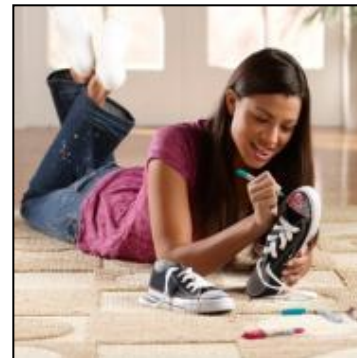


Guías de exhibición

BTS 2012



Regla de Oro

60%

MIRADO

ESTERBROOK

ACUACOLOR

40%

SHARPIE

CARMEN

PINCELIN

30%

KILOMETRICO

COLORES

SHARPIE ACCENT

LIQUID PAPER

Sharpie

LENOX

IRWIN

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica

» Estas prioridades se deben utilizar para cabeceras, publicaciones y espacios adicionales

1. Kilometrico 
2. Sharpie 
3. Esterbrook 
4. Mirado 
5. Paper Mate 
6. Prismacolor 

- » Siempre debemos de tratar de exhibir de izquierda a derecha, productos de mayor a menor valor
- » De arriba hacia abajo también debe estar de mayor a valor

Sharpie.

LENOX

IRWIN.

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER.

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica.

LINEALES

LINEAL COLORES 100 /120 CMS

**C
O
M
P
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C
I
A**

30%

Prisma x 36 y/o 24



Prisma x 12



Prisma x 12



PRISMACOLOR
50%

Fantasy
18=36



Fantasy
12=24



Fantasy
12=24



PAPER MATE
50%

Fantasy x
24



Fantasy
X 12



Fantasy
X 12



**C
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LINEAL CRAYONES

**C
O
M
P
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E
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C
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A**

40%

Carmen
Jumbo
X 24

Carmen
Triangular x
24

Carmen
Regular x
24

Carmen
Jumbo x 12

Carmen
Triangular x
12

Carmen
Regular x
12

Carmen
Jumbo x 12

Carmen
Triangular x
12

Carmen
Regular x 6

**C
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P
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C
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A**

Sharpie

LENOX

IRWIN

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica

LINEAL PLUMONES

40%

**C
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C
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A**

Pincelin
x 6

Pincelin
x 6

Pincelin x
12

Pincelin x
12

Pincelin x 18

**C
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N
C
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A**

Sharpie

LENOX

IRWIN.

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica.

LINEAL MARCADORES LAVABLES

**C
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C
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A**

60%

Acuacolor
Tarjeta x 1
negro

Acuacolor
Tarjeta x 1
azul

Acuacolor
Tarjeta x 1
rojo

Acuacolor
Estuche x 4

Acuacolor Estuche x 8

Acuacolor
x 12

Acuacolor
x 12

**C
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LINEAL BOLIGRAFOS DESECHABLES

**C
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A**

30%

Kco 700	Kco 550	Kco 300	Bolsa x 3 kco	Bolsa x 3 Kco
Kco 100 RT x 3	Kco 100 RT x 4	Blister x 5 Kco	Bolsa x 4 Kco fashion	
Blister x 8 Kco 100 RT	Bolsa x 10 / x 8 Kco			
Kilometrico 100 tapa 50%	Kilometrico RT 50%			

**C
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LINEAL LAPICES

60%

Mirado x 8	Mirado x 8	Mirado x 8	Mirado x 8
Blister x 5 Kco	Mirado x 4 Triangula r	Mirado x 4	Mirado x 4
Mirado x 4 Triangula	Mirado x 4 Triangula	Mirado x 4	Mirado x 4

**C
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LINEAL CORRECTORES

**C
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M
P
E
T
E
N
C
I
A**

30%

Pluma
Correctora
Liquid Paper

Pluma
Correctora
Liquid Paper

Botella
Correctora
Liquid Paper

Botella
Correctora
Liquid Paper

**C
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C
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A**

Pluma
Correctora
Berol

Botella
Correctora
Berol

LINEAL MARCADORES PUNTA GRUESA

60%

**C
O
M
P
E
T
E
N
C
I
A**

Esterbrook
Negro

Esterbrook
Negro

Esterbrook
Azul

Esterbrook
Rojo

**C
O
M
P
E
T
E
N
C
I
A**

Sharpie

LENOX

IRWIN

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica

LINEAL MARCADORES PERMANENTES PUNTA FINA

40%

Sharpie X 8	Sharpie Blister x 2	Sharpie Blister x 1	Sharpie Ultrafino x 1	Sharpie Glams	Sharpie Blister x 2	Sharpie Blister x 1
Sharpie X 8	Sharpie Blister x 3	Sharpie Blister x 1	Sharpie Ultrafino x 1	Sharpie Glams	Sharpie Blister x 4	Sharpie Blister x 1

**Sharpie Twin Tip
40%**

**Sharpie
Ultra Fino
20%**

**Sharpie Fine
40%**

**C
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CABECERAS

CABECERA EXCLUSIVA KILOMETRICO

AJUSTAR AL ORDEN DEL LINEAL



Sharpie

LENOX

IRWIN

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica

CABECERA EXCLUSIVA SHARPIE

Rubbermaid
Brands That Matter



Sharpie

LENOX

IRWIN

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica

CABECERA PAPER MATE



Sharpie.

LENOX

IRWIN.

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER.

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica.

CABECERA MULTIMARCA



EXHIBICION ½ PALLET

Rubbermaid
Brands That Matter



Sharpie

LENOX

IRWIN

Paper Mate

Goody

LEVOLOR

Rubbermaid

PARKER

GRACO

DYMO

Calphalon

Rubbermaid
Commercial Products

WATERMAN
PARIS

Aprica