

**SEYMOUR MIDWEST PRODUCTS ARE EASY TO MERCHANDISE, EASY TO BUY & EASY TO SELL!**

- Brand Hierarchy That Highlights Premium, Best, Better, Good
- Product Labeling That Highlights Series Number, Brand, Tool Specifications, Features / Benefits
- Icons with Trilingual Text (English / French / Spanish) Speak To All Your Customers
- The Difference Is Real!**™ When You Merchandise Seymour Midwest® Brands



## 2017 LONG HANDLE INSERT SPECS

QUALITY LEVEL	BRAND	SERIES	FIBERGLASS COLOR	FIBERGLASS WALL THICKNESS	PLUG TYPE	PLUG LENGTH - ROUND POINT	PLUG LENGTH - SQUARE POINT	SAMPLE IMAGE
PREMIUM	Structron	S800 SuperDuty™	Yellow	0.130	Solid Fiberglass	13"	13"	
	Structron	S700 SpringFlex™	Yellow	0.130	Solid Fiberglass	13"	13"	
	Structron	S600 Power™	Yellow	0.130	Solid Fiberglass	13"	13"	
BEST/BETTER	Seymour	S500 Industrial™	Blue	0.100	Hollow Fiberglass	8"	8"	
	Seymour	S400 Jobsite™	Blue	0.100	Hollow Fiberglass	8"	8"	
GOOD	Seymour	S300 Duralite™	Green	0.080	Solid Wood	14"	14"	
	Seymour	S200	-	-	-	-	-	

## TOTAL TOOL PERFORMANCE™ CRITERIA

**FIBERGLASS WALL THICKNESS:** Provides the primary handle strength, the thicker the fiberglass wall the stronger the handle.

**HANDLE PLUG TYPE:** Provides additional strength at the shovel head to handle connection area.

- Premium - Solid Fiberglass Plug: Glued in the handle for additional strength
- Best / Better - Hollow Fiberglass Plug: Glued in the handle for additional strength
- Good - Solid Wood Plug: Glued in the handle for additional strength

**HANDLE PLUG LENGTH:** Provides additional strength just above the head to handle connection where the shovel experiences the most stress.

- The longer the plug the stronger the handle