



# MARKETING CATALOG 2020



# HOMELAND VINYL MARKETING CATALOG

**T**hank you for choosing Homeland Vinyl Products. Our goal is to be as proactive as possible to help you acquire the promotional and marketing material needed to successfully increase foot traffic and move inventory. Here are several ways we can help:



1. Throughout this catalog, you will notice a Pencil Icon (like the one to the left) alerting you that an item can be customized to help increase profitability. Although a set-up charge will apply to your order, each customizable item can have your business name and contact info so customers can contact you directly. Set-up charges vary depending on item and/or our sources.
2. Are you a customer in good standing? You may qualify for discounted marketing. When placing your order, be sure to ask sales rep if you qualify for a percentage discount.
3. We offer a Co-Op Program. Ask your sales rep. if you qualify when you call to place your order.

We are very excited about the direction of Homeland Vinyl Products in the year to come. We want to do all we can to help our customers become more successful.

If you have any questions on marketing, Please feel free to contact Jim Etheridge at 205.314.3368 or [Marketing@homelandvinyl.com](mailto:Marketing@homelandvinyl.com).

Thank you,



Doug House  
Sales/Marketing Manager  
Homeland Vinyl Products



Jim Etheridge  
Marketing | Advertising Coordinator  
Homeland Vinyl Products|Waymark Products



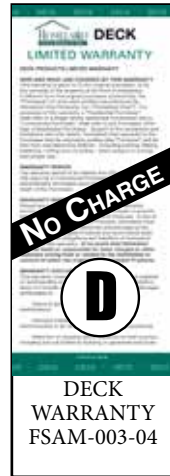
# HOMELAND VINYL MARKETING CATALOG



**Brochures:** All Brochures are 100 pack bundles.  
Price: \$19 each pack.

Want brochures FAST?! Most of our brochures have "Printer versions" online, ready to be downloaded and taken to a printer of your choice...No Charge to download!  
<http://homelandvinyl.com/resources/brochures/>

**HOMELAND/WAYMARK LITERATURE**



Customized Brochures will be edited in house. Once completed a High Resolution PDF will be provided for you to send to a printer of your choice.  
You will be responsible for printing charges. Vector art of logos will be required. Warranty brochures can not be customized.

## Banners:



### **2' x 4' HOMELAND VINYL BANNER**

FSAM-004-01

Large 2' x 4' Homeland Vinyl Banner.

\$22.00 - Sold individually.



### **2' x 4' WAYMARK BANNER**

FSAM-004-02

Large 2' x 4' Waymark Banner.

\$22.00 - Sold individually.



### **2' x 4' GORILLA DECK BANNER**

FSAM-004-03

Large 2' x 4' Gorilla Deck Banner.

\$22.00 - Sold individually.



### **2' x 4' GORILLA MATRIX/COLUMN/POST BANNER**

FSAM-004-04

Large 2' x 4' Gorilla Matrix/Column/Post Banner.

\$22.00 - Sold individually.



### **2' x 4' GORILLA WOOD BANNER**

FSAM-004-05

Large 2' x 4' Gorilla Wood Deck Board Banner.

\$22.00 - Sold individually.



### **2' x 4' GORILLA FENCE BANNER**

FSAM-004-06

Large 2' x 4' Gorilla Fence Banner.

\$22.00 - Sold individually.

## Counter Mats:

### 21" x 16" GORILLA DECK COUNTER MAT

FSAM-005-01

\$10.75 - Sold individually.



### 21" x 16" GORILLA MATRIX/COLUMN/POST COUNTER MAT

FSAM-005-02

\$10.75 - Sold individually.





## Counter Displays - Columns:



### GORILLA MATRIX COUNTER DISPLAY

FSAM-006-01

Demonstrate the Gorilla Matrix Mounting Plate and how it comes together with Homeland Column/Post profiles to create 9 possible combinations.

**\$32.00** - Sold individually.

Dimensions: 16" x 13" x 17.75"

NOTE: Gorilla Matrix and Gorilla Column brochure packs are sold separately and are an additional \$19 each (packs of 100).



