

Measuring Tapes

Dept. 2: Tools

Program

Advantages



Improvements in the packaging and available features on select models highlight the distinctions between the Ace and Projex brands, defining Ace as a professional grade product, and Projex as a quality, affordable option for the occasional home owner/user.

First Impressions

A durable polypropylene hanger with improved color images and icons add to the visual appeal and impression of quality among consumers.

Reduced SKUs = Distinct Products

Eliminating similar SKUs between the two labels prevents duplication and creates more distinct brands.

Improved Quality

Thicker steel is used in the blades of select models, improving the durability of the tape measure and extending its useable life.

New Features

New product features such as dual-sided tape printing, a multi-catch hook, and a magnetic tip are offered on select models for the Ace label.

Reduced Cost

An average price reduction of 10% on comparable SKU's is another benefit and byproduct of SKU reduction.



Implementation

Ace is dedicated to your success. The following tips and offerings are intended to help you successfully implement the door locks program into your store.

- Use the same wide scanner hook used for paint brushes to hang open reel measuring tapes.
- Sell through old inventory before implementing the new measuring tapes assortment.
- A 3-foot hanging peg display will be needed to properly display the entire assortment.
- Use the following chart as a reference to optimally display the measuring tapes assortment:

Checklist

- Evaluate actual inventory counts of tape measures
- Understand inventory turns on tape measures
- Contact your sales manager if interested in purchasing the old inventory
- Address your old inventory
- Set the new inventory

Best Ace

8' 12' 25'

Better Ace

8' 12' 25'

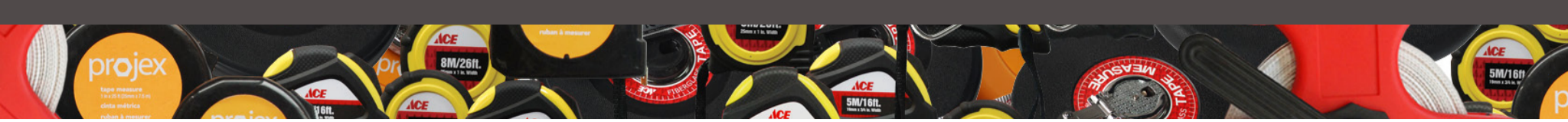
Good Projex

8' 12' 25'

Closed Reel

Open Reel



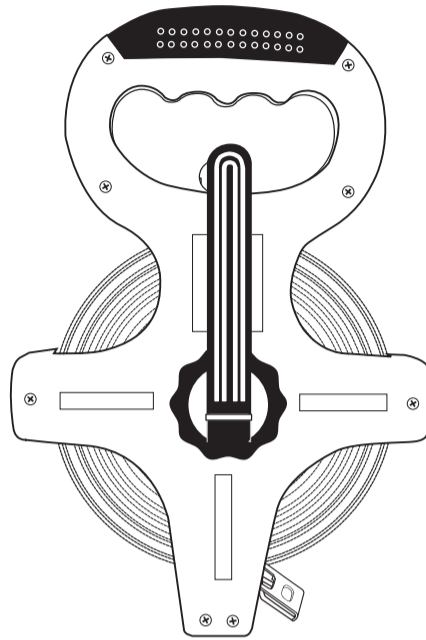


Measuring Tape

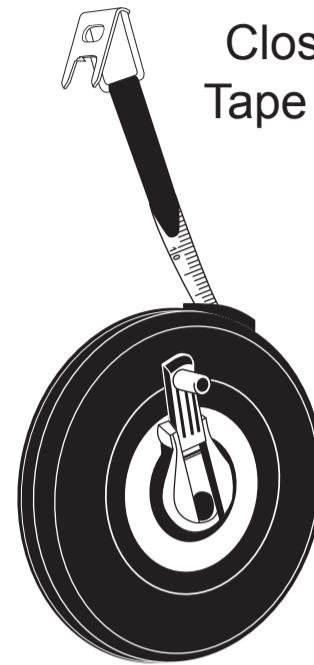
Product Knowledge Basics



Spring
Retractable
Tape
Measure



Open Reel
Tape Measure



Closed Reel
Tape Measure

Spring Retractable Tape Measure

A closed reel measuring tape with a measuring component that is retracted automatically



Open Reel Tape Measure

An open reel, long measuring tape that retracts via a hand crank



Closed Reel Tape Measure

A closed reel, long measuring tape that retracts via a hand crank



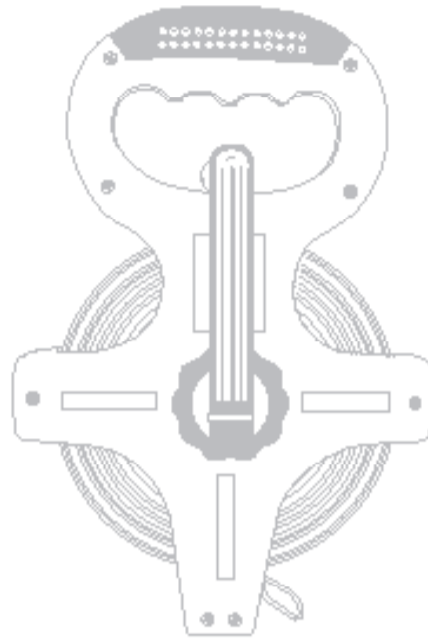
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Measuring Tape

