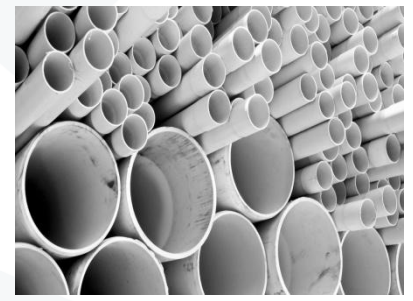




# MERCHANDISING SOLUTIONS



# Lincoln Products Merchandising

Lincoln Products merchandising impacts all facets of the sales cycle:

- ***Sales team*** – Sales materials and category information to educate and sell consumers on Lincoln Products
- ***Customer / Store Level*** – P.O.P. Materials to help sales associates guide their customers to the solution and to make the right purchase
- ***End User Level*** – P.O.P. materials to assist consumers in selecting the products that best meet their needs (“Silent Salesman”)

# Lincoln Products Merchandising

## • Sales Team

**Lincoln PRODUCTS**

**WE GET IT. YOU NEED THE EXACT BRAND, FAST, RELIABLY, WITH NO EXCUSES.**

That's why you need a distributor with unrivaled product offerings from major manufacturers in stock, and an on-site regional network to better identify what your customer needs with no delay. Lincoln Products meets that challenge every day to help you grow your business.

With Genuine Solutions delivered from 12 strategically located Distribution Centers across the nation, 1800+ special orders F&S in no time. Lincoln Products helps you expand your opportunities, diversify offerings in the plumbing category and compete for profitable remodeling business. We're ready right now to help you level the playing field.

We carry LOTS of brands! Don't see what you're looking for? Ask us! 800.735.4503 or email SALES@LINCOLNPRODUCTS.COM

Two Sided Special Order sales sheet

**Lincoln PRODUCTS**

**Your Single Source Plumbing Supply Solution.**

Most your customers' needs in no time when you rely on Lincoln Products. For more than 60 years, the hardware industry has turned to Lincoln for turnkey solutions that keep your walls stocked and your customers coming back. As the largest plumbing supplier in North America, our network of 11 distribution centers puts the buying power of Ferguson Enterprises to work for you, offering immediate availability of millions of plumbing products. Imagine the special order opportunities!

Whether they're pros or consumers, your customers can't afford to use inferior components. Genuine Manufacturer repair parts from the largest faucet and plumbing fixture companies in the industry are part of our 4,000+ SKU packaged program, helping you drive business into your department through fully designed merchandising solutions. Customers find the familiar graphics and part numbers of national brands, our custom plan-o-grams, illustrated bin labels, color coding, POP aids along with in-store set up assistance help lead them to purchase.

All you have to do is make the call, we'll take care of everything else.

**800.735.4503**

**OUR CAPABILITIES, YOUR ADVANTAGE.**

**Lincoln PRODUCTS**

- Total Source Capability
- Regional Fill Rates
- Private Delivery
- Planning Expertise
- Quality Control Products
- Special Order Programs
- Special Offer Packaging
- Star Rating
- Star Planning and Layout
- Professional Merchandising
- Business 24 Labels
- Point of Sale Displays
- Customized Order Forms
- Customer Sales Systems
- Detailed Productivity
- EDI Capability

Lincoln Products  
18002 San Jose Avenue  
City of Industry, CA 91748

Manufacturer, Distributor, Importer

800.735.4503 (toll free) 888.873.3772 (toll) SALES@LINCOLNPRODUCTS.COM LINCOLNPRODUCTS.COM

**OUR CAPABILITIES, YOUR ADVANTAGE.**

**Lincoln PRODUCTS**

**NATIONAL SALES MANAGER** Chris Addison  
800.735.4503 ext#156  
714.925.9793 (toll)

**BUSINESS DEVELOPMENT MANAGER** Shirley Collier  
800.735.4503 ext#209  
763.777.2607 (toll)

Lincoln Products  
18002 San Jose Avenue  
City of Industry, CA 91748

That's our contact info, we invite you to take the next step. We're great to work with!

**DEPTH OF KNOWLEDGE:** Over 60 years experience serving the Hardware Industry as a plumbing specialist enables us to design and implement complete "turnkey" plumbing programs.

