

# SHOWROOM BRANDING PROGRAM



**LINCOLN**  
**ELECTRIC**



# SHOWROOM BRANDING

## Harness the brand power of Lincoln Electric to help set your showroom apart.

Lincoln Electric is proud to offer a variety of display sizes and formats to meet your showroom needs. From small carts to large multi-sided displays, window and floor graphics, we have what you need to prominently feature key machines, consumables, gear and more.

- » Flexibility to feature product that aligns with market needs
- » Heavy-duty steel display framing with durable powdered-painted finish and see-through grid system to help deter theft
- » Eye-catching signage features product information to aid in decision making process
- » Free display hardware included with Partnership Display Programs where applicable
- » Machine display hardware, window and floor graphics are covered by Discretionary Marketing Funds (DMF)

## Table of Contents

Machines	Pg. 3 - 4
Guns	Pg. 4
Consumables, Gas Equipment	Pg. 5
Helmets, Apparel & Gear	Pg. 6 - 7
Window & Floor Graphics	Pg. 8 - 9
Customization	Pg. 10
Ordering Process	Pg. 11



## CARTS



### Features

- Holds two small welding machines
- Flexibility to easily move around the showroom floor
- D x W x H -  
in (mm): 22 x 16 x 28  
(559 x 406 x 711)

Order WC610



### Features

- Holds one Ranger® engine drive
- D x W x H -  
in (mm): 46.25 x 23.25 x 8  
(1175 x 591 x 203)

Order WC4242

## MIG & TIG WELDERS



### Features

- Holds three small welding machines
- One-sided unit fits nicely against a wall
- D x W x H -  
in (mm): 22 x 44 x 80  
(558 x 1117 x 2032);  
including signage

Order WC4208

# DISPLAYS

## TOMAHAWK® PLASMA CUTTERS



### Features

- One and two-sided format available
- Holds two Tomahawk plasma cutting machines and related consumables
- D x W x H - in (mm): 22 x 44 x 80 (558 x 1117 x 2032) including signage

To order refer to publication MC21-54 – Tomahawk Partnership Program

## MAGNUM® PRO GUNS

Front

Back



### Features

- Two-sided unit
- Holds a variety of guns and accessories
- D x W x H - in (mm): 22 x 44 x 87 (558 x 1117 x 2210); including signage

To order refer to publication MC19-63 – Magnum PRO Gun Partnership Program

## SMALL PACKAGE CONSUMABLES



### Features

- One-sided unit
- Holds a variety small package consumables: MIG and Cored Wire, Stick Electrode, Stainless, Aluminum and Hardfacing
- D x W x H - in (mm): 22 x 44 x 80 (558 x 1117 x 2032); including signage

To order refer to publication MC21-05 – Small Package Consumables Partnership Program

## HARRIS GAS EQUIPMENT



### Features

- One-sided unit
- Holds a variety of Oxygen Regulators, Acetylene Regulators, Flow Gauges, Cutting Outfits, Straight Cutting Torches and Cutting Tips.
- D x W x H - in (mm): 22x52x82 [558, 1320, 2082] including signage

To order refer to publication MC23-119 - Harris Gas Equipment Partnership Program



# DISPLAYS

## VIKING™ HELMETS

Front



Back



### Features

- Two-sided unit
- Holds 16 helmets
- D x W x H - in (mm): 22 x 44 x 87 (558 x 1117 x 2210); including signage

To order refer to publication  
MC1878 – VIKING Welding Helmet  
Partnership Program

## VIKING HELMETS & ACCESSORIES

Front



Back



### Features

- Two-sided unit
- Holds 10 helmets and related accessories
- D x W x H - in (mm): 22 x 44 x 87 (558 x 1117 x 2210); including signage

To order refer to publication  
MC1878 – VIKING Welding Helmet  
Partnership Program

## VIKING HELMETS & ACCESSORIES - WALL MOUNT



### Features

- One-sided unit affixed to the wall
- Holds 10 helmets and accessories
- W x H - in (mm): 78 x 87 (1981 x 2210); including signage

