monkey Hook Product Descriptions & Package Specifications											
MEG Part #	ITEM UPC #	INNER GTIN14	MASTER GTIN14	PACKAGE TYPE	Description	INNER Qty	MASTER Qty	MASTER Wt (lb)	MASTER TT/Hi	MASTER DIMENSIONS L x W x H (in.)	ITEM DIMENSIONS L x W x H (in.)
<b>CLIP STRIPS</b>											
TMH-345	8-96948-00034-5	10896948000342	20896948000349	CLIP STRIP	NEW 4pc Original w/ Install Guide	12	144	12.4	6/6	10.6 x 30.5 x 8.5	5.5 x 3.8 x 0.5
TMH-222	8-96948-00022-2	10896948000220	20896948000226	CLIP STRIP	NEW 2pc Gorilla Grade w/ Install Guide	12	144	12.4	6/6	10.6 x 30.5 x 8.5	5.5 x 3.8 x 0.5
TMH-444	8-96948-00044-4	10896948000441	20896948000448	CLIP STRIP	NEW 4pc Flush Mount w/ Install Guide	12	144	12.4	6/6	10.6 x 30.5 x 8.5	5.5 x 3.8 x 0.5
TMH-314-CS	8-96948-00031-4	10896948000311	20896948000318	CLIP STRIP	NEW 30 pc Variety Pak w/ Install Guide	6	36	15.4	4/14	29.2 x 12.4 x 5.4	6.5 x 5.6 x 1
<b>DISPLAYS</b>											
TMH-314-PDQ	8-96948-00031-4	10896948000311	20896948000318	PDQ	8pc Variety Pak Counter Top PDQ	8	48	19.0	8/5	14.5 x 10 x 19.5	6.5 x 5.6 x 1
TMH-314-SW	8-96948-00031-4	N/A	20896948000311	Side Wing	24pc Variety Pak Side Wing Display	1	24	10.0	4/15	14.2 x 4.4 x 25.1	6.5 x 5.6 x 1
TMH-72MXPW	Assortment	N/A	20896948000721	Side Wing	72pc Display Assortment	1	72	3.5	4/15	20.5 x 14.3 x 4.6	5.5 x 3.8 x 0.5
Contains Item(s):						4pc Original w/ Install Guide	40			5.5 x 3.8 x 0.5	5.5 x 3.8 x 0.5
						2pc Gorilla Grade w/ Install Guide	16			5.5 x 3.8 x 0.5	5.5 x 3.8 x 0.5
						4pc Flush Mount w/ Install Guide	16			5.5 x 3.8 x 0.5	5.5 x 3.8 x 0.5
<b>REPLENISHMENT</b>											
TMH-121	8-96948-00012-3	10896948000120	20796948000127	RSC	NEW! 10pc Original w/ Install Guide	4	40	8.3	16/7	10 x 10 x 12	5.5 x 3.8 x 0.7
TMH-314-RSC	8-96948-00031-4	10896948000311	20896948000318	RSC	8pc Variety Pak	8	48	10.0	12/6	10.3 x 7.3 x 18.0	6.5 x 5.6 x 1

## Contact The Monkey Hook, LLC

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