**REPLENISHMENT SOLUTION:** We make custom plan-o-grams for your specific needs from our 12,000+ sku packaged program along with everything else needed to help you create the perfect plumbing department.

**DEPTH OF INVENTORY:** Lincoln offers immediate availability of literally millions of plumbing products from our 12 strategically located distribution centers. Imagine the special order opportunities!

**REPLENISHMENT SOLUTION:** 60 hour fast turn, industry-leading fill rates, complete EDI and internet ordering protocols. Plus, our break boxes - you buy what you need.

**GENUINE SOLUTIONS:** Lincoln Products packages Genuine Manufacturer repair parts from the largest faucet and plumbing fixture companies in North America using their graphics, colors, and part numbers in our space efficient bins and bin-label instructions.

The confidence and recognition of brands including American Standard, Chicago Faucet, Delta Faucet, Kohler, Moen, Mansel, Moen, Moen, Pfister, Sloan, Zurn, and others combine to increase sales to the consumer as well as the professional - expect 20% gains. No one else can do this.

800.735.4503 (toll free) 888.873.3772 (toll) SALES@LINCOLNPRODUCTS.COM LINCOLNPRODUCTS.COM

Lincoln Advantage sheet

**OUR CAPABILITIES, YOUR ADVANTAGE.**

**Lincoln PRODUCTS**

- Total Source Capability
- Regional Fill Rates
- Private Delivery
- Planning Expertise
- Quality Control Products
- Special Order Programs
- Special Offer Packaging
- Star Rating
- Star Planning and Layout
- Professional Merchandising
- Business 24 Labels
- Point of Sale Displays
- Customized Order Forms
- Customer Sales Systems
- Detailed Productivity
- EDI Capability

Lincoln Products  
18002 San Jose Avenue  
City of Industry, CA 91748

Manufacturer, Distributor, Importer

<b>GENUINE REPAIR PARTS</b>	<b>HEATING</b>	<b>PLUMBING TOOLS</b>
<b>AMERICAN STANDARD</b>	<b>HEATING</b>	<b>FLANGES, STRAPS &amp; CLAMPS</b>
<b>AMERICAN STANDARD</b>	<b>VENTING</b>	<b>CHEMICALS, COMPOUNDS &amp; TAPES</b>
<b>AMERICAN STANDARD</b>	<b>COOLING</b>	<b>PIPE 1/2", 3/4" OR 1"</b>
<b>AMERICAN STANDARD</b>	<b>VALVES &amp; BIBBS</b>	<b>PIPE FITTINGS &amp; NIPPLES</b>
<b>AMERICAN STANDARD</b>	<b>FAUCETS</b>	<b>IRRIGATION CONTROLS &amp; HEADS</b>
<b>AMERICAN STANDARD</b>	<b>BATH ACCESSORIES</b>	<b>HOSE END ACCESSORIES</b>
<b>AMERICAN STANDARD</b>	<b>WATER SUPPLIES</b>	<b>PUMPS</b>
<b>AMERICAN STANDARD</b>	<b>DRAIN REPAIR</b>	
<b>AMERICAN STANDARD</b>	<b>TILE REPAIR</b>	
<b>AMERICAN STANDARD</b>	<b>WATER HEATERS</b>	

800.735.4503 (toll free) 888.873.3772 (toll) SALES@LINCOLNPRODUCTS.COM LINCOLNPRODUCTS.COM

Two Sided Line Card sheet



# Lincoln Products Merchandising

- Sales Team

**OUR CAPABILITIES, YOUR ADVANTAGE.**

**Lincoln PRODUCTS**

**2014 Irrigation Solutions**

Lincoln Products  
18825 San Jose Avenue  
City of Industry, CA 91748

Underground  
Drip  
Hose End  
Misting

800.735.4503 (toll-free)    LINCOLNPRODUCTS.COM    888.673.3772 (fax)

©2014 Lincoln Products    0304

Irrigation

**Genuine Solutions**

Genuine Manufacturer Parts  
Genuine Manufacturer Graphics  
Brand Recognition = User Confidence

American Standard CHICAGO FAUCETS DELTA KOHLER MIXET  
MOEN Pfister SLOAN RESURBUILT BUILT ZURN

