

# Honoring Excellence

## NRHA Announces Winners of Annual Packaging and Merchandising Awards

**P**icture this. A customer is standing in front of a shelf of products he or she is unfamiliar with. Sure, there are several factors, including price, that will influence this person's purchase decision. But, they'll likely grab the most attractive-looking product first.

Product packaging and merchandising plays a large role in this consumer's decision-making process. While looking at a product, this person may be asking questions like, "Am I getting good value for my money?" Or, "Does the brand look reliable?"

In 2016, the North American Retail Hardware Association (NRHA) asked more than 300 retailers what industry manufacturers could do to better serve their business. Respondents listed "focus on stronger packaging" as one of their top three answers. To continue encouraging industry manufacturers to keep packaging and merchandising top of mind, NRHA has once again recognized some of the best packaging and point-of-purchase displays in the industry as part of the eighth annual Packaging and Merchandising Award program.

### The Judging Process

North American manufacturers submitted their finest materials to the awards committee in hopes of being identified as the best in the industry. NRHA invited three expert judges to convene at association headquarters in Indianapolis to review and critique each entry, based on criteria like shelf and sales appeal, innovation, selling features and more. The judges' scores were tallied, and winners were selected for each of five award levels.

- **Judges' Choice Award** was given to a line of products that achieved Gold Award-status individually, demonstrating strong overall branding and design.
- **Whole Package Awards** were given to entries that received top ranking, scoring highest in their category. These winners exemplify the highest standard of excellence.
- **Gold Awards** were given to entries that received the highest scores and demonstrated a superior level of excellence.
- **Silver Awards** were given to entries that displayed above average efforts.
- **Honorable Mention Awards** were given to entries that displayed average efforts and met all judging criteria.



### Packaging & Merchandising Trends

The judges combined their unique backgrounds and expertise with the most outstanding aspects of this year's entries to identify a list of packaging and merchandising trends. The trends, their suggestions on how the industry can improve and insights on why packaging and merchandising are so important will be presented in a video at the awards ceremony. The video will also be available online at [TheRedT.com/pma-trends](http://TheRedT.com/pma-trends).

### PMAs at the Show

The National Hardware Show® and *Hardware Retailing* magazine are sponsors of the 2017 Packaging and Merchandising Awards program. The National Hardware Show is also sponsoring the NRHA Village and All-Industry Conference, which will be held in conjunction with the show May 9-11 at the Las Vegas Convention Center.

Throughout the show and conference, all program entries will be prominently displayed in the Packaging and Merchandising Expo located in the NRHA Village. Judges Choice, Whole Package and Gold Winners will also be recognized during a presentation on the NRHA Village Stage at 2 p.m. Tuesday, May 9. ➡



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## Meet the Judges



**Andy Garringer**  
*Brand Packaging  
Graphic Designer  
Do it Best Corp.*  
33 years in the  
packaging industry

Garringer designs and develops packaging for four private brands. He oversees each step of the process from concept to print for packaging, instructional manuals, point-of-purchase and planograms. Do it Best serves thousands of member-owned home improvement stores in the U.S. and 52 other countries.



**Sue Fusek**  
*Owner  
Fusek's True Value  
Hardware*  
13 years in  
the hardware  
retail industry

Fusek owns and operates a 10,000-square-foot hardware store in downtown Indianapolis. She is currently focused on the company's e-commerce business and day-to-day operations. Also contributing to her packaging expertise is nine years of experience in selling corrugated packaging.



**Tom Hirons**  
*President & CEO  
Hirons*  
39 years in the  
advertising industry

As CEO of award-winning Indianapolis advertising and public relations firm Hirons, Hirons is responsible for branding, including packaging and merchandising, for all major agency initiatives. Additionally, Hirons spent 18 years teaching copywriting, concepting and branding at Indiana University.

## Judges' Choice Award

The Judges' Choice Award was given to DAP® DYNAGRIP® Construction Adhesives for exemplifying a high standard of branding and design across the entire product line.



