

MAPS

NEW PRODUCTS

Striker mechanical carpenter's pencil

M: Contractors who rely upon traditional carpenter's pencils for marking their work

A: Like traditional pencils, it leaves a clear, well-defined mark, but the Striker doesn't need to be sharpened — saving time on the job

P: A body of ABS plastic encloses a unique Dura Lead that is 18 percent thicker than standard mechanical pencil lead; flexible jaws open on demand to move lead into writing position and hold it there; includes sturdy pocket clip

S: No need to sharpen a pencil halfway through a job, deal with rough lead points or uneven marks



INDICATE **116** ON INQUIRY CARD

What are M.A.P.S. products?

Distributors nationwide are adopting *Construction Distribution's* M.A.P.S. as a "first-glance" way to evaluate new products. M.A.P.S. releases go beyond typical feature/benefit selling: Distributors can instantly gauge a product's fit with their current product mix, new market potential, end-user applications and cost solutions. M.A.P.S. product releases highlight:

- the **market** the product serves
- the **applications** for which it is designed
- **product**/details
- and the end-user **solutions** the product provides

It's a concise, reader-friendly way for you to find potential solutions for your customers and prospects.

Nationwide Reinforcing foundation support

M: Anyone responsible for protecting or repairing foundations from failure due to stress and pressure



A: Where foundation walls are bowed from outside pressures

P: The Reinforcer relies upon carbon fiber technology that's light, noncorrosive and won't stretch; tensile strength of more than 35,000 pounds per square inch making it stronger than similar steel reinforcing; requires no heavy equipment; carbon strap comes in 4-inch width; easy to install and can be painted to become almost invisible

S: Lightweight and "thin as a dime" this reinforcing system goes in quickly and can be installed around existing plumbing and electrical systems to make foundation walls stronger while eliminating cracking, shifting and bowing

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