Manufacturer Part Number  
Genuine Logo  
Genuine Graphics, Colors

**SINGLE SOURCE... NO ONE ELSE CAN DO THIS**

**Lincoln Products**

www.lincolnproducts.com  
cs@lincolnproducts.com  
800-735-4503

OEM

**Lincoln PRODUCTS**

18825 San Jose Avenue • City of Industry, CA 91748-1326

phone: 800.735.4503  
fax: 888.673.3772

cs@lincolnproducts.com  
www.lincolnproducts.com

**PROFLO**

RETAIL PROGRAM 2015

WWW.LINCOLNPRODUCTS.COM    800.735.4503

PROFLO (at Retail)

*Category catalogs*





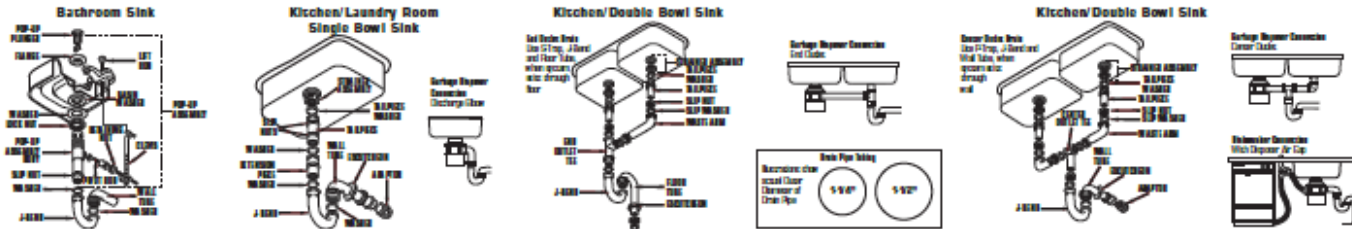
# Lincoln Products Merchandising

- Customer / Store Level  
*Category headers*

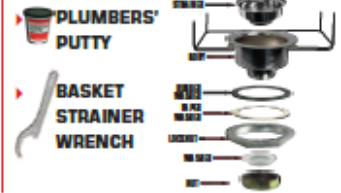
## DRAIN INSTALLATION



GENUINE SOLUTIONS



Installation of a Basket Strainer Requires:



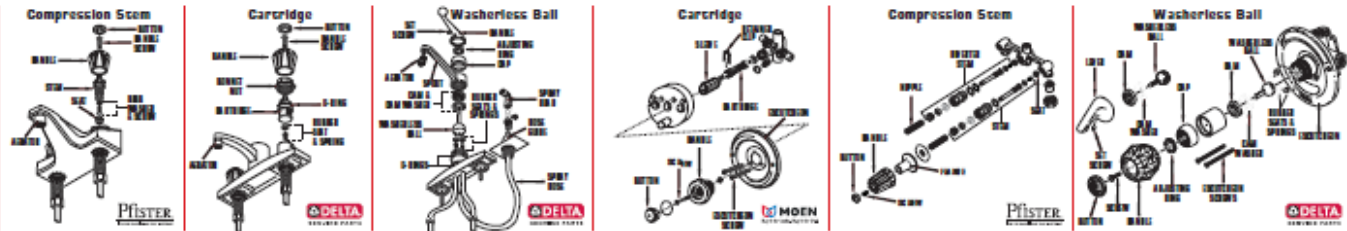
## FAUCET REPAIR GUIDE



GENUINE SOLUTIONS

### Troubleshooting & Solutions

PROBLEM	REPAIR SOLUTION
FAUCET LEAKS FROM SPOUT	<ul style="list-style-type: none"> <li>REPAIRS O-RING, GASKET</li> <li>REPAIRS CARTRIDGE</li> <li>REPAIRS BALL, BALL SPRING</li> </ul>
NO WATER LEAKS FROM HANDLE	<ul style="list-style-type: none"> <li>REPAIRS O-RING ON O-RING</li> <li>REPAIRS O-RING ON O-RING</li> <li>REPAIRS O-RING ON O-RING</li> <li>REPAIRS O-RING ON O-RING</li> </ul>
RIDGE AND SPOUT LEAKS UNDER SINK	REPAIRS BALL OR SPRING ON BALL
LOW FLOW OF WATER FROM SPOUT	REPAIRS OR CLEAN FILTER



## GENUINE FAUCET REPAIR PARTS



GENUINE SOLUTIONS

Do it right... Fix your faucet with a genuine part

- Genuine Repair Parts are specified by the manufacturer for their product.
- Warranties on faucets remain valid with genuine repair parts.
- Manufacturer part number on the package is the same as referenced in instructions and/or website.