## Whole Package Award

The Whole Package Award went to the top entries in both the packaging and merchandising categories. These two winners exemplify the highest standard of packaging and merchandising excellence in this year's competition.



### DAP Products Inc.® DAP® DYNAGRIP Advanced Subfloor

This premium-grade construction adhesive is specifically formulated for subfloor and deck installation. It is VOC-compliant, and its solvent-based adhesive prevents floor squeaks and improves the structural performance of floor assembly when used properly. Delivering high-strength, DYNAGRIP® Advanced Subfloor creates a weatherproof bond.



### Sashco®, Inc. Through the Roof!® Rolling Rack

Through the Roof! clear roof, gutter and flashing sealant makes persistent repairs a thing of the past. The brush-on, high-performance formula goes on easily and remains elastic year after year to permanently seal nagging leaks.

## DAP Products Inc.®

### DAP® Plastic Wood-X® Wood Repair Kit All-Purpose Wood Filler with DryDex® Dry Time Indicator

Plastic Wood-X® Wood Repair Kit provides the end user with all the materials necessary to complete a wood repair project. The kit includes a high quality, latex-based wood filler, a dual-grit medium/fine sanding block and a 2-inch plastic putty knife.



## Packaging Gold Award

The winners of the Packaging Gold Award were chosen based on the following criteria: overall shelf and sales appeal, graphic design, innovation, packaging efficiency, shelf life and selling features.



## DAP Products Inc.®

### DAP® DYNAGRIP Tub Surround

DYNAGRIP® Tub Surround is specifically formulated for installing tub surrounds, is guaranteed safe for showers, and won't burn or etch surrounding material. It applies white and dries clear, making it ideal for soap dish and tile repairs.

## DAP Products Inc.®

### DAP® DYNAGRIP Heavy Duty Max

Featuring new cutting-edge hybrid technology, this product delivers up to five times faster bond strength than competitive polyurethane heavy-duty adhesives for tough applications where bond strength and speed are critical. This moisture-curing adhesive provides exceptional adhesion to all materials with an easy-to-gun formula.



## DAP Products Inc.®

### DAP® DYNAGRIP Mirror-Marble-Granite

This premium grade hybrid adhesive is specifically formulated for mirror and countertop installation. It provides a permanent vertical hold in one hour, ideal for mirror installation. DYNAGRIP Mirror-Marble-Granite is easy to gun and will not stain or damage mirrors, countertops or finished surfaces.







## J-B Weld® Company J-B ClearWeld Syringe

J-B Weld ClearWeld is a multipurpose, two-part epoxy that provides a strong and lasting bond on most surfaces including tile, most plastics, ceramic, glass, wood and metal. It sets in five minutes, with a tensile strength of 4400 PSI.

## Simple Green® Simple Green® Pro HD Heavy-Duty Cleaner

This multi-purpose cleaner and degreaser is part of a five-product professional-grade line. Simple Green Pro HD breaks down tough grease, grime and stains on metal, plastic, painted surfaces, sealed wood, concrete, carpet and more. It can be custom diluted or used in pressure washers, carpet cleaners and floor scrubbers.



## Spectrum Brands - Pet, Home & Garden Black Flag Extreme Insect Killer Plus Fungus Control

Known for extremely effective insect control and killing millions of insects over 130 years, the Black Flag brand set out to create a no-nonsense weapon to take the guesswork out of treating lawns — Black Flag Extreme Lawn Insect Killer Plus Fungus Control.



## Morton Salt® Safe-T-Pet® Ice Melt

Created by Morton Salt, this product prevents harm to animals during winter months. With Safe-T-Pet, pet owners can have peace of mind during play time in the snow. Safe-T-Pet is salt and chloride free, and melts down to 10 degrees Fahrenheit.

