









BE IMPRESSIVE

Helm is the official vendor of the Chrysler, Dodge, Jeep® and Ram Branded Merchandise

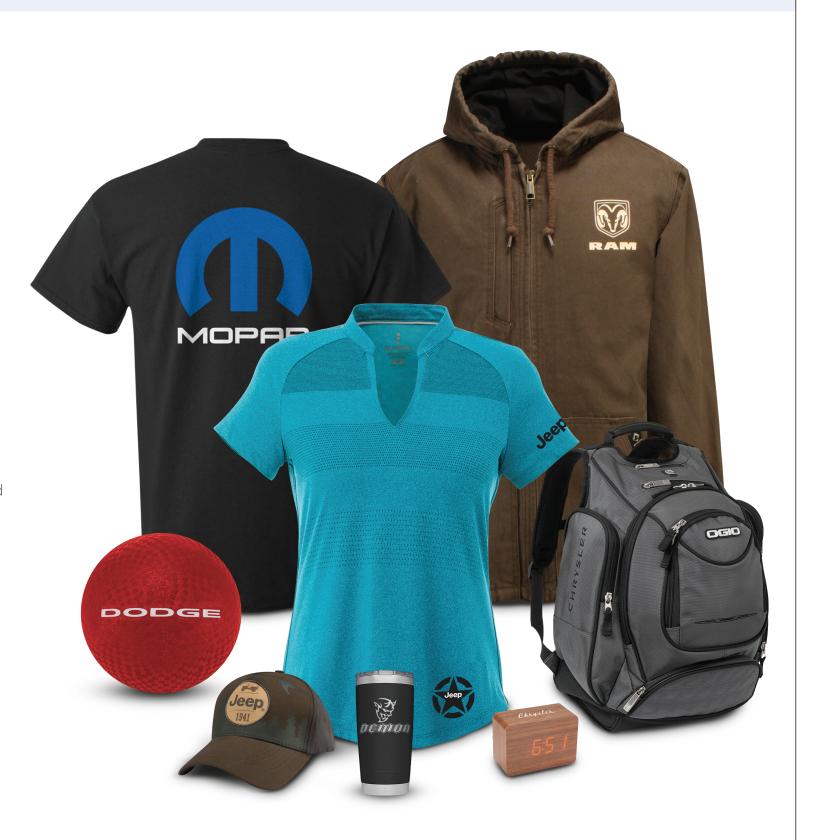
Program. Included in the program is everything you need to help drive sales and brand

impressions to customers through high quality, brand compliant retail merchandise fixtures to

on trend "Official FCA" apparel and hard goods.

This guide outlines all of the fixture components that are included in the Branded Merchandise Program. Additionally, Helm offers a full-line of branded merchandise with an extensive array of imprint products designed to strengthen your brand and inspire every customer who walks through your Dealership. We will send you a recommended product assortment prior to taking delivery of your retail fixtures that will include brand-name apparel, accessories, electronics and valuable promotional products that you can use as a "thank you" or a "giveaway" to surprise and delight your customers. Together with your new fixtures, you will be armed with customer retention tools that reinforce your brand objectives both in-store and in everyday life.

Our team of specialists research your audience and select the perfect assortment of products to help you forge brand loyalty by cultivating and sustaining amazing customer relationships resulting in more sales and brand advocates on your side.