# Lincoln Products Merchandising

- Customer / Store Level  
*Category headers*

## GENUINE TOILET REPAIR PARTS

Do it right... Fix your toilet with a genuine part

1. Genuine Repair Parts are specified by the manufacturer for warranty.
2. Manufacturer part number on the package is the same as referenced in instructions and/or website.
3. Ensure optimal operation with every flush.



GENUINE SOLUTIONS

## PLUMBING TOOLS



Faucet Tools



Pipe & Tubing Tools

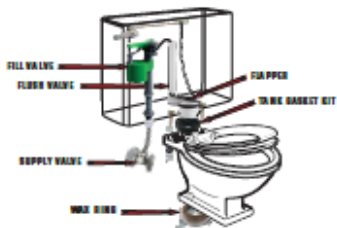


Drain & Drain Clearing Tools



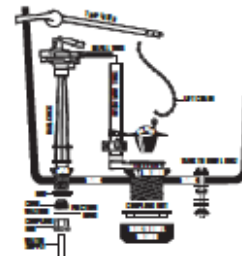
GENUINE SOLUTIONS

## TOILET REPAIR GUIDE



### Troubleshooting & Solutions

PROBLEM	FILL VALVE & BOWL IN SET	FLUSH VALVE SET	FLAPPER	TRAP OR SECT	WAX SEAL
CONSTANTLY RUNNING	•	•	•		
NOISE	•				
RUNNING ON A DIRT	•				
BLEW FILLING TANK			•		
LEAKS BETWEEN TANK & BOWL		•		•	
LEAKS AT BASE OF BOWL					•



GENUINE SOLUTIONS

### SAVE WATER

Leaky toilets can waste as much as 6,500 gallons of water a month, that's 200 gallons of water each day!

### CHECK FOR LEAKS

Place three drops of food coloring in the tank. If the bowl turns color after 15 minutes, you have a leaky toilet.

### INSTALLATION CHECKLIST:

- Before installing your new toilet, be sure to have the following:
- ▶ Wax Bowl Ring
  - ▶ Toilet Bolt Set
  - ▶ Water Supply
  - ▶ Water Supply Valve
  - ▶ Caulking

# Lincoln Products Merchandising

- Customer / Store Level

*Category headers*



**Category Headers in place at Dunn Lumber (Seattle, WA)**



# Lincoln Products Merchandising

- Customer / Store Level

## Size Finder merchandising pieces

## FIND YOUR FITTING

SIZE COLOR CHART

1/2"

3/4"

1"

1 1/4"

1 1/2"

2"

2 1/2"

3"

4"