## Spectrum Brands - Pet, Home & Garden Spectracide And Cutter Quick-flip Sprayer And Bottle

The Quick-Flip sprayer simplifies the application process of insecticide products. Starting mid-2017, this product will be sold to use as Spectracide Triazicide Insect Killer for Lawn and Landscapes Concentrate and Cutter Backyard Bug Control Spray Concentrate.



## Merchandising Gold Award

These entries represent some of the industry's most superior examples of merchandising and point-of-purchase displays based on the following criteria: ability to attract attention, graphic design, innovation, material usage and selection and informational value.

### Sashco, Inc.®

#### Big Stretch® 2-Foot Window Display

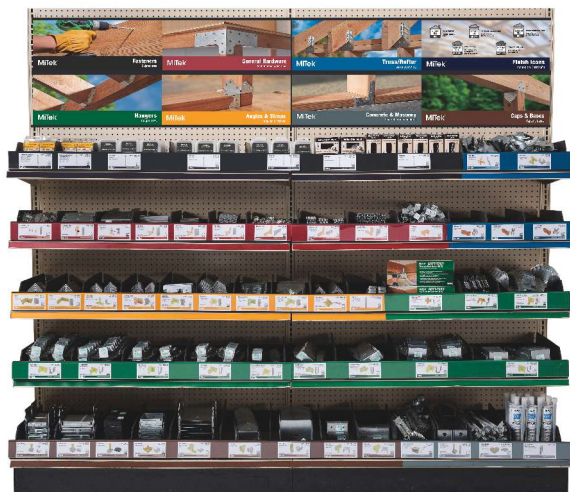
Big Stretch® high performance, water-based sealant provides powerful adhesion and extreme elasticity that will stick, twist, bend, compress and stretch more than 500 percent of original size to handle most any movement a home can dish out without cracking.



### MiTek®

#### MiTek® Builder Products Bin Display

MiTek Builder Products consists of a complete range of innovative steel structural connector products used in new construction, repair, remodel and DIY projects. MiTek Builder Products offers cost-saving connector solutions for the construction industry.



### Sashco, Inc.®

#### Big Stretch® Floor Display

This high-performance, water-based window, door and siding sealant can handle almost any move a home makes. It's powerful adhesion and extreme elasticity sticks, twists, bends, compresses and stretches more than 500 percent of original size to solve any caulking needs.

## Packaging Silver Award

Silver Awards were given for entries that displayed above-average packaging performance in this year's competition.

### Simple Green® Simple Green® Clean Finish® Disinfectant Cleaner

This ready-to-use cleaner, disinfectant and deodorizer kills 99.9 percent of bacteria in five seconds. The multi-purpose product also fully disinfects hard, nonporous surfaces in as little as 30 seconds. It quickly and safely kills cold and flu viruses and is also effective against common household germs such as salmonella, E. coli, MRSA, norovirus and many more.



### Char-Broil® Char-Broil Kamander™

Char-Broil® Kamander™ Grill provides insulated, double-wall steel construction that heats quickly and evenly, sealing in heat and moisture. The convenient and innovative controls maintain temperatures for any type of cooking, from high temperature searing and cooking to low-and-slow smoking.



### Sashco, Inc.® eXact Color® Sealant

With eXact color®, just add paint and mix to create a caulk to match any color. The product can be applied in joints up to 2 inches wide. Its super elastic and powerful adhesion ensures that it won't pull away or crack for years, creating a lasting seal.



### Lavelle® Industries Korky® Ultra 2X High Performance Flapper

The Korky Ultra 2X Flapper is the longest-lasting, most universal two-inch flapper available. The proprietary Chlorazone II rubber formulation lasts two times longer than other flappers. Korky red rubber resists chlorine, bacteria, city water treatment, hard water and well water. The flapper adjusts to match original toilet settings and eliminates water waste by decreasing the amount of water flushed.

### Roto-Rooter® Roto-Rooter® Preventive Pipe Shield Maintenance Treatment

Roto-Rooter is a commercial-grade pipe treatment that prevents organic materials such as greases, soaps, fats and detergents from building up and causing drain clogs. It provides a protective coating to pipe interiors to prevent buildup and clogs from recurring.