### GORILLA MATRIX SALES KIT

FSAM-006-02

Show how to assemble the Gorilla Matrix System with this kit. Each Kit comes with:

- |                         |                                    |
|-------------------------|------------------------------------|
| 1 - 8x8x8" Post         | 2 - Bushings                       |
| 1 - 8.4" Column x8"     | 1 - 16.25" Galvanized steel pipe   |
| 1 - 6.626" Column x 12" | 1 - 8x8 transition base trim       |
| 1 - 6.5x6.5x12" Post    | 1 - 8.4" post transition base trim |
| 1 - 5x5x16" Post        | 1 - 8x8 to 6.625 round transition  |
| 2 - Matrix bases,       | 1 - 8x8 to 5x5 transition          |
| 1 - Matrix Trim         | 1 - 8x8 to 6.5x6.5 transition      |
|                         | 1 - 6.5x6.5 to 5x5 transition      |

**\$75.00** - Sold individually.



## Counter Displays - Fence:



### 2 x 2 FENCE COUNTER DISPLAY

FSAM-007-01

Display this multi-colored Homewood fence section to showcase Homeland's fence, rail and post profiles. White, Tan & Adobe not available.

Colors Available:  
Mocha Walnut/Honey Maple Combo  
or  
Chai Gray/Green Teak Combo

**\$16.00** - Sold individually.



### CUSTOM SAMPLE KIT

FSAM-007-02

New customer or old, review our representative sampling of our most popular profiles for your region. Not all profiles are included in this kit.

**Ask your Customer Rep to choose the profiles that are right for your company.**  
Sold individually.



## Counter Displays - Rail:



### 2 x 2 RAIL COUNTER DISPLAY

FSAM-008-01

Display this Rail Section that showcases Homeland railing profiles.

Order in:

- Summit T-Rail
- Summit 2"x 3.5" Rail
- Summit Countour Rail
- Summit 2 T-Rail
- Summit 2"x 3.5" Rail
- Nexus 1 T-Rail
- Nexus 1-3/4" x 2-1/4 Rail
- Nexus 2 T-Rail
- Nexus 2"x 3.5" Rail

\$200.00 - Sold individually.



### 3 x 2 DECKOVER BRACKET - LOW VOLTAGE LIGHTING RAIL COUNTER DISPLAY

FSAM-008-02

Display this Deckover Bracket Rail Section that showcases our 2" x 3.5" Deck Over Rail system.

\$240.00 - Sold individually.





## Counter Displays - Decks:

### WATER SHEDDING GORILLA DECK COUNTER DISPLAY

FSAM-009-01

Easily display the water-shedding technology of Gorilla Deck with this compact counter display.

**\$135.00(est.)** - Sold individually.

NOTE: Gorilla Deck brochure packs are sold separately and are an additional \$19 each (packs of 100).

Color Chips are sold separately and are an additional \$9 a pack (packs of 20 chips). Choose the colors you wish to display.



### GORILLA DECK COUNTER TOP DISPLAY

FSAM-009-02

Let your customer hold Gorilla Deck samples while you explain the product to them with this counter top display.

Includes initial color samples and brochures.

**\$30.00** - Sold individually.



## Counter Displays - Cap Tree:



### 4" CAP TREE

FSAM-010-01

Showcase 9 - 4" caps on this counter top display

Shown:

- 4" External Pyramid Cap
- 4" Internal Pyramid Cap
- 4" Classic Cap
- 4" Gothic Cap
- 4" External Short Lip Pyramid Cap
- 4" New England Cap
- 4" Solar Cap

\$110.00 - Sold individually.



### 5" CAP TREE

FSAM-010-02

Showcase 9 - 5" caps on this counter top display

Shown:

- 5" External Pyramid Cap
- 5" Internal Pyramid Cap
- 5" Classic Cap
- 5" Gothic Cap
- 5" Ball Cap
- 5" New England Cap
- 5" Solar Cap

\$110.00 - Sold individually.



## Counter Displays - Bracket Trees

### SUMMIT BRACKET TREE

FSAM-011-01

Showcase Summit Brackets on this counter top display

Shown:

- T-Rail - Straight, Up & Down Stairs Bracket, T-Rail Extrusion & Insert
- 2" x 3-1/2" - Straight, Up & Down Stairs Bracket, 2"x3-1/2" Extrusion & Insert
- Contour Rail - Straight, Up & Down Stairs Bracket, Contour Extrusion & Insert
- Deck Over - Straight, Up & Down Stairs Bracket, Deck Over Extrusion, Insert & Deck Over Attachment Kit

\$70.00 - Sold individually.



