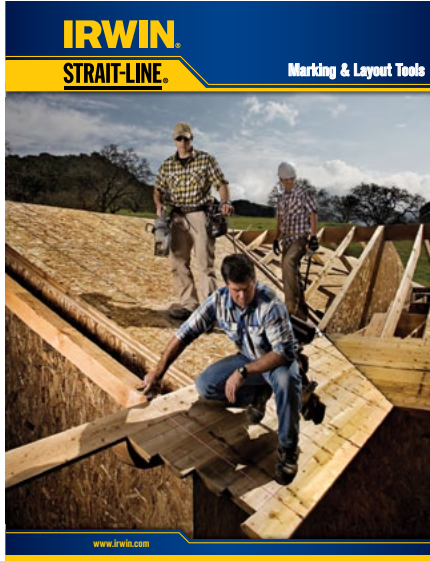


7. Collateral Template

A. Collateral Template

The IRWIN collateral template provides a foundation for the development of brochures and other sales materials. It is intended to create a consistent look and feel throughout IRWIN literature, while allowing for the flexibility necessary to meet communication objectives.

Multi-Page Product Line Brochure



Marking & Layout Tools

Marking Chalk

STRAIT-LINE Marking Chalk

Keep the Chalk Where You Want It
IRWIN® STRAIT-LINE® marking chalks have a newly engineered slip-on cap that keeps the chalk in the bottle where you want it and stops it from spilling out in areas that you don't. The slip-on caps, available on all IRWIN STRAIT-LINE chalk bottles, keep the chalk in an airtight chamber, keeping out moisture and reducing the risk of clumping.

The Right Chalk for Every Job
The IRWIN STRAIT-LINE range of category-leading marking products includes blast-off chalk and permanent staining chalk. Blast-off chalk is temporary chalk that can be used to mark interior walls and trim and that is wiped away cleanly. Permanent staining chalk is great for exterior outdoor conditions because it can withstand harsh weather conditions and months of shade wear.

In addition to blast-off and permanent staining, the range of chalk has varying levels of permanence, color and spread rates. So whether working indoors or outdoors, on finished surfaces or in extreme conditions, IRWIN STRAIT-LINE has the ideal chalk for every job.

Description	Item #	Unit Price
Blast-Off Marking Chalk		
8.0 oz. Light Yellow Blast-Off Standard Marking Chalk	400456	1
8.0 oz. Blue Blast-Off Standard	400461	1
4 oz. White Chalk - Standard	400464	1
8.0 oz. Blue Chalk - Standard	400465	1
2.5 lb. Blue Chalk - Standard	400466	1
2.5 lb. White Chalk - Standard	400467	1
5 lb. Blue Chalk - Standard	400468	1
5 lb. White Chalk - Standard	400469	1
16 oz. White Marking Chalk	400470	1
8 oz. Yellow Chalk - 16 oz.	400471	1
8 oz. Orange Chalk - 16 oz.	400472	1
8 oz. Green Chalk - 16 oz.	400473	1
2.5 lb. Orange Chalk - 16 oz.	400474	1
5 lb. Yellow Chalk - 16 oz.	400475	1
5 lb. Orange Chalk - 16 oz.	400476	1
5 lb. Green Chalk - 16 oz.	400477	1
Permanent Marking Chalk		
4 oz. Red Chalk - Permanent	400221	1
8 oz. Red Chalk - Permanent	400222	1
2.5 lb. Red Chalk - Permanent	400223	1
5 lb. Red Chalk - Permanent	400224	1
8 oz. Blue Chalk - Permanent	400225	1
2.5 lb. Blue Chalk - Permanent	400226	1
5 lb. Blue Chalk - Permanent	400227	1
Permanent Staining Marking Chalk		
4 oz. Long-Last Permanent Staining	400228	1
8 oz. Long-Last Permanent Staining	400229	1
2.5 lb. Long-Last Permanent Staining	400230	1
5 lb. Long-Last Permanent Staining	400231	1
4 oz. Mid-Last Permanent Staining	400232	1
8 oz. Mid-Last Permanent Staining	400233	1
2.5 lb. Mid-Last Permanent Staining	400234	1
5 lb. Mid-Last Permanent Staining	400235	1
4 oz. Mid-Short Permanent Staining	400236	1
8 oz. Mid-Short Permanent Staining	400237	1
2.5 lb. Mid-Short Permanent Staining	400238	1
5 lb. Mid-Short Permanent Staining	400239	1

Marking Chalk Color Performance & Application Guide

Color	PERMANENT	PERMANENT	PERMANENT	PERMANENT	EXTREME CONDITIONS
RED	1	2	3	4	5
BLUE	1	2	3	4	5
YELLOW	1	2	3	4	5
ORANGE	1	2	3	4	5
GREEN	1	2	3	4	5

Marking & Layout Tools

Chalk Reels

The IRWIN® STRAIT-LINE® Precision chalk reel is ideal for detail finish work. Designed with a smooth 3.0 L gear system, the advanced chalk reel extends line up to 3.5 times faster than traditional models. Its metal plates and handle, plus precision line flow, provide extra strength for curved layouts. The tool has EZ Access door allows for easy entry into the back of the chalk reel to change or clean the line.