## Kärcher North America VersaGRIP Pressure Washer Trigger Gun

VersaGRIP is an innovative pressure washer trigger gun. Its dual action triggers provide multiple ways to spray, enabling the user to clean at any angle. The product's "Shoulder Stock" allows customers to use their body as an anchor, providing a secure grip while relieving stress from fingers, hands and wrists. Ergonomic design features over molded grips, providing comfortable and secure handling.



## Kärcher North America K1700 CUBE

The K1700 CUBE offers convenience, value and power. This pressure washer is designed for portability and ease of use. Weighing less than 20 pounds and standing only 12 inches tall, the K1700 Cube is the perfect companion for general cleaning tasks.



## Simple Green® Simple Green® Professional Grade Shower, Tub & Tile Cleaner

Part of a five-product professional-grade line, the dual-purpose formula provides heavy-duty descaling and effective daily cleaning of bathroom and kitchen surfaces. The concentrated formula dissolves even the toughest built-up lime scale, soap scum and mineral deposits from sinks, toilets, tubs, ceramic tile, shower and faucet fixtures, glass shower doors, chrome and stainless steel.



## Fluidmaster® Premium Tank Lever

The Premium Tank Lever comes in a variety of styles and finishes, making replacing or upgrading the toilet handle an easy and simple way to update the look of a toilet. The lever was designed to adjust to fit most tanks and make the installation easy and simple. The upscale metal handles match today's popular finishes and are engineered with precision spring action.



## Jack Links Beef Jerky A.M. Breakfast Bacon

Jack Link's A.M. Applewood Smoked Bacon provides the perfect on-the-go breakfast snack with a protein-packed punch in a ready-to-eat pouch. This tender, savory snack is served in a bag to be eaten all day long, but especially during breakfast.







## J-B Weld® Company Epoxy Putty SteelStik™

This hand-mixable, steel-reinforced, non-rusting epoxy putty quickly repairs or rebuilds anything made of metal. After mixing, it forms an industrial-strength polymer compound that can be molded into shapes or used to build up, patch and repair steel components. SteelStik sets in three to five minutes, and after 60 minutes, can be drilled, tapped, machined, ground, filed and painted.

## Char-Broil® Oklahoma Joe's® Highland Offset Smoker/Grill

Crafted from high-temperature steel and modeled after smokers from the Texas oil fields, the Oklahoma Joe's® Highland Offset Smoker/Grill cooks just the way customers want. The heavy-gauge construction, convenient fire access door, and multiple dampers gives the grill total control over their pit.



## Jacobs-Thompson PD Extreme Weatherproofing Self-Adjusting Foam Tape

This flexible and durable foam tape is used to remove the gaps between your door and window frames. It removes drafts, reducing heating and cooling loss, saving on energy costs and allowing noise reduction. It includes A2LA premium adhesive.



## H.D. Hudson Manufacturing Company® Hudson® All-Purpose Extractor™

The new, All-Purpose Extractor™ is the ideal solution to easily extract transmission fluid, power steering fluid, engine oil, gear oil, coolant, well water and more, from vehicles, stationary engines, lawn mowers and industrial machines. The included eight-foot hose and manual pump allow for high-speed extraction of lubricants and other liquids without requiring a power source or batteries.

## Simple Green® Simple Green® Professional Grade Carpet Cleaner

Simple Green Professional Grade Carpet Cleaner is a nontoxic, biodegradable and professional-grade formula certified by The Carpet and Rug Institute not to damage carpet fibers or backings. It cleans a wide variety of carpets, rugs, fabrics and upholstery without harmful peroxides or bleach that can cause damage and discoloration.



## Merchandising Silver Award

Merchandising displays that demonstrated above-average performance were given the Silver Award.