### SUMMIT 2 BRACKET TREE

FSAM-011-02

Showcase Summit Brackets on this counter top display

Shown:

- Summit 2- T-Rail - Straight, Up & Down Stairs Bracket, T-Rail Extrusion & Insert
- Summit 2- 2" x 3-1/2" - Straight, Up & Down Stairs Bracket, 2"x3-1/2" Extrusion & Insert

\$70.00 - Sold individually.



### NEXUS BRACKET TREE

FSAM-011-03

Showcase Nexus Brackets on this counter top display

Shown:

- Nexus 1 - Straight, Up & Down Stairs Bracket, Nexus 1 Extrusion & Insert
- Nexus 2 - Straight, Up & Down Stairs Bracket, Nexus 2 Extrusion & Insert
- Nexus 1-3/4" x 2-1/4" - Straight, Up & Down Stairs Bracket, Nexus 1-3/4" x 2-1/4" Extrusion & Insert
- Nexus 2" x 3-1/2" Bracket

\$70.00 - Sold individually.





## Travel Displays:

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### GORILLA GRAB RAIL / SECONDARY HAND RAIL

FSAM-012-01

Portable sample of Secondary Hand Railing

**\$29.00** - Sold individually.



### GORILLA WRAP FOAM

4 Piece - FSAM-012-02-4

8 Piece - FSAM-012-02-8

Portable samples of 4 Piece and 8 Piece Gorilla Wrap surrounding light weight foam. Easy to carry from one meeting to the next.

4 Piece - 4" x 4' **\$8.00** - Sold individually.

8 Piece - 4" x 6" **\$10.00** - Sold individually.



### REGIONAL FENCE FOAM BOX TRAVEL KIT

FSAM-012-03

Regional for West Coast or East Coast. This foam box holds samples of Pocket Rails, T&G, Trim, Mid Rail, Gate Support, Brochures & Color Chip Key Rings.

**\$120.00** - Sold individually.

Box Weight: 9 lbs

Box Dimensions: 23" x 13.25" x 6.5



# HOMELAND VINYL MARKETING CATALOG

## Apparel Swag:



### HOMELAND T-SHIRT

FSAM-013-01-G / K  
Forrest Green & Black  
S, M, L, XL

\$10.00\*\* (XXL - XXL \$6.00 MORE)



### HOMELAND POLO

FSAM-013-02-G / C  
Dark Green & Charcole  
S, M, L, XL

\$30.00\*\* (XXL - XXL \$6.00 MORE)



### HOMELAND HOODIE

FSAM-013-03-G / C  
Dark Green & Charcole  
S, M, L, XL

\$22.50\*\* (XXL - XXL \$6.00 MORE)



### HOMELAND JACKET

FSAM-013-04  
Black Only  
S, M, L, XL

\$69.00\*\* (XXL - XXL \$9.00 MORE)



### HOMELAND RAIN COAT

FSAM-013-05  
Magnet Gray Only  
S, M, L, XL

\$53.50\*\* (XXL - XXL \$9.00 MORE)



### HOMELAND LONG SLEEVE T-SHIRT

FSAM-013-06-G / K  
Forrest Green & Black Heather  
S, M, L, XL

\$11.50\*\* (XXL - XXL \$6.00 MORE)

## Golf Swag:



### GORILLA DECK GOLF TOWEL

FSAM-013-07-W  
White

\$3.00 - Sold individually.



### GORILLA DECK GOLF BAG

FSAM-013-08

\$4.50 - Sold individually.



### GORILLA DECK DIVOT PACK

FSAM-013-09

\$2.50 - Sold individually.



### GORILLA DECK EXTRA TEES

FSAM-013-10

\$10.00 - PACK OF 50

\*\*Set-up charges for customizing will vary due to availability and sources. Generally set-up charges are around \$50 per item.  
Vector art of logo will be required.

# HOMELAND VINYL MARKETING CATALOG

## Swag:



### **HOMELAND PENS**

Homeland - FSAM-014-01  
W/ Stylus & Light  
\$15.00 - PACK OF 10



### **HOMELAND BASEBALL CAP**

FSAM-014-02-G / K  
Green or Black  
\$8.50 - Sold individually.



