

A Strong Case for a New Tape...



100% Metal
100% American Made
100% Demand



Rugged, lightweight magnesium
Tomorrow's Metal, Today!

Starrett

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CIRCLE 122 ON PRODUCT INFORMATION CARD

Nobody else makes a 1" x 25' tape with a real metal case, no less magnesium. And this measuring tape is completely made within the U.S., something your customers will appreciate, 100%! And nobody else is fully making a metal tape, in the U.S., with all the rugged, heavy duty features that the pros demand. Nobody except STARRETT. No tape except the new 1" x 25' Starrett MAGNESIUM.

Also check out the compact, ergonomic shape and non-slip rubber grip, the heavy duty UV-coated blade that's 3X wear resistant, a smooth-action reel, rust resistant return spring, Tough-Tip® blade protector and blade bumper cushion...all housed in a lightweight tank.

Retailing is war and you need weapons. MAGNESIUM is ready to be launched in missile silos of attractive 12 and 72-piece displays. At prices that'll surprise you. They don't make em' like they used to? Think again.

For more details on this exciting program contact us today.

NEW PRODUCT SHOWCASE 2000

One way to grow sales is to bring in new products that fill customers' needs. The problem is, it's hard to choose among the thousands that are introduced each year.

Help is on the way. *Do-It-Yourself Retailing's* annual New Product Showcase shines the spotlight on the best and brightest products of the industry. Our 2000 edition features the top 100 new products as chosen by our readers. These innovative products offer strong sales potential and may be what your store needs to attract new customers.

These top products in eight core categories generated the most reader response out of all the products we published between September 1999 and August 2000. So browse through the following pages for some new merchandise ideas; then mail in the reader service card in the back of the magazine to learn more about the products that interest you. Let the New Product Showcase be your guide to increased sales and profits.