### Sashco, Inc.®

#### Mor-Flexx® 2-Foot Countertop Display

Mor-Flexx® repairs crumbly mortar, cracked stucco and textured walls. It's textured to blend in seamlessly with mortar and stucco, yet its elastic-like rubber allows it to span cracks for permanent, years-long repairs.



### Jack Link's Beef Jerky

#### Jack Link's New Hardware Assortment

Jack Link's protein snacks provide fuel for people to "feed their wild side™," no matter the occasion. Jack Link's current product assortment includes jerky, bites, steak and strips, meat sticks and sausage.



### Kärcher North America Gallows Signage System

Whatever the cleaning task may be, Kärcher has a solution. Offering a complete line of cleaning devices for use around the home, Kärcher offers electric pressure washers, gas pressure washers, wet and dry vacuums and more to help customers achieve professional cleaning results in less time.



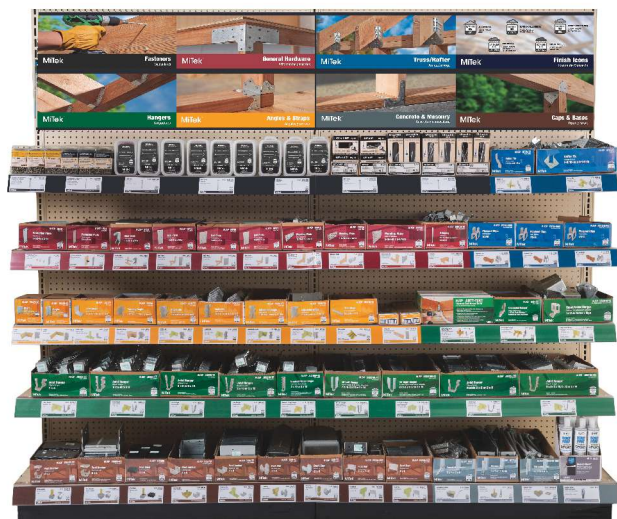


## Sashco, Inc.<sup>®</sup> Big Stretch<sup>®</sup> Rolling Rack

Big Stretch<sup>®</sup> is a high-performance water-based sealant designed to fix cracks in window and door frames. Its powerful adhesion and extreme elasticity will stick, twist, bend, compress and stretch more than 500 percent of the original size to handle most any movement your home can dish out, all without cracking.

## Sashco, Inc.<sup>®</sup> Slab<sup>®</sup> Floor Display

Slab<sup>®</sup> is the serious fix for concrete cracks. It's an easy-to-apply, water-based sealant that stretches up to 300 percent of original crack size to create a permanent, weatherproof repair that stands the test of time. This product is ideal for sidewalk, garage, patio, pool deck and basement repairs.



## MiTek<sup>®</sup> MiTek<sup>®</sup> Builder Products Carton Display

MiTek Builder Products consists of a complete range of innovative steel structural connector products used in new construction, repair, remodel and DIY projects. MiTek Builder Products offers cost-saving connector solutions for the construction industry.





## Honey-Can-Do® International Bamboo 4-Hook Wall Hanger

This four-hook wall hanger adds function and style to any wall. Each hook can be flipped down when in use, and closes when not in use. The bamboo construction is durable and adds a pop of style without being overwhelming. Plus, mounting hardware is included.



## Jack Link's Beef Jerky Jack Link's Extra Tender Jerky

Looking for a moist tender bite that's full of flavor? Jack Link's is shaking up the jerky aisle with new Jack Link's Extra Tender. These extra tender, savory and smoky steak strips are sure to please any meat lover's palate. Available in Original, Teriyaki and Sweet & Spicy.



## Willert Home Products airBOSS® Dry Zone Refillable Dehumidifier Starter Kit

The Dry Zone Dehumidifier Starter Kit uses calcium chloride to efficiently remove excess moisture from the air. The clever holder is refillable and designed to stand or hang to eliminate moisture wherever it is a problem. Each Dehumidifier tray features a one-way moisture-permeable film to help prevent leaks or spoils. For added protection, collected water is turned into a gel-like substance.

