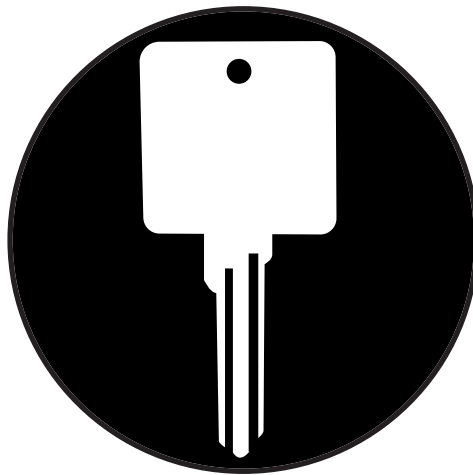


Section 8

This section is separated into two parts as follows:



Section 8a

SPECIALTY KEYS

This section contains Large Bow, Neuter Bow, Personalized Keys and Painted keys.



Section 8b

MERCHANDISING AIDS

This section describes available ways to merchandise Ilco® key blanks.



Decorated (Painted) Keys

Your consumer's eyes are sure to be drawn to this line of keys. Whether they are choosing a fun way to express their individual style or a functional way to differentiate one key from another, this popular category offers an ever changing variety of designs, patterns and officially licensed key blanks. See our web site for the latest designs.

Our patented decorating process allows for intricate, detailed designs as well as a specific and precise color match. This specialized process also provides Ilco brand decorated keys with a durable, scratch and chip resistant finish.



Personalized

These keys are made to help you to promote your business and assure repeat business. Ilco offers you a wide variety of keyways and bow (head) styles for your personalized information. Two types of personalization are available; state-of-the-art laser engraving or a high quality embossed customer logo and/or other information. You can also choose from original manufacturers bow shapes, the neuter/security bow, or from several custom shapes.



Neuter Bow

Security Head keys have a common or "neuter" bow and may be incised with "DO NOT DUPLICATE". The common bow does not have an identifying number which helps to deter unauthorized duplication. The back of the key is blank and may be imprinted with your specific information, room numbers, etc. The most popular residential and commercial keyways are available in this line of keys.



Large Bow

Large bow keys (also known as hotel keys) offer your customers another option to meet their requirements. This line is made from nickel silver stock to provide greater torque strength; providing more resistance to twisting and breakage. Keys feature a "blank" area for stamping. This line may also be coined to your specifications by adding logos and special designs.



Color Plastic Head

Color plastic head keys offer you customers another solution for visual identification.

Ilco offers two styles for you to choose from; Cool Colors are a line of "soft-gel", transparent color plastic head keys. Solid Color Plastic Head include an opaque color plastic that is framed in metal.

Key Center

The modular Key Cutting Center allows you to maximize profits per square foot. From a small footprint, you have the flexibility to build from a smaller, single tier tower to the larger double tower with the most popular of both residential and commercial key blanks.

Add Key Tower accessories that fit your requirements. Accessories include a 4-wheel cart with built in shelving, to garage side racks for “niche” keys, to a garage with shelf for additional equipment or storage.





Displays

For merchandising, choose from rotating racks, carded racks or flat panel displays. Our selection of displays ranges from small "free-standing" to large "wall-mounted". These are perfect for your specialized or "niche" assortments or for consolidating consumer favorites such as painted keys.

A specialized grouping of painted keys can be featured on a small acrylic display. This display with insert is included with many of our assortments or you can order the plain display and develop your own insert for localized, personal promotions.

Displays are updated to meet changing requirements. Check with your distributor for current offering.



Point Of Sale (POS) Support

Ilco offers an ever changing assortment of POS support materials. This includes signs, banners, decals, and more to help maintain and support product sales.

POS support items are updated to meet changing requirements. Check with your distributor for current offering.