1. Match Fitting Size to Color.    2. Find Your Fitting in Same Color Bins.




www.lincolnproducts.com



**90° ELBOW**

**3/4"**

GALVANIZED  
BARCODED



**372202**    0 54374 02257 1

**CAP  
FIP  
1/2"**

PVC  
SCHEDULE 40



**369105**    0 25528 13716 8

**VENT  
ELBOW  
2"**

ABS  
90°



**372202**    0 12871 53085 2

# Lincoln Products Merchandising

- Customer / Store Level  
*Tear Away sheets*

Compression, Washerless, & Ceramic Stems

**ACTUAL SIZE STEM CHART**

Broach Not to Scale

www.ferguson.com  
www.fergusononline.com

**FERGUSON**  
Parts and Packaging

NAT. SALES CENTER  
888-334-0004

Compression, Washerless, & Ceramic Stems

**ACTUAL SIZE STEM CHART**

Broach Not to Scale

**DIVERTER STEMS**

www.ferguson.com  
www.fergusononline.com

**FERGUSON**  
Parts and Packaging

NAT. SALES CENTER  
888-334-0004

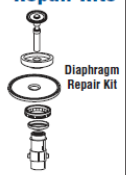
# Lincoln Products Merchandising

- Customer / Store Level  
*Tear Away sheets*

ZURN

**FLUSH VALVE GUIDE**  
**GUIDE POUR LE ROBINET DE CHASSE**  
**GUÍA DE LA VÁLVULA DE DESCARGA**

**\*Repair Kits**



Diaphragm Repair Kit

**INTERNAL PARTS KITS**

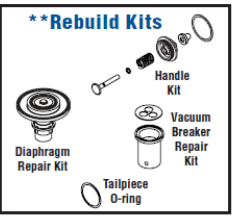
**Aquaflush® Kits**

Part #	Description
*P6000-ECR-FF	AF 4.5 Repair Kit
*P6000-EUR-WS	AF 1.5 Repair Kit
*P6000-ECR-WS	AF 3.5 Repair Kit
*P6000-ECR-WS1	AF 1.6 Repair Kit
*P6000-EUR-WS1	AF 1.0 Repair Kit
**P6000-ECR-WS-RK	AF 3.5 Rebuild Kit

**AquaVantage® Kits**



Part #	Description
*P6000-EUA-WS	AV 1.5 Repair Kit
*P6000-ECA-WS	AV 3.5 Repair Kit
*P6000-ECA-WS1	AV 1.6 Repair Kit
*P6000-EUA-WS1	AV 1.0 Repair Kit
*P6000-ECA-HET	AV 1.28 Repair Kit
**P6000-ECA-WS1-RK	AV 1.6 Rebuild Kit
**P6000-ECA-WS-RK	AV 3.5 Rebuild Kit
**P6000-EUA-WS1-RK	AV 1.0 Rebuild Kit
**P6000-EUA-WS-RK	AV 1.5 Rebuild Kit

**\*\*Rebuild Kits**



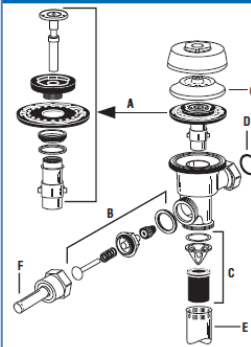
Handle Kit  
Vacuum Breaker Repair Kit

Diaphragm Repair Kit  
Tailpiece O-ring

SLOAN

**ROYAL & REGAL FLUSH VALVE GUIDE**  
**GUIDE POUR LE ROBINET DE CHASSE**  
**GUÍA DE LA VÁLVULA DE DESCARGA**



**ROYAL® INTERNAL PARTS KITS**

ROYAL® PERFORMANCE KITS		
Code#	Part #	Description
3301070	A-1101-A	Low Consumption Water Closets-1.6gpf(6.0Lpf)
3301071	A-1102-A	Water Saver Water Closets-3.5gpf(13.2Lpf)
3301072	A-1103-A	9 Liter European Water Closets-2.4gpf(9.0Lpf)
3301073	A-1106-A	Wash Down Urinals-0.5gpf(1.9Lpf)
3301074	A-1107-A	Low Consumption Urinals-1.0gpf(3.8Lpf)
3301075	A-1108-A	Water Saver Urinals-1.5gpf(5.7Lpf)

**REGAL "MASTER" KITS**

Code#	Part #	Description
3317001	R-1001-A	Rebuild Kit (4.5gpf/17.0Lpf) Closet
3317003	R-1003-A	Rebuild Kit (3.5gpf/13.20Lpf) Closet
3317004	R-1004-A	Rebuild Kit (1.6gpf/6.0Lpf) Closet
3317012	R-1012-A	Rebuild Kit (2.4gpf/9.0Lpf) Closet
3317002	R-1002-A	Rebuild Kit (1.5gpf/5.7Lpf) Urinal
3317005	R-1005-A	Rebuild Kit (1.0gpf/3.8Lpf) LC Urinal
3317011	R-1011-A	Rebuild Kit (0.5gpf/1.9Lpf) Urinal

**REGAL "MASTER" KIT Includes Handle Kit, Vacuum Breaker Kit & Tail Piece O-Ring.**

**"DROP-IN" ONLY KIT**

Code#	Part #	Description
3301024	A-44-A	2.4gpf/9.0Lpf - Closet
3301036	A-36-A	4.5gpf/17.0Lpf - Closet
3301038	A-38-A	3.5gpf/13.20Lpf - Closet
3301041	A-41-A	1.6gpf/6.0Lpf - Closet
3301037	A-37-A	1.5gpf/5.7Lpf - Urinal
3301044	A-42-A	1.0gpf/3.8Lpf - Urinal
3301081	A-43-A	0.5gpf/1.9Lpf - Urinal