Product Knowledge Basics



Spring
Retractable
Tape
Measure



Fixed Reel
Measure

Spring Retractable Tape Measure

Purpose

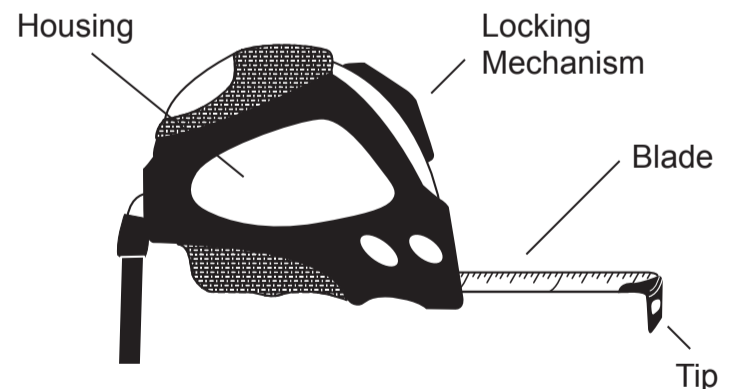
This type of measuring tape is intended for multipurpose measuring across shorter distances. The tape or ribbon, most commonly known as the “blade,” contains measurements across its entire length, and depicts either imperial or metric measurements, or in certain models a combination of both. This type of tape measure comes standard in lengths of 2.43 M, 3.65 M, 4.87 M, 7.62 M and 9.14 M.

Components

Blade: The blade is made of either metal which curves upward when extended, allowing it to have a longer “stand out,” which refers to how far a measuring tape can be extended before it loses its rigidity at a breaking point. Steel blades are coated with nylon for a longer service life. More coats equates to a longer life of the blade.

Tip: The metal clip at the end of the blade, known as the “tang,” is used for hooking the blade onto the edge of a work piece and serves the dual function of preventing the blade from retracting completely into the housing.

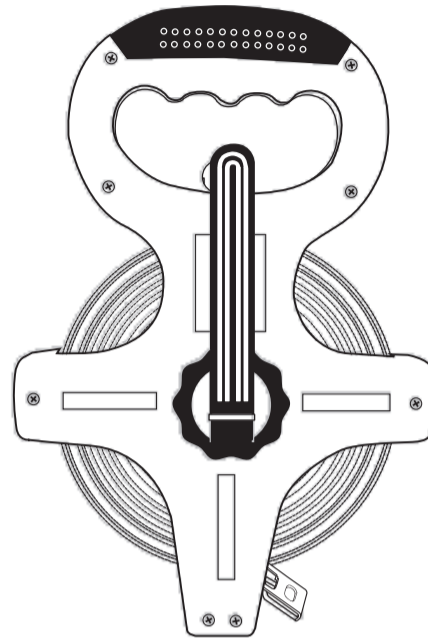
Housing: The closed housing holds the spring mechanism and blade in a state of tension. When the blade is withdrawn the spring coils further, adding more tension to the assembly. Heavier-duty measuring tapes utilize a metal housing, while lighter-duty devices utilize a plastic housing.



Locking Mechanism: Typical locking mechanisms are the “sliding” mechanism, the “toggle-type” mechanism, and the “push-on, push-off” button. The standard type is the sliding mechanism, in which a button slides through a fixed path. When the button is slid into the locked position, a lock shoe contacts the blade and pushes it against the housing, locking the blade into position.

Measuring Tape

Product Knowledge Basics



Open Reel
Tape Measure



Reel
Measure

Open Reel Tape Measure

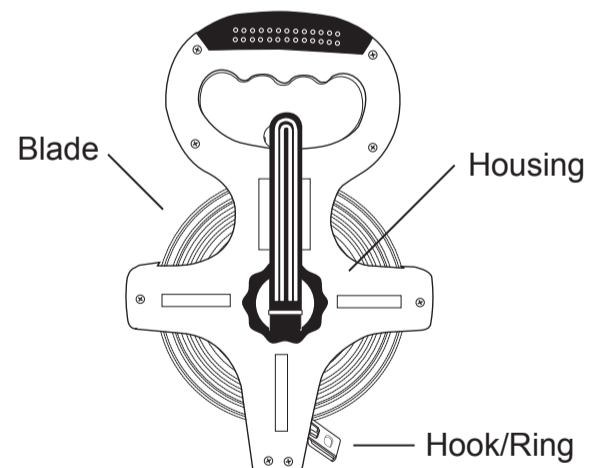
Purpose

This type of tape measure is intended for outdoor measuring across large distances and debris-ridden ground. The open housing of this type of device is designed as such so that it is easy to clean. Standard models extend to 15.24 M, 30.48 M, 60.96 M, and 91.44 M.

