



# Westinghouse

INNOVATION YOU CAN BE SURE OF

## Outdoor Power Equipment

## Merchandising Program

In today's competitive retail world, effective marketing is the key to capturing customer attention. Westinghouse is pleased to offer a customised merchandising program for use by our Australian dealers. We've taken care of the point-of-sale marketing so you can focus on what you do best - selling to your customers!

### Retail Packaging

Each product is individually packed and sealed in a printed carton ideal for retail display. The eye-catching graphics and text relate specifically to the product inside the carton - what you see is what you get.



### Bar Codes

The product cartons are pre-printed with industry standard bar codes for ease of inventory control and point-of-sale processing.



### Generator Display Stands

These visually appealing multi-tier display stands enable the best use of your retail floor space.

With sturdy powder-coated RHS steel tube and wire mesh construction, these stand-alone units are suitable for side-by-side, back-to-back or end-of-aisle positioning. The rear sign board and the A4-size brochure holder can be easily removed, if necessary.

Overall dimensions:

WP S-9876183 - 98 cm W x 76 cm D x 183 cm H

WP S-7545183 - 75 cm W x 45 cm D x 183 cm H



WP S-9876183



WP S-7545183

# Power - when you need it - where you need it

## Product Information

Our full-colour product brochures, flyers and specification sheets are packed with comprehensive product information including feature descriptions and complete specifications for all models. A dealer stamp box is provided on the rear cover for your personalisation.



## Distributor Signage

Capture customer attention with an 80 x 60 cm or 116 x 80 cm full-colour sign highlighting your credentials as an authorised Westinghouse outdoor power equipment distributor. Made from durable corflute suitable for indoor or outdoor use.



## Ticket Frames and Inserts

Enhance the visual appeal of your floor display stock and inform customers about the product features with these full-colour, A4, double-sided ticket frames and inserts.

The clip-on magnetic ticket frame base can be repositioned to suit your display layout.



## Bar Code Listing

Product Code	Product Description	Bar Code	Bar Code Format
WP iGEN1200	Westinghouse iGen1200 Digital Inverter Generator	9347923000030	GTIN-13 (EAN-13)
WP iGEN2200	Westinghouse iGen2200 Digital Inverter Generator	9347923000047	GTIN-13 (EAN-13)
WP iGEN2500	Westinghouse iGen2500 Digital Inverter Generator	9347923000054	GTIN-13 (EAN-13)
WP iGEN2600	Westinghouse iGen2600 Digital Inverter Generator	9347923001730	GTIN-13 (EAN-13)
WP iGEN4500s	Westinghouse iGen4500s Digital Inverter Generator	9347923000092	GTIN-13 (EAN-13)
WP WHXC2400i	Westinghouse WHXC2400i Digital Inverter Generator	9347923000023	GTIN-13 (EAN-13)
WP WHXC3750	Westinghouse WHXC3750 Generator	855464003308	GTIN-12 (UPC-A)
WP WHXC3750-PRO	Westinghouse WHXC3750-PRO Generator	855464003315	GTIN-12 (UPC-A)
WP WHXC5000	Westinghouse WHXC5000 Generator	855464003322	GTIN-12 (UPC-A)
WP WHXC7000	Westinghouse WHXC7000 Generator	855464003339	GTIN-12 (UPC-A)
WP WHXC8500E	Westinghouse WHXC8500E Generator	855464003346	GTIN-12 (UPC-A)
WP WHXC8500E-PRO	Westinghouse WHXC8500E-PRO Generator	855464003353	GTIN-12 (UPC-A)
WP WHXC8500E-AS II	Westinghouse WHXC8500E-AS Series II Generator	9347923001754	GTIN-13 (EAN-13)
WP GC502946	Westinghouse Generator Cover, 50W x 28.5D x 45.5H cm	9347923001396	GTIN-13 (EAN-13)
WP GC634847	Westinghouse Generator Cover, 63W x 47.5D x 47H cm	9347923000009	GTIN-13 (EAN-13)
WP GC745453	Westinghouse Generator Cover, 74W x 54D x 53H cm	9347923000016	GTIN-13 (EAN-13)
WP WPX2700	Westinghouse WPX2700 Pressure Washer	9347923001372	GTIN-13 (EAN-13)
WP WPX3200	Westinghouse WPX3200 Pressure Washer	9347923001389	GTIN-13 (EAN-13)