

# Benefits of a Von Morris Point of Purchase Display Unit

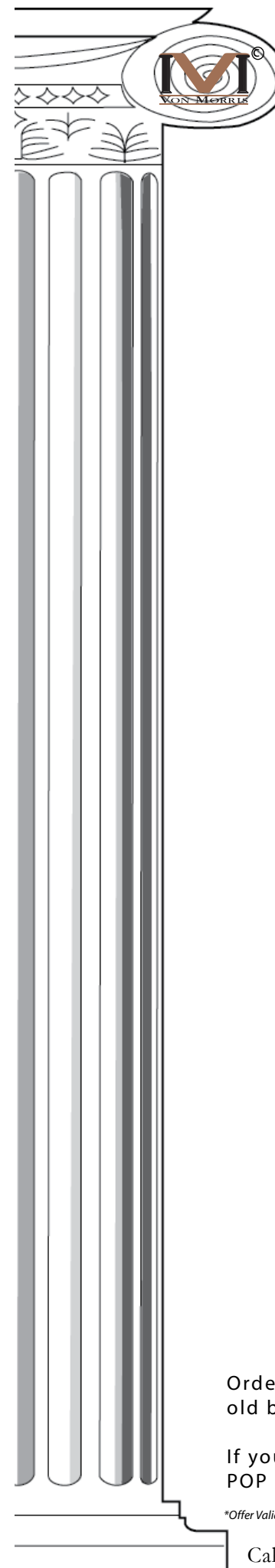
- The elegant distinction and powerful impact of the new POP unit sets the tone for the quality of the Von Morris hardware
- Average sales increase 36% when a POP is used vs. shelf display retailing
- Customers are more likely to purchase items they can see, touch and use, vs. product that is shown only in pictures
- POP units are more likely to attract impulse buyers
- POPs allow a manufacturer to connect with the customer and better communicate a brand's personality and feeling
- Retailers are more inclined to use an attractive POP in their showroom space
- POPs are a great way to launch and display new products
- Consumers rank the ability to touch and feel a product as more important than actual cost in the purchase decision-making process
- POPs serve as a visual reminder to consumers of something they may or will need in the future
- POPs increase the perceived value of a product, since the consumer can handle the item and examine it closely
- Products that customers have to ask to touch or see do not sell as well as merchandise displayed in a POP
- The new POPs help to build brand recognition with architects and designers who have seen Von Morris at trade shows
- Sales people tend to push items that are displayed on a POP more than other products, since they are easier to discuss and sell

**TIPS:** Place your best-selling, highest-margin items at eye level on the POP. A leading home goods manufacturer found that sales improved by 200% when products were moved to eye level on the POP. Products should be grouped by functionality or purpose.

**Von Morris offers one of the highest profit margins in the industry on its elegant architectural Hardware. Order your new Von Morris Display today!**

Call Customer Service to place your order at 800-646-6888 and fax your request to 800-646-8988

Von Morris Corporation • 201 Erie Street • Camden, NJ 08330



# Von Morris

New Retail Point of Purchase Display Units

Financing Available



Order your new Von Morris Point of Purchase display unit and we will remount your old boards and spinners to new ones, free of charge.\*

If you do not already have a Von Morris Point of Purchase display unit, order a new POP and receive a discount on all the boards and spinners you choose to display.\*

\*Offer Valid for a Limited Time Only!

Call Customer Service to place your order at 800-646-6888 and fax your request to 800-646-8988

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# Bring Von Morris Excitement Into Your Showroom!



H 87"  
W 62"

\$1,995. (Hardware not included)

## Flat Panel Display Unit

Bring the excitement and identity of the Von Morris trade show booth into your showroom. The new double sided Chestnut Burl Formica finish Flat Panel display unit has the recognizable Von Morris logo on top, is easy to see and sure to gain immediate attention on the showroom floor.

This unit is priced right at \$1,995 to start for those customers that have existing display units. We will remount your existing hardware at no cost to you with the new clear Lexan boards. All you have to do is send your existing boards back to us and we will remount them at no charge. Financing is available for 36, 48 or 60 months.

If you do not have an existing unit please choose which boards you would like to have made for your unit. All boards are available at **50%** off net for a limited time! Remember this unit is double sided and can hold up to four 16 x 16 boards in one row.