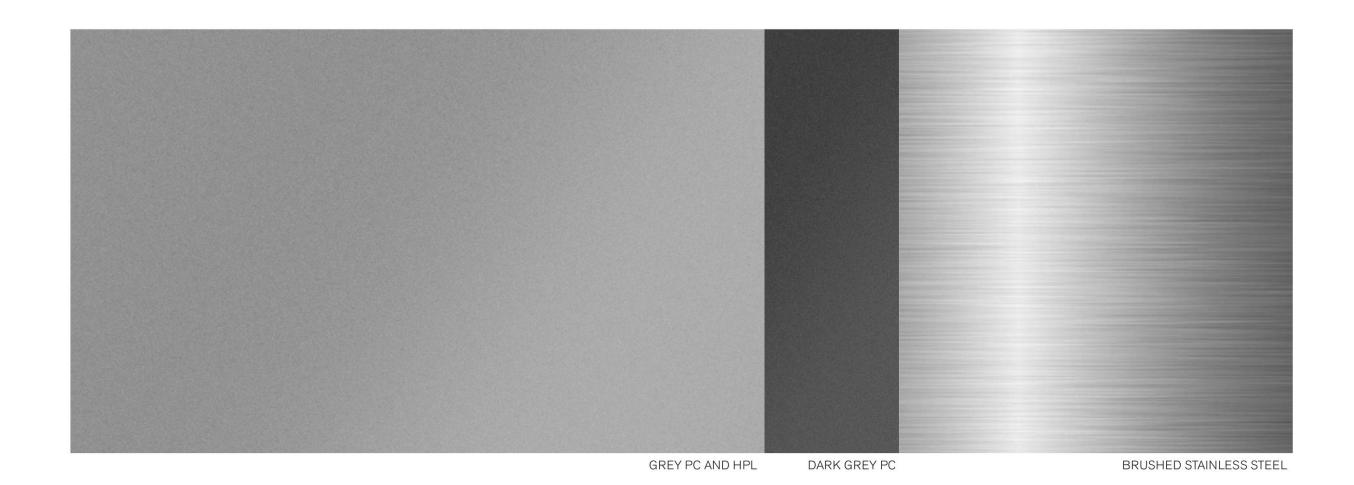








MATERIALS AND FINISHES













12' X 20' BRANDED MERCHANDISE PROGRAM FIXTURE OVERVIEW







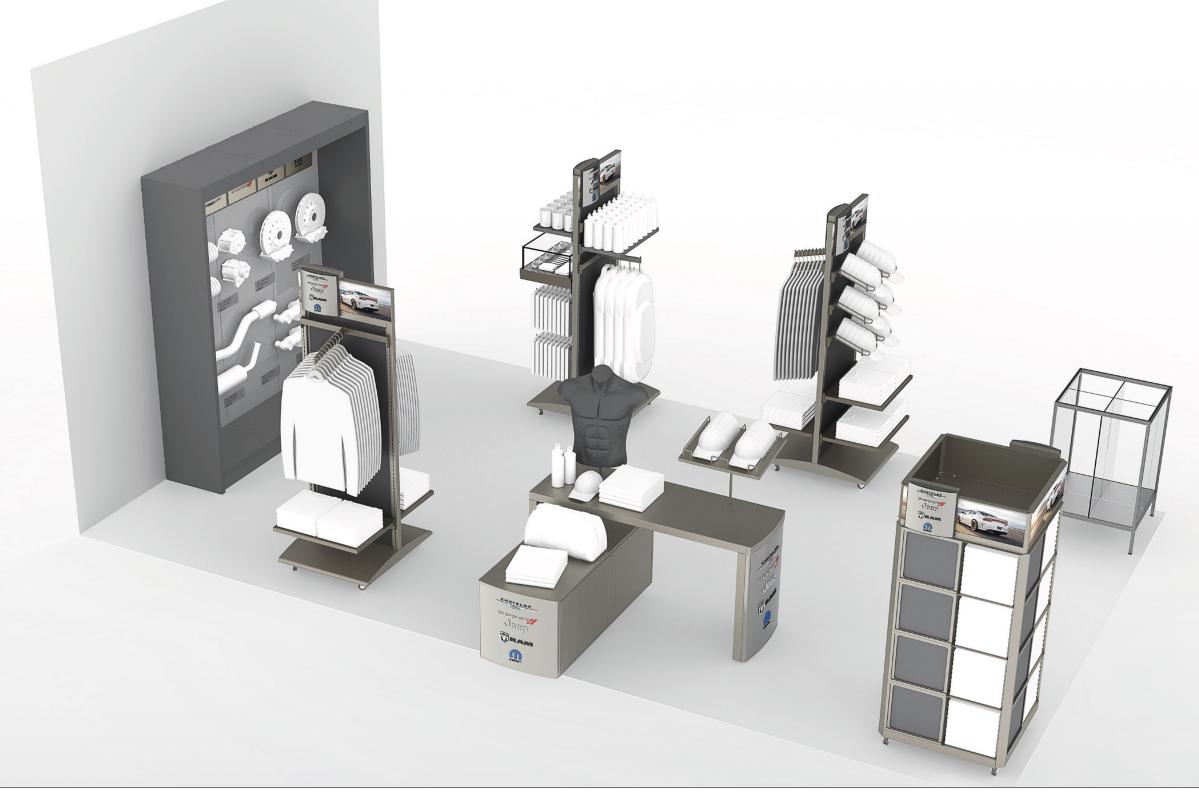








12' X 20' BRANDED MERCHANDISE PROGRAM FIXTURE OVERVIEW





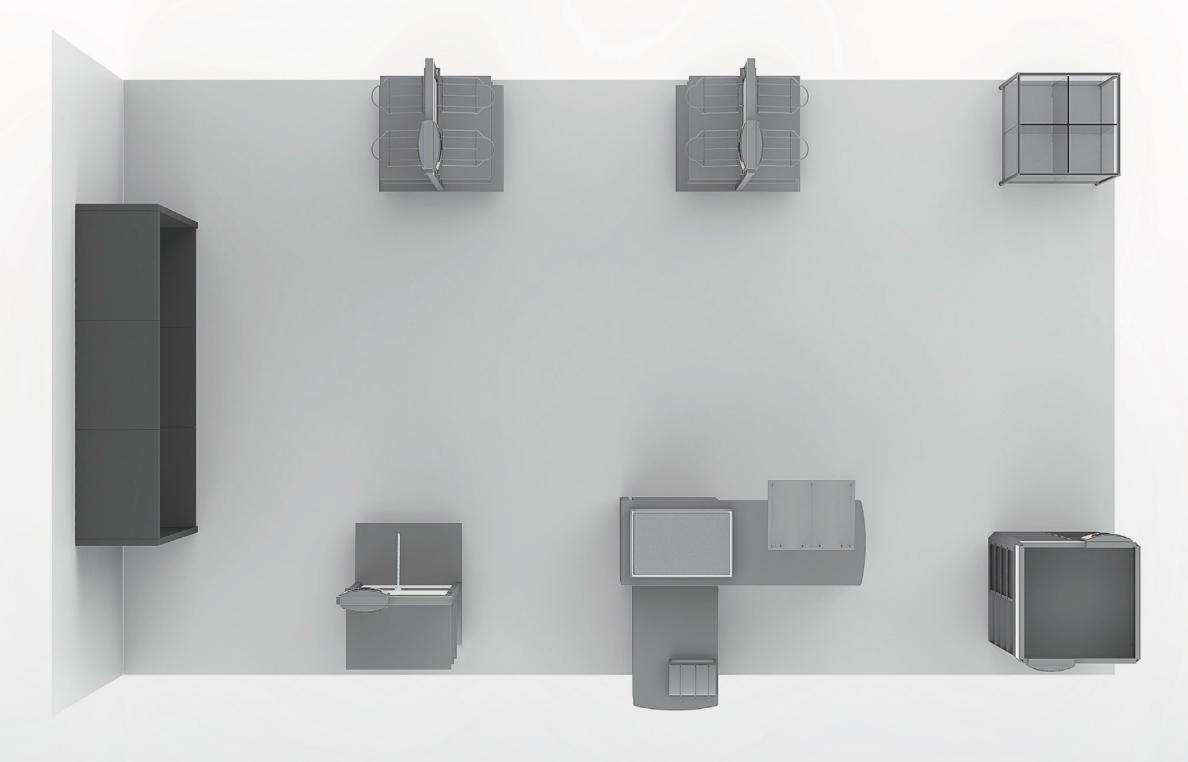








12' X 20' BRANDED MERCHANDISE PROGRAM FIXTURE TOP VIEW









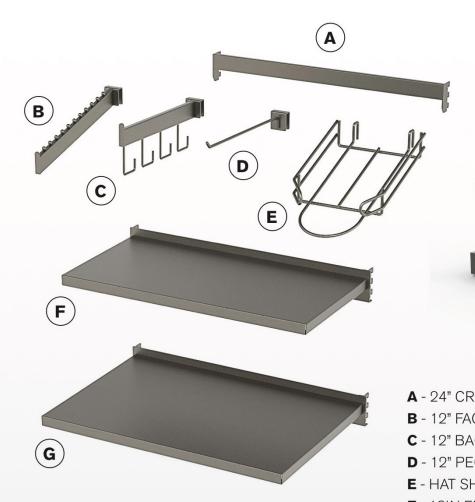
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2 WAY AND ATTACHMENT OPTIONS