## Packaging Honorable Mention

Packaging entries that displayed average efforts and met all judging criteria were given Honorable Mention.

## Simple Green® Simple Green® D Pro 3 One-Step Germicidal Cleaner

This one-step disinfectant and deodorizer is now part of a five-product professional grade line. EPA-registered, this germicidal cleaner contains high levels of active ingredients to ensure performance against illness-causing threats including E. coli, HIV-1, athlete's foot, MRSA and more. It's ideal for keeping small businesses, day care centers, office buildings and similar types of establishments clean and disinfected.



## Hatchlift Products Utility Lift Kit

Utility Lift Kits are general-purpose retrofit hydraulic lift kits available in four popular weight ranges. Utility Lift Kits provide lift assistance for storage boxes, floor and crawl space accesses, TV compartments and many other applications. The DIY kits are easy to install and come with a 12-month warranty.





## Leviton® Manufacturing Co., Inc. Decora Smart™

Decora Smart™, Leviton's newest collection of home automation products, offers advanced lighting control via smartphone or tablet. The Decora Smart product family includes dimmers and switches with Z-Wave®, HomeKit™ and Wi-Fi® technology so users can control their lights remotely, anytime.

## Sashco, Inc.® MildewFree Sealant 6 oz. Squeeze Tube

Stop the re-caulking cycle with Sashco's high-performance MildewFree Sealant. This sealant is loaded with super doses of environmentally safe and nose-friendly biocides that effectively prevent mildew growth on the caulk year after year. Plus, it's extremely elastic and able to expand and contract with everyday movement.



## H.D. Hudson Manufacturing Company® Spray Smart™ Eco-Edition Sprayer from Hudson®

The Spray Smart™ Eco-Edition is made from 25 percent polyethylene recycled materials. This sprayer applies just the right amount, only where you need it. The SpraySmart™ Eco Edition can be used over and over again, and the easy-to-use hand pump pressurizes quickly without batteries, fossil fuels or chemical propellants that can end up in landfills.

## Jacobs-Thompson PB Weatherproofing Ultimate Value Package

This ultimate value package includes window film, window tape, self-adjusting foam tape and universal outlet seals. Use of the value package helps to remove drafts, reduces heating and cooling loss, saves on energy costs and reduces noise. Plus, it includes AZLA premium adhesive.



## Simple Green® Simple Green® Professional Grade Glass Cleaner

Part of a five-product professional grade line, this cleaner removes fingerprints, air pollution, smears and grime from both indoor and outdoor surfaces. The easy-to-use cleaner does not contain ammonia and bleach. It cleans glass and reflective surfaces without leaving streaks or film behind.



## MiTek® MiTek® Builder Products

MiTek Builder Products consists of steel structural connector products used in new construction, repair, remodel and DIY projects. The entire line includes nearly 3,500 SKUs.



## Sashco, Inc.® MildewFree Sealant 10.5 oz. Cartridge

Moldy and mildewed caulking means bad smells, ruined aesthetics, and wasted time and money every time you have to replace the caulk. Stop the re-caulking cycle with Sashco's high-performance MildewFree Sealant. It's loaded with environmentally safe and nose-friendly biocides that effectively prevent mildew growth on the caulk year after year. Plus, it's extremely elastic.



## SIMPSON® PS60841 SIMPSON® PowerShot Gas Pressure Washer

SIMPSON® 3300 PSI 2.5 GPM PowerShot Series Gas Powered Pressure Washer uses a KOHLER® SH265 OHV commercial series engine and AAA™ industrial triplex plunger pump with PowerBoost® technology to provide higher pressure at the nozzle. The Morflex hose provides high flexibility, is non-marring, kink- and abrasion-resistant and equipped with M22 connectors.



## EZ Lawn and Garden™ EZ Leaf Hauler

The EZ Leaf Hauler holds more than four times the volume of a wheelbarrow. Robust stakes secure the tarp on windy days with six built-in handles for easy transport. It includes reinforced sides for increased capacity and folds for easy storage.