Components

Blade: Open reel measuring tapes utilize extremely long lengths of blade meant for outdoor use, so a fiberglass blade is usually used. This material is less expensive, has no “memory,” and will not rust. Fiberglass blades will stretch if excessive force is applied, but will return to their original length when the force is relieved. Fiberglass blades are coated with nylon for a longer service life. More coats equates to a longer life of the blade.

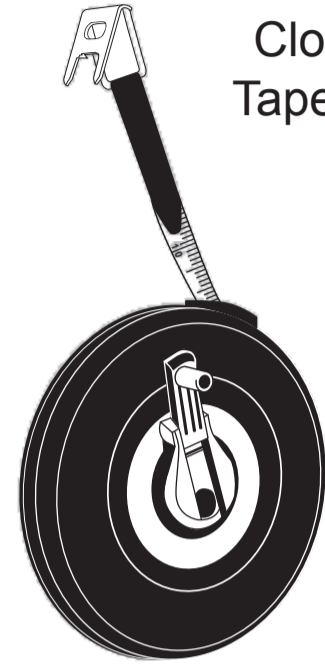
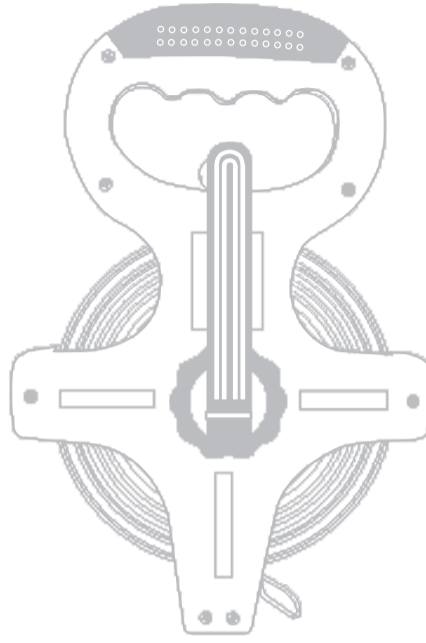
Housing: The open housing design utilizes a hand crank. A spool of the blade component rotates around a pivot point, held in place by the minimal amount of housing needed to prevent the spooled blade from falling out of the spool. This design includes a handle which is held when rewinding the blade.



Hook/Ring: A hook or ring is used as a tang on this type of tape measure as it is meant to cover long distances outdoors. A ring allows for a finger to easily pull the blade out to the required distance and affords easy placement on poles, nails, or stakes for a secure placement. Numbers on the blade start at the end of the hook.

Measuring Tape

Product Knowledge Basics



Closed Reel
Tape Measure

Closed Reel Tape Measure

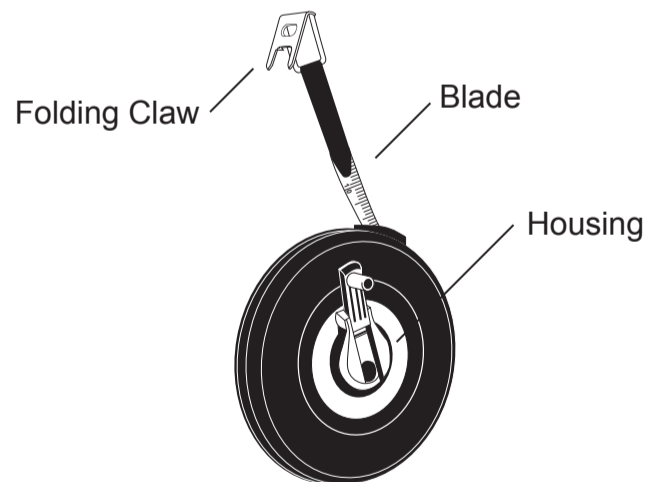
Purpose

This type of tape measure, also known as a “long tape,” is best for applications where debris is minimal or for indoor use across large distances. It is also useful for heavier-duty applications where a closed housing would be beneficial. Standard models extend to 15.24 M, 30.48 M, 60.96 M, and 91.44 M.

Components

Blade: The blade on this type of tape measure is usually made of fiberglass. Closed reel measuring tapes utilize extremely long lengths of blade, and utilizing fiberglass reduces cost. It also is less expensive, has no “memory,” and will not rust. Fiberglass blades are coated with nylon for a longer service life. More coats equates to a longer life of the blade.

Housing: Common housing consists of black fiberglass and utilizes a hand crank to retract the blade, but does not typically contain a speed rewind. Instead, the hand crank retrieves the blade at a 1:1 ratio. Closed reel measuring tapes also do not contain an internal spring that allows them to retract.



Folding Claw: A folding claw is used as a tang on this type of tape measure and allows for a finger to easily pull the blade out to the required distance and affix onto poles, nails, or stakes for a secure placement. Numbers on the blade start at the end of the tape.