B - 12" FACE OUT - QTY 10

C - 12" BAG FACE OUT - QTY 1

D - 12" PEG HOOK - QTY 6

E - HAT SHELF (8.3"W x 2.5"H x 13.0"D) - QTY 6

F - 12IN FLAT SHELF (24"W x 1"H x 12"D) - QTY 2

G - 16IN FLAT SHELF (24"W x 1"H x 16"D) - QTY 8

H - ACRYLIC DISPLAY CASE (24"W x 8.5"H x 16"D) - QTY 2











ACRYLIC DISPLAY CASE







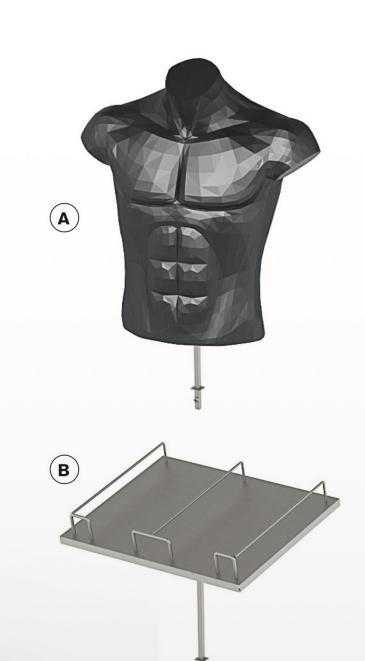












- A MANNEQUIN BUST (23"W x 26"H x 10"D)
- **B** 2X HAT SHELF (20"W x 15"H x 16"D)
- C COUNTER DISPLAY (11"W x 8.5"D x 14"H)

























