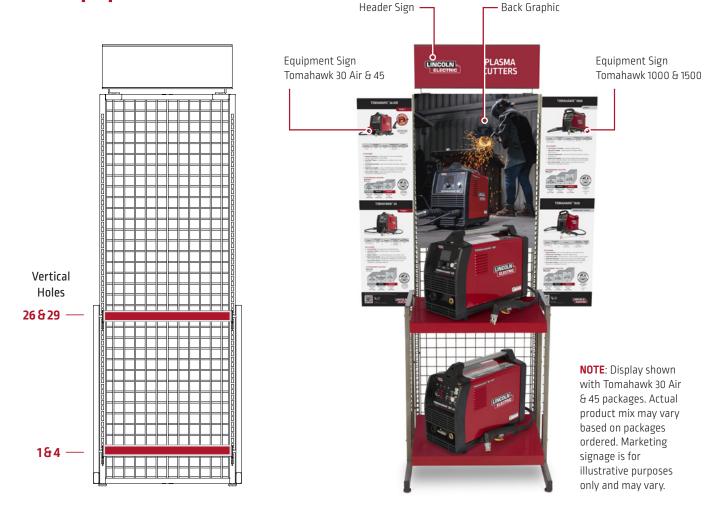
Lincoln Electric Distribution

POINT OF PURCHASE DISPLAY PLAN-O-GRAM

Setup Instructions - Tomahawk® 2-Sided Display

The illustrations below outline the recommended location of each bracket and product which is provided with the point of purchase display. This layout simplifies the setup process, provides optimal spacing between the products and establishes a correlation with the marketing headers & banners.

Side 1 - Equipment



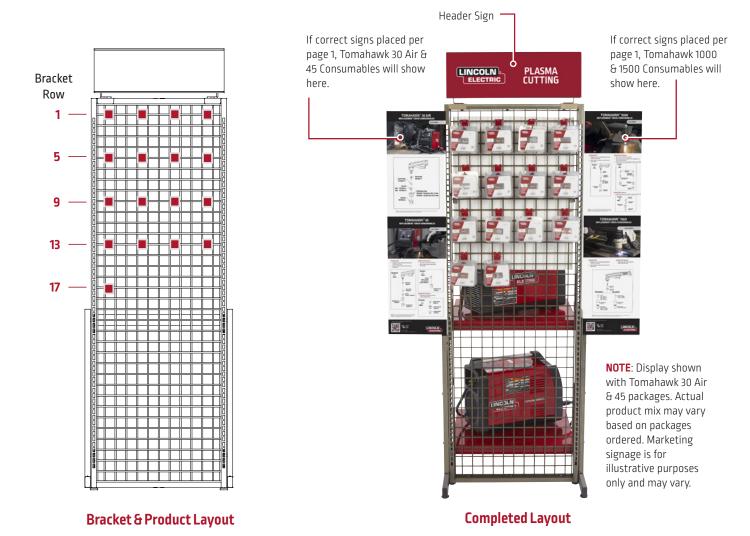
Bracket & Product Layout

Bracket & Product Layout

Bracket Type	Vertical Holes	Product
1 – 24 in. Shelf	26 & 29	Plasma Cutter with Hand Torch
1 – 24 in. Shelf	184	Plasma Cutter with Hand Torch

Completed Layout

Tomahawk® Display — Side 2 — Plasma Consumables

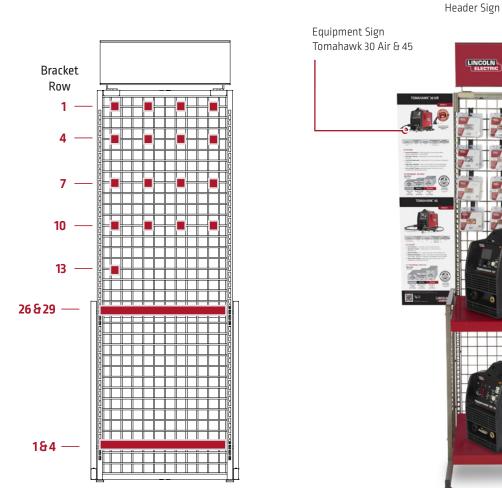


Bracket & Product Layout

			Left Middle		
Bracket Type	Bracket Rows	Left Product Column	Product Column	Right Middle Product Column	Right Product Column
4 - Straight Hooks	1	6 Packs - KP2842-1	6 Packs - KP2842-2	3 Packs - KP2842-3	3 Packs - KP2842-4
4 - Straight Hooks	5	3 Packs - KP2842-5	6 Packs - KP2842-6	3 Packs - KP2842-7	6 Packs - KP2843-1
4 - Straight Hooks	9	3 Packs - KP2842-4	6 Packs - KP2843-2	6 Packs - KP2843-3	6 Packs - KP2843-4
4 - Straight Hooks	13	3 Packs - KP2843-5	3 Packs - KP2843-6	3 Packs - KP2843-8	6 Packs - KP2843-9
1 - Straight Hooks	17	3 Packs - KP2843-10			

NOTE: 24 hooks are included with display. Exact number of hooks used will vary based on packages purchased.

<u>Tomahawk[®] Display – 1-Sided – Equipment and Plasma Consumables</u>



Completed Layout

Equipment Sign

PLASMA CUTTERS Tomahawk 1000 & 1500

NOTE: Display shown with Tomahawk 30 Air & 45 packages. Actual product mix may vary based on packages ordered. Marketing

signage is for illustrative purposes only and may vary.

Bracket & Product Layout

Bracket & Product Layout

			Left Middle		
Bracket Type	Bracket Rows	Left Product Column	Product Column	Right Middle Product Column	Right Product Column
4 - Straight Hooks	1	6 Packs - KP2842-1	6 Packs - KP2842-2	3 Packs - KP2842-3	3 Packs - KP2842-4
4 - Straight Hooks	4	3 Packs - KP2842-5	6 Packs - KP2842-6	3 Packs - KP2842-7	6 Packs - KP2843-1
4 - Straight Hooks	7	3 Packs - KP2842-4	6 Packs - KP2843-2	6 Packs - KP2843-3	6 Packs - KP2843-4
4 - Straight Hooks	10	3 Packs - KP2843-5	3 Packs - KP2843-6	3 Packs - KP2843-8	6 Packs - KP2843-9
1 - Straight Hooks	13	3 Packs - KP2843-10			

NOTE: 24 hooks are included with display. Exact number of hooks used will vary based on packages purchased.

Bracket & Product Layout

Bracket Type	Vertical Holes	Product
1 – 24 in. Shelf	26 & 29	Plasma Cutter with Hand Torch
1 – 24 in. Shelf	184	Plasma Cutter with Hand Torch

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The Lincoln Electric Company	