To order refer to publication MC1878 – VIKING Welding Helmet Partnership Program

## APPAREL & GEAR



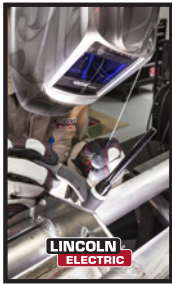
### Features

- Three-sided unit
- Holds a variety of apparel, gear and accessories
- D x W x H - in (mm): 48 x 55 x 80 (1219 x 1397 x 2032); including signage

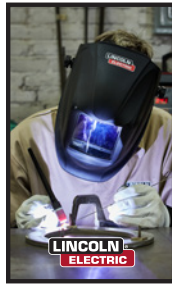
To order refer to publication MC20-84 – Welding Apparel & Gear Partnership Program

# WINDOW GRAPHICS

## SINGLE IMAGES



F1



F2



F3



F4



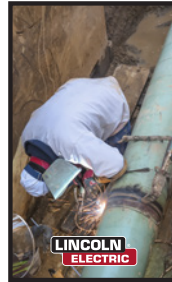
F5



F6



F7



F8

### Features

- See-through graphics
- Applied to inside or outside of windows
- W x H - in (mm): 30 x 50 (762 x 1270)

Order WIN GRAP 3  
(and reference F#)

## FAMILY IMAGES

FI-1



FI-2



FI-3



### Features

- See-through graphics
- Applied to inside or outside of windows
- W x H - in (mm): 48 x 15 (1219 x 381)

Order WIN GRAP 2  
(and reference F#)

More images available by request. Graphics subject to change.



# WINDOW & FLOOR GRAPHICS

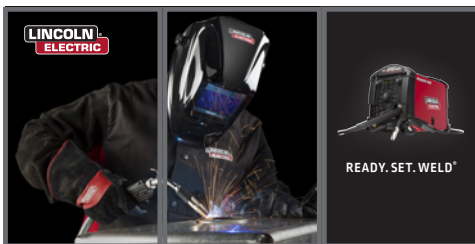
## CUSTOM GRAPHICS



### Features

- Custom graphics are available in a variety of materials by special request to accommodate different window and door sizes

To order see your  
Lincoln Electric Sales  
Representative



## BRANDING STRIPS & STORE HOURS



**LINCOLN**  
ELECTRIC

**AUTHORIZED  
DISTRIBUTOR**

### STORE HOURS:

Monday: 8:00 am - 6:00 pm  
Tuesday: 8:00 am - 6:00 pm  
Wednesday: 8:00 am - 6:00 pm  
Thursday: 8:00 am - 6:00 pm  
Friday: 8:00 am - 6:00 pm  
Saturday: 8:00 am - 8:00 pm  
Sunday: CLOSED

1.800.555.5678

### Features

- Option to add Distributor logo to branding strips
- Store hours customized by location
- W x H - in (mm):
  - Branding Strips -  
144 x 12 (3658 x 305)
  - Store Hours -  
9 x 12 (229 x 305)