**INDIVIDUAL PARTS:**



A. Diaphragm assembly  
B. Handle repair kit  
C. Vacuum breaker repair kit  
D. Tailpiece "O" ring  
E. Vacuum Breaker  
F. Handle Assembly  
G. Inside Cover

**LISTE DE PIÈCES :**

A. Kit de Diaphragme  
B. Kit de Réparation de Poignée à  
C. Kit de Réparation de Casser-Vide  
D. Tailpiece "O" ring  
E. Joint Torique  
F. Poignée  
G. Couverture Intérieure

**PARTES INDIVIDUALES:**

A. Montaje del diafragma  
B. Juego de reparación del mando  
C. Juego de reparación del compresor de vacío  
D. Junta tórica  
E. Brote-Vida  
F. Palanca  
G. Cubierta interna

# Lincoln Products Merchandising

- Customer / Store Level

Finder Boards

### AERATOR FINDER

MUESTRARIO DE AIREADORES

**Deal Thread Aerators:**  
Fit Most Faucets. With 1/8" ID Inside and 3/16" Outside. Thread Spacing:  
Use: 2110, 2107, 2111, 2112, 2113, 2116, 2118, 2119, 2122, 2123, 2209, 2209 and 2318.

**Full-Depth Threaded:**  
Use: 2122, 2124, 2126 and 2124.

**Full-Body Threaded:**  
Use: 2122 and 2108.

**Full-Body Threaded:**  
Use: 2123 and 2110.

**Assembly Method:**  
Align with the Marking on the O-Ring. Use a Piece of 1/8" ID of pulgada de aluminio interior y con Rosca de 3/16" de pulgada de aluminio exterior.

**Para Roscas Internas:**  
Use: 2122, 2124, 2126 y 2124.

**Para Roscas Externas:**  
Use: 2123 y 2110.

**Aplicación para Caudales Grifos:**  
Use: 2122 y 2110.

### THREAD GUIDE

GUÍA DE ROSCAS

**• FAUCET SPOUT SIMULATOR GAUGE •**

**INSTRUCCIONES:**  
1. Retorne el aérateur y rosca en new aerator.  
2. In rosca deal thread aerators, thread size just fit spot or remove aerator and thread inside into spot.

**TO CLEAN:** Run plug and screen, then replace in aerator before each install and at plug screen.

**INSTRUCCIONES:**  
1. Devuelva el aérateur caudal y rosca el aerador nuevo.  
2. Para rosca deal thread aerators, rosca el aérateur rosca dentro del grifo y rosca el aérateur rosca al aérateur en grifo.

**PARA LIMPIAR:** Limpie el grifo y la rosca, luego reinstale en el aérateur del aérateur que el solo pequeño hacia abajo.

### FAUCET REPAIR GUIDE

GUÍA PARA REPARAR

**STEP 10 FIND A REPLACEMENT STEM**

- Place an eye on the Stem and identify its length, note the length number. Do not include screw and washer.
- Using the Stem Gauge, find the hole that fits it best. Note the identifier number.
- With number and length noted, find the correct replacement stem from gauge when used in an alphabetical order.

**CONSEJO IMPORTANTE DE LA REPARACIÓN**

- Cuando se repare un aérateur se necesita a identificar su longitud. Anotar el número de longitud. No incluir tornillo y arandela.
- Con el Calibrador de Rosca, buscar el agujero que le quede el más mejor posible. Anotar el número.
- Con el número y la longitud anotados, encontrar el aérateur y la tuerca adecuada. Longitud de la tuerca está en orden alfabético.