COUNTER DISPLAY







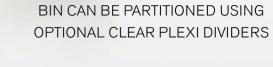






DUMP BIN





OVERALL DIMENSIONS: 24"W X 24"D X 36"H

*SHOWN 5'6" PERSON

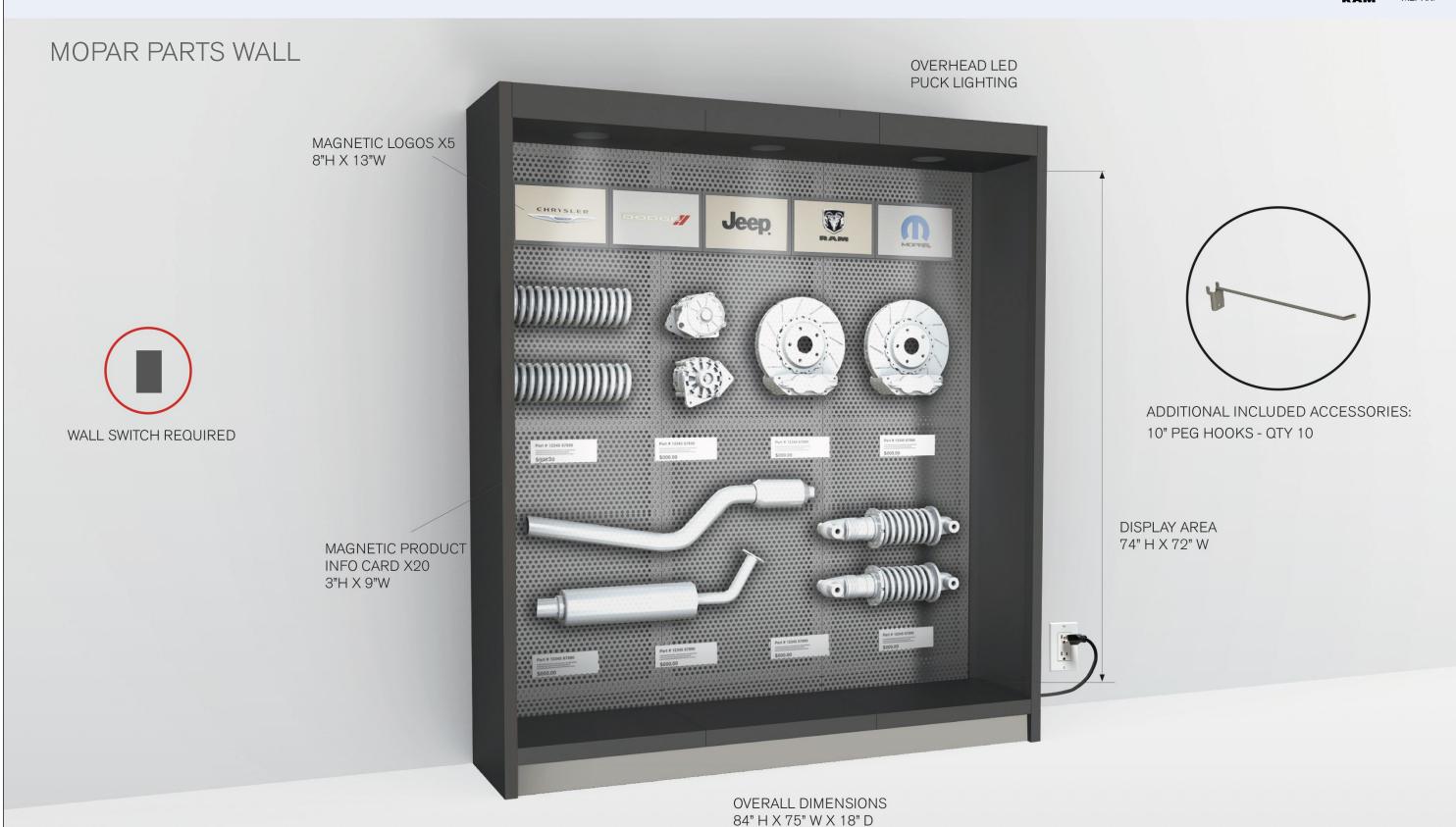














CALL TODAY FOR MORE INFORMATION

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