

PREVIEW DEALER SIGN-UP FORM

BRINGING NEW PRODUCTS TO YOU FIRST

Be among the first to introduce the most innovative Stanley® products.

Not a Preview Dealer Club Member?

[JOIN NOW >](#)

Visit us online at www.stanleyworks.com/previewdealer to sign up

Yes, I want to become a member of the Stanley Preview Dealer Club and be among the first to receive Stanley's newest products throughout the year. I agree to feature the products prominently in my store as well as support them through local advertising. Stanley will support each Preview Dealer with exclusive rights to feature Preview items for 90 days before non-Preview Dealers receive shipment. Additionally, Stanley will provide 45-60 days notice prior to each shipment, and give a full credit for any unsold inventory of the initial shipment returned after six months and up to one year. Each order will be less than \$200 shipped and invoiced from my sponsoring distributor.

STORE NUMBER			
RSC CODE / NUMBER	BILL TO NUMBER	SHIP TO NUMBER	
DEALER BUSINESS NAME			
DEALER CONTACT PERSON			
SHIP TO ADDRESS			
SHIP TO CITY, STATE, ZIP			
SHIP TO PHONE	SHIP TO FAX		
E-MAIL ADDRESS			
STORE WEBSITE			
MAIL TO ADDRESS			
MAIL TO CITY, STATE, ZIP			

SHIPPED FROM AND INVOICED THROUGH SPONSORING DISTRIBUTOR (Chose a primary [1] and secondary [2] distributor)

Ace []	Cascade []	HDW []	Leight Sales []	Orgill []	United []
Amarillo []	Do-it-Best []	Horizon []	Monroe []	R. A. Graham []	Wallace []
Blish-Mize []	Emery []	House Hasson []	Moore-Handley []	TrueValue []	Watters & Martin []
Bostwick-Braun []	Five-Star []	Jensen []			

TYPE OF RETAILER (Check Those That Apply)

<input type="checkbox"/> HARDWARE STORE	<input type="checkbox"/> SELLS CONCRETE, MASONRY, AND/OR DRYWALL PRODUCTS	<input type="checkbox"/> SELLS RESIDENTIAL HARDWARE	<input type="checkbox"/> SELLS PAINT AND SUNDRIES
<input type="checkbox"/> LUMBER/BUILDING MATERIAL DEALER	<input type="checkbox"/> HAS A STANLEY HAND TOOL WALL	<input type="checkbox"/> SELLS COMMERCIAL HARDWARE	<input type="checkbox"/> SELLS CONSUMER FASTENING
<input type="checkbox"/> HOME CENTER			

STANLEY REP. NAME	PHONE/EMAIL
DISTRIBUTOR REP. NAME	PHONE/EMAIL
AGENCY REP. / AGENCY NAME	PHONE/EMAIL

NAME (PLEASE PRINT)	TITLE
AUTHORIZED DEALER SIGNATURE	DATE

Please send completed form only (with signature) by Fax to 860-827-5094 or by mail to Stanley Preview Dealer Club, The Stanley Works, 480 Myrtle Street, New Britain, CT, 06053. For questions on the Stanley Preview Dealer Club call 1-877-796-1812, see it on the web at stanleyworks.com/previewdealer or e-mail us at previewdealer@stanleyworks.com

MKT-0139

STANLEY®

STANLEY® PREVIEW DEALER CLUB

BRINGING NEW PRODUCTS TO YOU FIRST



WANT TO GET A 90 DAY HEAD START ON YOUR COMPETITION?

At Stanley, innovation never sleeps. The STANLEY PREVIEW DEALER CLUB has been designed to strengthen our relationship with independent hardware, lumber and building material dealers, who buy through 2-step distribution, and to facilitate new product distribution and commercialization. Today over 6,000 independent hardware, lumber and building material dealers across the United States are participating in this valuable program.

- TOTALLY FREE to join
- Dealers sign up once
- Up to 5 new products per year
- First in their market
- 90 day exclusivity
- 45-60 day advanced shipping notice
- Upon advanced notification, you can refuse one item per year and still remain in the Preview Dealer Club
- Distributors ship to dealer
- Guaranteed sales, after six months and up to one year on the initial shipment
- Preference in stanleyworks.com dealer locator
- Tie to Stanley advertising - professional and DIY publications
- Special merchandising displays designed to maximize sales
- All products supported by distribution
- You can opt out of the program at any time

STANLEY® PREVIEW DEALER CLUB. CREATED TO GIVE MEMBERS A HEAD START.