Order WIN GRAP 1 - Branding Strips  
Order WIN SH 1 - Store Hours

## FLOOR GRAPHICS

**LINCOLN**  
ELECTRIC

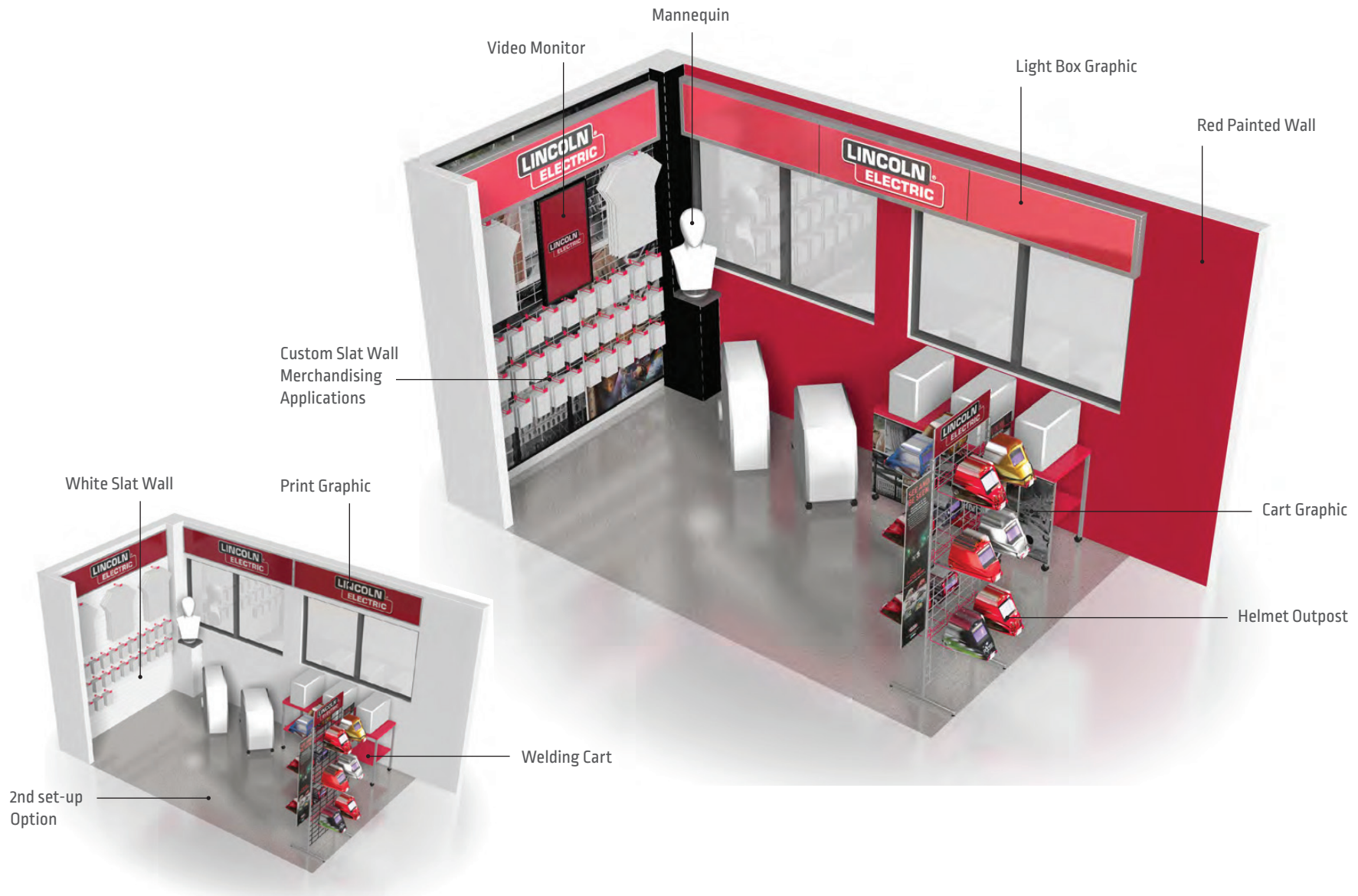
### Features

- W x H - in (mm):  
72 x 30 (1829 x 762)

Order FG GRAP 1

# CUSTOMIZATION

Have a unique showroom footprint and need some help? Short on floorspace and looking for a slat wall format instead? Customization is available by special request. Please reach out to your Lincoln Electric Sales Representative for details.



# ORDERING PROCESS

## Carts & Window Graphics

Orders for carts and window graphics can be placed using the interactive Showroom Branding Order Form, provided by your Lincoln Electric Sales Representative.

## Partnership Display Programs

Reference applicable Partnership Program Flyer for details and contact your Lincoln Electric Sales Representative to get started.