PRECISION CHALK REEL FEATURES

1. Ball-Bearing Sealed Line Rollers allow multiple stages of line (150FT) thickness, available in 3.0 or 3.5mm (1/32") thickness.
2. 3.0 Gear Ratio results in 3.5x* for increased productivity.
3. Aluminum Housing for increased durability and greater impact resistance.
4. Large Reel Handle for increased durability and strength.

CHALK REELS

Item #	Description	Item #	Unit Price	Part Qty
300	Minimum Chalk Line Reel - Casted (1.5)	3000	1	1
301	Minimum Chalk Line Reel - Casted (1.5)	3010	1	1
302	Standard Chalk Line Reel - Casted (2.5)	3020	1	1
303	Standard Chalk Line Reel - Casted (2.5)	3030	1	1
304	Standard Chalk Line Reel - Casted (3.5)	3040	1	1
305	Standard Chalk Line Reel - Casted (3.5)	3050	1	1
306	Standard Chalk Line Reel - Casted (3.5)	3060	1	1
307	Standard Chalk Line Reel - Casted (3.5)	3070	1	1
308	Standard Chalk Line Reel - Casted (3.5)	3080	1	1
309	Standard Chalk Line Reel - Casted (3.5)	3090	1	1
310	Standard Chalk Line Reel - Casted (3.5)	3100	1	1
311	Standard Chalk Line Reel - Casted (3.5)	3110	1	1
312	Standard Chalk Line Reel - Casted (3.5)	3120	1	1
313	Standard Chalk Line Reel - Casted (3.5)	3130	1	1
314	Standard Chalk Line Reel - Casted (3.5)	3140	1	1
315	Standard Chalk Line Reel - Casted (3.5)	3150	1	1
316	Standard Chalk Line Reel - Casted (3.5)	3160	1	1
317	Standard Chalk Line Reel - Casted (3.5)	3170	1	1
318	Standard Chalk Line Reel - Casted (3.5)	3180	1	1
319	Standard Chalk Line Reel - Casted (3.5)	3190	1	1
320	Standard Chalk Line Reel - Casted (3.5)	3200	1	1
321	Standard Chalk Line Reel - Casted (3.5)	3210	1	1
322	Standard Chalk Line Reel - Casted (3.5)	3220	1	1
323	Standard Chalk Line Reel - Casted (3.5)	3230	1	1
324	Standard Chalk Line Reel - Casted (3.5)	3240	1	1
325	Standard Chalk Line Reel - Casted (3.5)	3250	1	1
326	Standard Chalk Line Reel - Casted (3.5)	3260	1	1
327	Standard Chalk Line Reel - Casted (3.5)	3270	1	1
328	Standard Chalk Line Reel - Casted (3.5)	3280	1	1
329	Standard Chalk Line Reel - Casted (3.5)	3290	1	1
330	Standard Chalk Line Reel - Casted (3.5)	3300	1	1
331	Standard Chalk Line Reel - Casted (3.5)	3310	1	1
332	Standard Chalk Line Reel - Casted (3.5)	3320	1	1
333	Standard Chalk Line Reel - Casted (3.5)	3330	1	1
334	Standard Chalk Line Reel - Casted (3.5)	3340	1	1
335	Standard Chalk Line Reel - Casted (3.5)	3350	1	1
336	Standard Chalk Line Reel - Casted (3.5)	3360	1	1
337	Standard Chalk Line Reel - Casted (3.5)	3370	1	1
338	Standard Chalk Line Reel - Casted (3.5)	3380	1	1
339	Standard Chalk Line Reel - Casted (3.5)	3390	1	1
340	Standard Chalk Line Reel - Casted (3.5)	3400	1	1
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369	Standard Chalk Line Reel - Casted (3.5)	3690	1	1
370	Standard Chalk Line Reel - Casted (3.5)	3700	1	1
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397	Standard Chalk Line Reel - Casted (3.5)	3970	1	1
398	Standard Chalk Line Reel - Casted (3.5)	3980	1	1
399	Standard Chalk Line Reel - Casted (3.5)	3990	1	1
400	Standard Chalk Line Reel - Casted (3.5)	4000	1	1