## Spray & Forget™ Cleaning Products Spray & Forget Outdoor Furniture Cleaner

Spray & Forget Outdoor Furniture Cleaner cleans all outdoor furniture, including plastic, wicker, metal, glass and fabric. Fabric application is a no-rinse cleaning process that works over time and causes no fading. Spray & Forget Outdoor Furniture Cleaner provides sun fade protection from UV rays as well.







## Ames® Research Laboratories, Inc.

### Ames® Maximum Stretch Roof Coating 1 Gallon White

Ames® Maximum-Stretch® is a thick, high-quality rubber and acrylic elastomeric coating designed specifically for waterproofing, repairing and maintaining many different types of roofs. It has remarkable adhesion and is easy to apply. The coating dries rapidly to form a cool white, watertight roof membrane with up to 750 percent elasticity that expands and contracts with the roof surface.

## Ames® Research Laboratories, Inc.

### Ames® Blue Max Liquid Rubber 1 Gallon

Ames® Blue Max® is a special blend of adhesive, high-strength elastomeric liquid rubber. It is a new, impenetrable rubber technology for waterproofing in extreme wet situations such as below-grade foundations, basement walls, and cisterns. It's high in solids and dries to a tough 800-percent elastic membrane that resists cracking and peeling.



## Bonide®

### Bonide Products

Bonide manufactures over 500 different lawn and garden control products, including herbicides, insecticides, fungicides, combination products, animal repellents and home pest controls.



## Flame Engineering, Inc.

### Mini Dragon™ JR

The Mini Dragon™ JR is the Ultimate Fire Starter when connected to a standard one-pound cylinder. Its effectiveness with extreme convenience and portability allows for it to go anywhere. It's perfect for camping and even starts damp or wet wood.



## Spray & Forget™

### Cleaning Products Spray & Forget House & Deck Outdoor Cleaner Ready to Use Trigger Spray

This no-rinse cleaner works over time to remove stains caused by mold, mildew, algae, lichen or moss. This product saves consumers time because they can simply spray the stains, and Mother Nature takes care of the cleaning. It is activated by rainfall and cleans over a period of time. It keeps cleaning for up to 18 months on the surface.

**IPG®**

## Iron Grip™ Planogram

This premium duct tape is a coated cloth tape with an aggressive pressure-sensitive natural rubber adhesive that adheres well to a wide variety of surfaces under a wide range of temperature conditions.



**Sashco, Inc.®**

## Slab® 2-Foot Countertop Display

Slab® is the serious fix for concrete cracks. It's an easy-to-apply water-based sealant that stretches up to 300 percent of original crack size to create a permanent, weatherproof repair that stands the test of time. This product is ideal for sidewalk, garage, patio, pool deck and basement repairs.



## Merchandising Honorable Mention

Merchandising entries that displayed average efforts and met all judging criteria were given Honorable Mention.

**Sashco, Inc.®**

## Transformation Stain® Log & Timber Selling Center

Sashco's Transformation Stain® restores the wood nature destroyed. This no-peel formula looks beautiful year after year and is semi-transparent to show off the beauty of the wood grain. Its oil-in-water hybrid formula provides the protection of an oil with the ease of water cleanup. Ideal for usage on decks, fences and interiors.



## Kärcher North America K2000 Premium Electric Pressure Washer On-Product Merchandising

The K2000 offers best-in-class cleaning performance and ease of use. This model delivers 2000 PSI of TruPressure cleaning power, ensuring sufficient pressure. It includes convenience features such as a unique on/off foot switch, a handy storage bin, two removable half-gallon detergent tanks, four spray nozzles and a unique storage system.



**Bonide®**

## Bonified Assortment

Bonide manufactures over 500 different lawn and garden control products, including herbicides, insecticides, fungicides, combination products, animal repellents and home pest controls.