**MC21-54** – Tomahawk Display Partnership Program

**MC21-05** – Small Package Consumables Partnership Program

**MC19-63** – Magnum PRO Gun Partnership Program

**MC18-78** – VIKING Welding Helmet Partnership Program

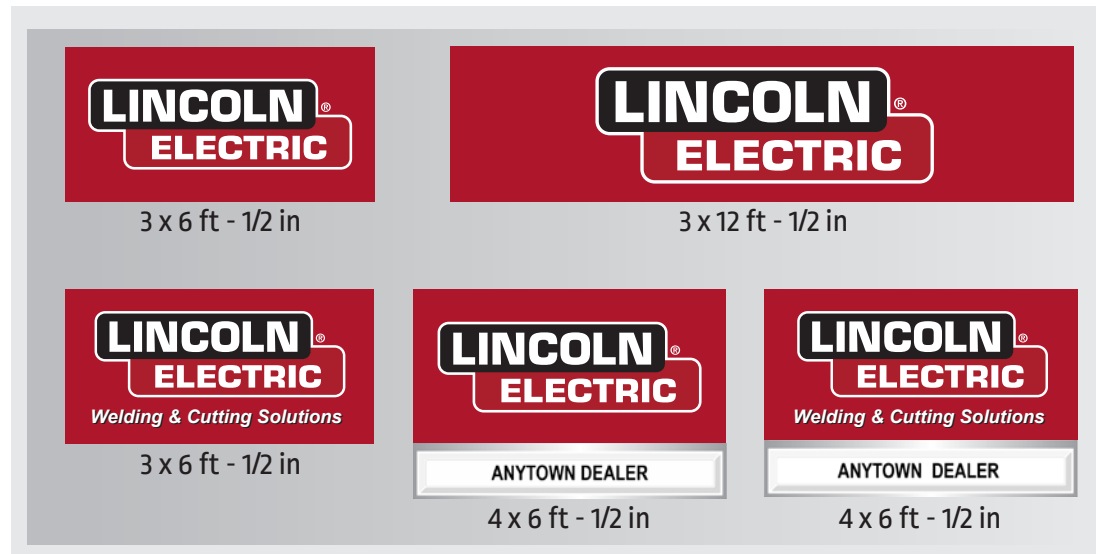
**MC20-84** – Welding Apparel & Gear Partnership Program

**MC23-119** – Harris Gas Equipment Partnership Program

## Outdoor Signage

Interested in signage for your showroom exterior? Eye-catching signs featuring the highly recognizable Lincoln Electric logo and red color are available in a variety of sizes and mounting options.

For details refer to publication MC20-10 - the Lincoln Electric Outdoor Signage Program.





# Lincoln Electric® Honors Program

## WHAT ARE YOU WAITING FOR?



GET THE KNOWLEDGE YOU NEED TO  
BETTER SERVE YOUR CUSTOMERS

**AND GET REWARDED!**

You could earn FREE  
Lincoln Electric gear and equipment.

Contact your Lincoln Electric Sales Representative to learn more.



### CUSTOMER ASSISTANCE POLICY

The business of Lincoln Electric is manufacturing and selling high quality welding equipment, automated welding systems, consumables, and cutting equipment. Our challenge is to meet the needs of our customers, who are experts in their fields, and to exceed their expectations. On occasion, purchasers may ask Lincoln Electric for information or technical information about their use of our products. Our employees respond to inquiries to the best of their ability based on information and specifications provided to them by the customers and the knowledge they may have concerning the application. Our employees, however, are not in a position to verify the information provided or to evaluate the engineering requirements for the particular weldment, or to provide engineering advice in relation to a specific situation. Accordingly, Lincoln Electric does not warrant or guarantee or assume any liability with respect to such information or communications. Moreover, the provision of such information or technical information does not create, expand, or alter any warranty on our products. Any express or implied warranty that might arise from the information or technical information, including any implied warranty of merchantability or any warranty of fitness for any customers' particular purpose or any other equivalent or similar warranty is specifically disclaimed.

Lincoln Electric is a responsive manufacturer, but the definition of specifications, and the selection and use of specific products sold by Lincoln Electric is solely within the control of, and remains the sole responsibility of the customer. Many variables beyond the control of Lincoln Electric affect the results obtained in applying these types of fabrication methods and service requirements.