- With each Preview Dealer item, you will enjoy 90 days of exclusivity before the product is offered to non-Preview Dealers, this means you'll become the "local source" for what is new from Stanley.
- All Preview Dealers commit to selling up to 5 Preview Dealer items throughout the year. You have the opportunity to decline one item per year.
- You will receive 45-60 days notice of what product is being offered, the item number, timing, price and other necessary information. At this point, you will have the opportunity to decline a particular shipment.
- Each item will be shipped and billed to you directly from your sponsoring distributor.
- Because each Preview Dealer item is carefully researched and tested, you'll always get our newest and most innovative products.
- Stanley guarantees that you will sell every item from your first shipment within six months and up to a year. If you don't, just return the remaining items for a full credit.
- We will give you everything you need to tell your customers you are a Stanley Preview Dealer. We will send you a welcome packet including an introduction letter, informative brochure and a door decal.
- On many items we will support your advertising efforts with local and national advertising.
- Preview Dealers will receive preferential treatment in the Stanley website retail locator system and in 1-800-STANLEY inquiries.

TAKE ADVANTAGE OF BECOMING A STANLEY® PREVIEW DEALER.

We handle most of the details and pay for most of the cost... all you have to do is get ready for more customers. Once you sign up to become a Stanley Preview Dealer, you'll be among the first in your market to offer our newest products.



- FATMAX® XTREME™ MAGNETIC TORPEDO LEVEL**
- Rare earth magnets for ultimate holding power
 - Pipe groove for use on rounded surfaces
 - Solid acrylic block vials
 - Recessed/raised graduations
 - Protractor vial rotates 180 degrees
 - Die Cast Aluminum Body



- FATMAX® MOBILE PROJECT CENTER**
- 2-in-1 portable work center - clamping work bench and hand cart
 - Hand cart: designed to carry 220lbs
 - Work surface: 660lbs load capacity
 - Clamping mechanism is easily adjustable with rotating handles
 - Electric power capability



- MAXDRIVE™ 15 PC. LOCKING-FLEX RATCHET SYSTEM**
- Includes 3/8" Socket Driver Adapter, 1/4" Bit Driver Adapter, and 12 Drive Bits
 - The interchangeable head can be incorporated with any style 1/4" bits or 3/8" sockets
 - Ratchet Supports 15 Different Positions
 - Swings 180 Degrees
 - Great for Tight Places
 - Lowers Head Pivot Under Pressure



- QUICKSLIDE™ POCKET KNIFE**
- All-metal, die-cast zinc construction
 - One-handed operation, with innovative sliding blade holder
 - Compatible with all standard utility and hook blades
 - Swivels open for "no-tools" cleaning and blade changes
 - One-piece belt clip
 - Patent pending



- 3-IN-1 SAW SET**
- Ergonomically designed handle supports six different blade positions
 - No tools required for blade change
 - Integrated blade storage
 - Multiple position handle allows access to tight corners
 - 10" Universal blade, 8" Compass saw blade, 6" Metal cutting blade



- 30' POWERLOCK® TAPE RULE W/BLADEARMOR™ COATING**
- 1" wide blade with 8' tape stand out
 - BladeArmor™ coating on the first 6" maximizes durability of hook end
 - Entire blade coated with Mylar™ polyester film for added durability
 - Three-rivet, corrosion-resistant hook moves for accurate inside/outside measurements



- MAXLIFE™ 369™ FLASHLIGHT**
- Provides an extended run time of over 200 hours with 9 AA batteries
 - Low-power indicator light
 - Simple 4-position switch lets you choose Low, Medium, High or Off
 - Runs on 3, 6, or 9 AA batteries (not included)
 - Six bright-white, solid state LED bulbs for extended run-time capability and never needs replacing



- FATMAX® 15" SAW WITH BLADEARMOR™ COATING**
- BladeArmor™ composite coating protects the blade with 2x more rust protection, 6x more abrasion protection, and 50% less friction (compared to Stanley® lacquered saws)
 - Blade is 15% thicker than conventional saws for straighter cuts with less binding
 - SharpTooth™ Saw Technology uses three cutting surfaces to cut 50% faster than conventional Stanley® hand saws



- INTELLISENSOR® STUDSENSOR**
- Detects and locates studs and joists up to a 3/4" depth
 - LED display and buzzer indicates stud edge
 - High-impact, ergonomically-designed ABS case includes pencil notch for pinpoint marking
 - Calibrates automatically for surefire accuracy
 - LED's include low battery warning
 - Requires 9-volt battery (not included)



- FATMAX® ANTIVIBE™ CURVE CLAW NAIL HAMMER**
- Patented tuning fork design reduces harmful vibration that can cause wrist and arm injuries
 - Forged, one-piece steel construction for increased strength and durability
 - Rim temper reduces incidences of chipping or spalling
 - Ergonomically designed grip