

A.T. CROSS COMPANY



## MERCHANDISING CATALOG

Brand Enhancing Furniture and In-Case Display Materials

**2021**

[Cross.com](http://Cross.com) | [Sheaffer.com](http://Sheaffer.com)



## CROSS & SHEAFFER MERCHANDISING GUIDELINES

### THE TOP 10

1. Merchandise the two brands separately to tell their own stories – consumers do not know that we own both brands!
2. Group pens together to tell stories where possible i.e. a color story, tech story etc
3. Group pens together by collection (e.g. Townsend or Intensity) showing technology choice
4. In either towers or the top shelf of a showcase, only use pen stands and PRDs (pen rests) to display pens to avoid blocking light and creating shadows
5. Mix vertical and horizontal lines to create interest.
6. Feature Newness in prominent central position or as a story per point 2
7. Display all Rollerball and Fountain Pens with caps off and posted and ballpens with tip exposed
8. On horizontal pen stands tip points to left as you look at it so brand logo is not upside down
9. On pen trays, display pens with tips facing down and highest price from left to right
10. Always clean the tower/showcase prior to merchandising & clean all pens to be free of dust





# SHOWCASES



## 4 FT/1M SHOWCASE

(48Wx24Dx39H)  
SKU#: DP1156

Fixture Only - In-Case Display Materials ordered separately  
Showcase contains one (1) glass shelf

### SUGGESTED IN-CASE DISPLAY MATERIALS

SKU	Description	Qty
DP1143	Single Vertical Pen Stand	3
DP1140	Single Horizontal Pen Stand	2
DP1144	Double Vertical Pen Stand	3
DP1141	Double Horizontal Pen Stand	2
DP1145	Triple Vertical Pen Stand	3
DP1142	Triple Horizontal Pen Stand	2
DP1149	Graphic Holder (A5)	2
DP1146	Pen Tray	2
PRD	Pen Rest (15 pc) 1	2



## SLIM GLASS TOWER

(18Wx18Dx72H)  
SKU#: DP1158

Fixture Only - In-Case Display Materials ordered separately  
Tower contains three (3) glass shelves

### SUGGESTED IN-CASE DISPLAY MATERIALS

SKU	Description	Qty
DP1143	Single Vertical Pen Stand	3
DP1140	Single Horizontal Pen Stand	2
DP1144	Double Vertical Pen Stand	3
DP1141	Double Horizontal Pen Stand	2
DP1145	Triple Vertical Pen Stand	3
DP1142	Triple Horizontal Pen Stand	2
DP1149	Graphic Holder (A5)	2
DP1146	Pen Tray	2
PRD	Pen Rest (15 pc) 1	2



# PEN STANDS

Cross POS has been refreshed. The yellow acrylic has been replaced with light oak wood.



**SINGLE HORIZONTAL**  
DP1140



**DOUBLE HORIZONTAL**  
DP1141



**TRIPLE HORIZONTAL**  
DP1142



**SINGLE VERTICAL**  
DP1143



**DOUBLE VERTICAL**  
DP1144



**TRIPLE VERTICAL**  
DP1145



**PEN TRAY WITH WAVE PAD & FLAT PAD**  
DP1146

Must order Pen Rests (PRD) to accompany tray  
(1 tray with 2 pads)



**PEN REST**  
PRD

Order Unit = (15) pcs per bag



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**GRAPHIC HOLDERS**  
DP1147 Large (16.6x11.75, A3) DP1148 Medium (11.75x8.25, A4) DP1149 Small (8.25x5.75, A5)  
(graphic kits ordered separately)



**STANDARD LOGO BLOCK**  
DP1167



**FOUNTAIN PEN INK TESTER WITH 2 PADS**  
DP1181



**GIFT BAG**  
PM5052  
Order Unit = (1) Bag. \*tissue paper not included



**LUXURY GIFT BOX**  
BX808  
Order Unit = (1) Box

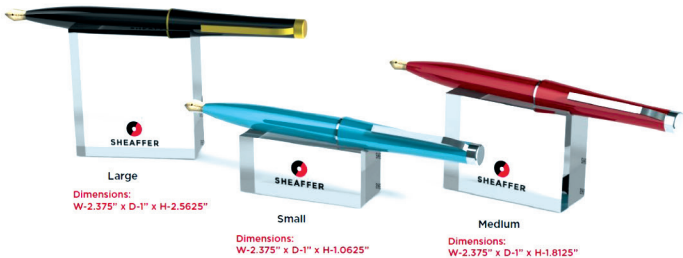


**PREMIUM GIFT BOX**  
BX788  
Order Unit = (1) Box





# MERCHANDISING



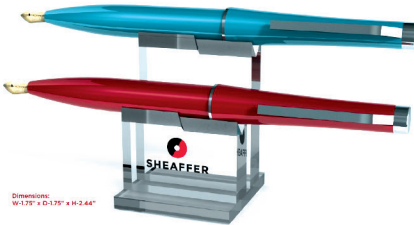
**3-BLOCK SET**  
8500223S  
Order Unit = 1 set of 3 sizes (Small, Medium and Large)



**PEN TRAY WITH WAVE PAD & FLAT PAD**  
8500277S  
Order Unit = 1 Tray with 2 Pads. Rolling change to new look



**3-TIERED BLOCK**  
8500327S  
Order Unit = 1 block of 1 size



**2-TIERED BLOCK**  
8500326S  
Order Unit = 1 block of 1 size



**GIFT BAG**  
8500224S  
Order Unit = 1 Bag



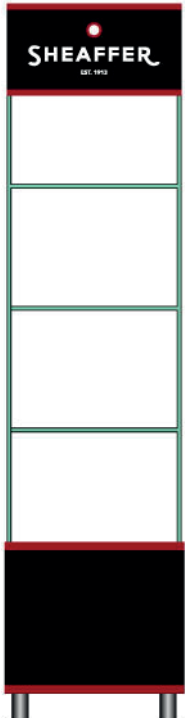


# SHOWCASES



**4 FT/1M SHOWCASE**

(48Wx24Dx39H)  
SKU#: TBC



**SLIM GLASS TOWER**

(18Wx18Dx72H)  
SKU#: TBC



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