### **HOMELAND BEENIE**

FSAM-014-03-O / K  
Oxford & Black  
\$9.00 Each

## NEW Swag:



### **HOMELAND CARPENTER PENCIL Green/White Logo**

FSAM-014-04  
\$5 - Set of 10  
\$72 - Box of 144



### **HOMELAND 9" MAGNETIC LEVEL Yellow/Green Logo**

FSAM-014-05  
\$3.00 - Each



### **HOMELAND WORK GLOVES**

FSAM-014-06  
\$16.00 - Set



### **HOMELAND SAFETY VEST**

FSAM-014-10  
\$10.00\*\* - Each



### **HOMELAND 25' PRO LOCKING TAPE MEASURE**

FSAM-014-07  
\$7.00 - Each



### **HOMELAND 25' CARABINER TAPE MEASURE**

FSAM-014-08  
\$9.00 - Each



### **HOMELAND 5 x 7 SPIRAL NOTEBOOK W/ PEN**

FSAM-014-09  
\$3.00 - Each



### **HOMELAND POST LEVEL**

FSAM-014-11  
\$8.00 - Each

\*\*Set-up charges for customizing will vary due to availability and sources. Generally set-up charges are around \$50 per item.  
Vector art of logo will be required.



## Color Chips:



### Color Chip Key Ring - 8 Colors

FSAM-015-01

Mix of 7 Color Chip Samples in Honey Maple, Chai Gray, Green Teak, Mocha Walnut, White, Tan & Adobe on one convenient key ring.

**\$8.50** - Sold individually

### Or Buy Just The Color You Need!



#### HONEY MAPLE COLOR CHIP

FSAM-015-01-Y

\$00.45 - EACH\*



#### MOCHA WALNUT COLOR CHIP

FSAM-015-01-O

\$00.45 - EACH\*



#### CHAI GRAY COLOR CHIP

FSAM-015-01-Q

\$00.45 - EACH\*



#### GREEN TEAK COLOR CHIP

FSAM-015-01-U

\$00.45 - EACH\*



#### ADOBE COLOR CHIP

FSAM-015-01-D

\$00.45 - EACH\*



#### TAN COLOR CHIP

FSAM-015-01-T

\$00.45 - EACH\*



#### WHITE COLOR CHIP

FSAM-015-01-W

\$00.45 - EACH\*



#### Key Ring

FSAM-015-01-R  
key ring to hold  
color chips.

**\$0.10** - Each

\*Customized color chips have a \$910 die tool set-up charge. After Set-up is added chips are 45¢ each. Vector art of logo will be required.

## Color Samples:

### Gorilla Deck Samples:



#### 6" Gorilla Deck Sample Pack - 6 Colors

Gorilla Deck: FSAM-016-01-S

6 Gorilla Deck Samples in Honey Maple, Chai Gray, Green Teak, Mocha Walnut, White & Adobe.

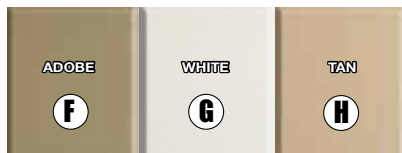
**\$6.00 - Box of 6 (one of each color)**



#### 6" Gorilla Deck Sample

A: Multi-Color Pack.	Gorilla Deck ...FSAM-016-01-M	Box of 30	\$37.50 (5 of each color)
B: Honey Maple	Gorilla Deck ...FSAM-016-01-Y	Box of 30	\$37.50
C: Chai Gray	Gorilla Deck ...FSAM-016-01-Q	Box of 30	\$37.50
D: Green Teak	Gorilla Deck ...FSAM-016-01-U	Box of 30	\$37.50
E: Mocha Walnut	Gorilla Deck ...FSAM-016-01-O	Box of 30	\$37.50
F: Adobe	Gorilla Deck ...FSAM-016-01-D	Box of 30	\$37.50
G: White	Gorilla Deck ...FSAM-016-01-W	Box of 30	\$37.50

### T&G Samples:



#### 6" T&G Picket Sample Pack - 6 Colors

T&G Pickets: FSAM-016-02-S

7 T&G Samples in Honey Maple, Chai Gray, Green Teak, Mocha Walnut, White, Tan & Adobe.

**\$6.00 - Box of 7 (one of each color)**



#### 6" T&G Picket Sample

A: Multi-Color Pack.	T&G Pickets ...FSAM-016-02-M	Box of 35	\$37.50 (5 of each color)
B: Honey Maple	T&G Pickets ...FSAM-016-02-Y	Box of 35	\$37.50
C: Chai Gray	T&G Pickets ...FSAM-016-02-Q	Box of 35	\$37.50
D: Green Teak	T&G Pickets ...FSAM-016-02-U	Box of 35	\$37.50
E: Mocha Walnut	T&G Pickets ...FSAM-016-02-O	Box of 35	\$37.50
F: Adobe	T&G Pickets ...FSAM-016-02-D	Box of 35	\$37.50
G: White	T&G Pickets ...FSAM-016-02-W	Box of 35	\$37.50
H: Tan	T&G Pickets ...FSAM-016-02-T	Box of 35	\$37.50