### FAUCET STEM GAUGE

CALIBRADOR DE ASIENTOS

**What Stem Size Do You Need? ¿Que Medida De Escudo Necesito?**

**WATER SUPPLIES**

SUMINISTROS PARA AGUA

Lincoln PRODUCTS

**TOILET REPAIR**

REPARACIÓN DE INODOROS

Lincoln PRODUCTS

**FAUCET REPAIR**

REPARACIÓN DE GRIFOS

Lincoln PRODUCTS

**DRAIN REPAIR**

REPARACIÓN DE DESAGÜES

Lincoln PRODUCTS

Aisle Violators

**BATH & SINK**

BAÑERA & FREGADERO

Lincoln PRODUCTS

**APPLIANCE REPAIR**

REPARACIÓN DE ELECTRODOMÉSTICOS

Lincoln PRODUCTS

# Lincoln Products Merchandising

- End User

## Retail Friendly Fact Tags





PF9412WH-TANK  
PF9400WH-BOWL

### PF9400 SERIES HIGH EFFICIENCY TOILET

- Gravity Flush and Anti-Siphon Fill Valve
- High Performance 3" Flush Valve
- 1000 Gram MaP Flush Score










16-1/8"  
Bowl Height



Tank Label



Bowl Label

PROFLO® items distributed through  PRODUCTS

THE BOLD LOOK  
OF  
**KOHLER**®



K-4467-0 TANK  
K-4198-0 BOWL

### WELLWORTH® CLASS FIVE™ TOILET

- Virtually Plug-Free
- Exclusive Dry Lock™ Installation System
- 1000 Gram MaP Flush Score










14-1/2"  
Bowl Height



Tank Label



Bowl Label

KOHLER® items distributed through  PRODUCTS





2793-128NT.020

### CHAMPION® 4 COMPLETE TOILET

- Champion® 4 Flushing System
- Permanent EverClean® Antimicrobial Surface
- 1000 Gram MaP Flush Score











16-1/2"  
Bowl Height



Price Label

AMERICAN STANDARD items distributed through  PRODUCTS





N7714-TANK  
N7717-BOWL

### STEALTH® ULTRA-HIGH-EFFICIENCY TOILET

- Powerful Flush Delivered with a Patented Stealth Flush Chamber and Air Transfer System
- Extremely Quiet Flush
- 600 Gram MaP Flush Score











17"  
Bowl Height



Price Label



Price Label

NIAGARA CONSERVATION® items distributed through  PRODUCTS

# Lincoln Products Merchandising

- End User

## *Retail Friendly Fact Tags*

*American  
Standard*

**Lincoln**  
PRODUCTS

### **KITCHEN FAUCET**

**SKU:** T44789V55

**MODEL:** F46112

**Finish:** Nickel Finish

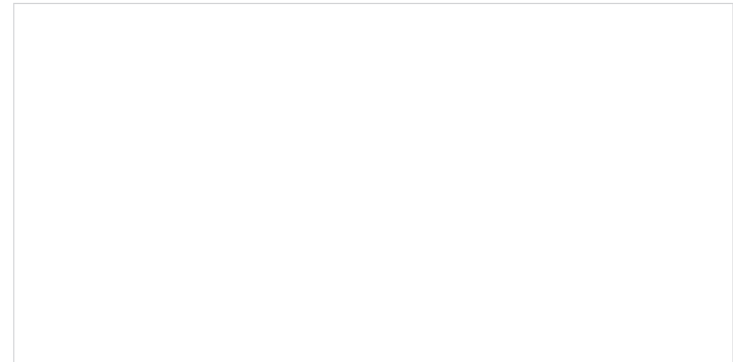
**Cartridge:** Ceramic Disc

**Sink Type:** 1, 2, 3 or 4-Hole Mount

**Flow Type:** Spray

**Gallons Per Minute:** 1.5

- Pull-Out Spout
- Touch Technology
- Ball Valve
- Lifetime Warranty
- ADA Compliant
- WaterSense



**Lincoln**  
PRODUCTS

# Lincoln Products Merchandising

- End User

## *Retail Friendly Fact Tags*



**PROFLO**  
EXCEEDING YOUR EXPECTATIONS

**PLASTIC TOILET SEAT**  
**PFTSE1000**                      **ROUND FRONT**

**Features & Benefits:**

- Plastic Top Mount Concealed Hinges
- Slip Resistant Pads
- Variable Positioning Hinges
- Heavy Duty Bolts





**PROFLO**  
EXCEEDING YOUR EXPECTATIONS

**WOOD TOILET SEAT**  
**PFTSWEC1000**                      **ROUND FRONT**

**Features & Benefits:**

- Plastic Top Mount Concealed Hinges
- Slip Resistant Pads
- Slide-off Hinge for Easy Cleaning
- Heavy Duty Bolts
- Easy Installation