VM ITEM # POP-FLAT PANEL

Board #	Board Name	Size	Cost	Board #	Board Name	Size	Cost
<input type="checkbox"/> B-21	Bamboo	16x16	\$300.	<input type="checkbox"/> B-4	Cabinet Hinge	8x16	\$75.
<input type="checkbox"/> B-24	Beaded	16x16	\$300.	<input type="checkbox"/> B-13	Distressed Board	16x32	\$325.
<input type="checkbox"/> B-22	Deco Board	16x16	\$300.	<input type="checkbox"/> B-18	Screen Door Board	16x32	\$250.
<input type="checkbox"/> B-25	Moorestown	16x16	\$300.	<input type="checkbox"/> B-8	Door Knocker	16x16	\$50.
<input type="checkbox"/> B-14	Ribbon & Reed	16x22	\$500.	<input type="checkbox"/> B-5	Door Stop	16x16	\$85.
<input type="checkbox"/> B-23	Weave	16x16	\$300.	<input type="checkbox"/> B-12	Door Closer	8x16	\$75.
<input type="checkbox"/> B-10	Finish Chip Board	16x22	\$90.	<input type="checkbox"/> B-16	Handrail Bracket	8x16	\$75.
<input type="checkbox"/> B-15	Large Hinge Board	16x22	\$150.	<input type="checkbox"/> B-6	Surface Bolt	16x32	\$150.
<input type="checkbox"/> B-17	Radius Corner Hinge Board	16x16	\$150.	<input type="checkbox"/> B-20	Von Morris Sample Board	16x32	\$200.
<input type="checkbox"/> B-1	Olive Knuckle	16x32	\$500.				

For your convenience you can fax this sheet or simply mail it to our Customer Service Department to place your order.

Business Name: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

Billing Address (if not the same as shipping) \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Flat Panel Unit \_\_\_\_\_ VM ITEM # POP-FLAT PANEL \$1,995.

From List above, All Board Numbers and Total Price \_\_\_\_\_ \$

Total Cost \_\_\_\_\_ \$



H 87"  
W 62"

\$2,195. (Hardware not included)

## Spinner Display Unit

Bring the excitement and identity of the Von Morris trade show booth into your showroom. The new double sided Chestnut stained wood Spinner display unit has the recognizable Von Morris logo on top, is easy to see and sure to gain immediate attention on the showroom floor.

This unit is priced at right \$2,195 to start for those customers that have existing Spinner display units. We will remount your existing hardware at no cost to you with the custom made Chestnut finish spinners. All you have to do is send your existing spinners back to us and we will remount them at no charge. Financing is available for 36, 48 or 60 months.

If you do not have an existing unit please choose which spinners you would like to have made for your unit. All hardware on the spinners is available at **50/40%** off list for a limited time! Please choose the spinner type and add the hardware you would like to display.

VM ITEM # POP-SPINNER

Quantity	Spinner Name	Number of Items Shown on Spinner	Selected Hardware Item #	Total Cost
<input type="checkbox"/> EML	Entry Mortise Lock	1		
<input type="checkbox"/> TL	Tubular Latch	3 (1 T/L, 1 T/L w/MD, 1 T/L w/DB)		
<input type="checkbox"/> IML	Interior Mortise Lock	2		
<input type="checkbox"/> PDL	Pocket Door Lock	3		
<input type="checkbox"/> SD	Screen Door	4		
<input type="checkbox"/> BL	Blank			

All spinner units are double sided and you may split finishes, roses and plates with your order. However all levers and knobs must be linked together, such as lever with lever and knobs with knobs.

For your convenience you can fax this sheet or simply mail it to our Customer Service Department to place your order.

Business Name: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

Billing Address (if not the same as shipping) \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Spinner Unit \_\_\_\_\_ VM ITEM # POP-SPINNER \$2,195.

From List above, All Spinners and Total Price \_\_\_\_\_ \$

Total Cost \_\_\_\_\_ \$

## Combo Unit

Need a Combo unit? One is easily available, and is made up of the two units together. A Combo unit is available in either two flat panel units or a flat and spinner unit together. The Combo unit will have a total of three white decorative columns. Remember this unit is double sided! Call for special pricing and more info.