## Color Samples:

### Gorilla Wood Samples:

#### 6" Gorilla Wood Deck Board Sample Pack - 4 Colors

Gorilla Wood: FSAM-017-01-S

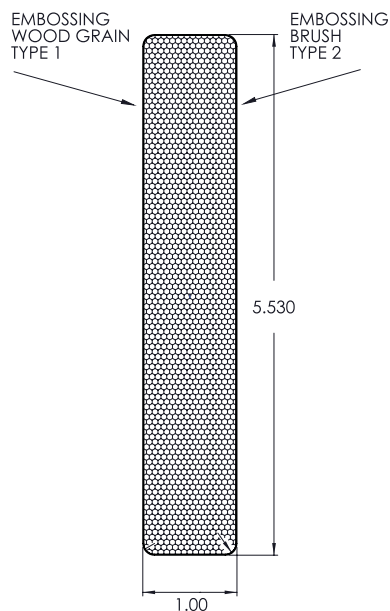
4 Gorilla Wood Deck Board Samples in Light Gray, Dark Gray, Chestnut & Adobe.

**\$5.00 - Box of 4 (one of each color)**



#### 6" Gorilla Deck Sample

- A: Multi-Color Pack. Gorilla Wood..FSAM-017-01-M ..... **Box of 20 ..... \$37.50 (5 of each color)**
- B: Light Gray ..... Gorilla Wood..FSAM-017-01-L..... **Box of 20 ..... \$37.50**
- C: Dark Gray ..... Gorilla Wood..FSAM-017-01-F..... **Box of 20 ..... \$37.50**
- D: Chestnut ..... Gorilla Wood..FSAM-017-01-C..... **Box of 20 ..... \$37.50**
- E: Adobe ..... Gorilla Wood..FSAM-017-01-D..... **Box of 20 ..... \$37.50**



#### 1" Gorilla Wood Deck Board Sample Pack - 4 Colors

Gorilla Wood: FSAM-017-02-S

4 Gorilla Wood Deck Board Samples in Light Gray, Dark Gray, Chestnut & Adobe.

**\$5.00 - Box of 4 (one of each color)**





# HOMELAND VINYL MARKETING CATALOG



## MIX & MATCH

### Homeland/Waymark Double Sided Pull Up Signs

NOW AVAILABLE! We are offering our most popular **Double sided** pull up signs. You choose which signs you want and we will print them and ship them directly to you!

**Act Now!!**

**Only**  
**\$500/Each**  
Ask if you are eligible for  
50/50 co-op

1. Choose the layouts you like from the back.
2. Place the letters in the images below.
3. Fill out the form at the bottom.
3. **Send to your sales person.**
4. Use in your showroom or take it to a trade show!



Sign #1		Sign #2	
<b>SIDE #1</b> Write Sign Number Here	<b>SIDE #2</b> Write Sign Number Here	<b>SIDE #1</b> Write Sign Number Here	<b>SIDE #2</b> Write Sign Number Here

Sign #3		Sign #4	
<b>SIDE #1</b> Write Sign Number Here	<b>SIDE #2</b> Write Sign Number Here	<b>SIDE #1</b> Write Sign Number Here	<b>SIDE #2</b> Write Sign Number Here

Attn To: \_\_\_\_\_ Contact Number: \_\_\_\_\_  
Company Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Homeland Vinyl Products**

# HOMELAND VINYL MARKETING CATALOG



## MIX & MATCH

### Homeland/Waymark Double Sided Pull Up Signs

A) Perfect Match Rails

B) Perfect Match Fence

C) Secondary Handrail

D) Welded Pickets

E) 360 Degree Fence

F) 360 Degree Rail

G) LackoVinylitis

H) Perfect Fit & Match

**Use in your showroom or take it to a trade show! Easy and quick put up and take down!**

**Arrives direct to you approximately three weeks after order is submitted to the printer.**

**Homeland Vinyl Products**