



2012 ICAST SALES MEETING

Welcome – 2012 ICAST Sales Meeting

- Introductions
- Booth rules





Pete's Perspective



Comments from the Chairman



Company Overview



Acquisition Statement



Fall Update

Fall Update

Overall Units +41.7%

Fall business 2012 YTD (thru end of May)

Great start during “off season” period!



Fall Update

Ammo Cartridge Boxes

+41.7%

Continues to grow nicely. ¼ million units in 2011.



Archery Cases

-9.8%

Manta X-Bow Case +121%

1109 and 1127 next week 1st ships



Fall Update

Field Boxes

+131.8%



1312 continues to be HOT size – big private label business

Zombie case (1612-83) shipped 15,000 units

Most cases are up (1412 -9%)

1819 trunks +5% and new SKUs just shipping



Fall Update

Hard Gun Cases

+11.4%

AW continues to be strong growth

All pistol cases in high demand

Forecasting issues



Fall Update

Soft Gun Cases

+49.1%



Even after exiting hybrid market, we continue to grow this business well!

Aluminum Cases

+35.1%

With only private label accounts
Why aren't you offering these?



Tenzing Update

- New MSRP Tenzing Policy
 - August 1st deadline to return signed MSRP paper to Randy
- The Launch
- The sell in
- The sell thru
- Product update
- Refocus your efforts
 - Tenzing retail displays
- Expect more From Tenzing



Mathews Update

- 2011 Mathews Show introduction
 - Great response at show 102 orders \$140,000
 - 2012 Show Dec 3rd – 5th set-up on the 2nd
 - Refocus on the line
- Product update
- Initial Mathews dealer call reports
 - We're at about 70% completion of the 1048 dealers
 - Dunkin-Lewis and NMB are at 98%
 - We do expect you to continue getting the rest completed

Pinter's Palace



Bumgardner's Shed



Proper attire for sales calls





Golf Update

Golf

- STD 1072001
- DLX 1072004
- Continue to be a leader in the Hard Travel Case category

Golf Guard[®]

2011 PRODUCTS

Built better than any other.



72001 Travel Case

- Holds bags up to 10" in diameter
- Sturdy, metal ball latches
- Roomy interior holds golf bag and clubs, plus accessories
- Padlock tabs for heavy duty padlocks
- Superior protection
- Large handles for easy handling
- Heavy duty, easy rolling wheels
- 51" x 14.5" x 12.75"
- 13 pounds
- 1/Cartron





- lockable padlock tabs
- secure ball latches
- convenient wheels



72004 Travel Case

- Holds bags up to 11" in diameter and drivers up to 46" long
- Roomy interior holds golf bag, clubs and accessories
- Comfort grip handles
- Structural ridges offer added strength for protection
- Superior protection
- Lockable latches with protective ribs
- Durable, recessed wheel design
- 49.6" x 15.0" x 16.4"
- 17.7 pounds





- key lockable latches
- protective ribs
- super-tough wheels

Golf Direct Import

Pro 500 **\$47.99** ea FOB China

Pro 750 **\$63.49** ea FOB China

Exceptional Bags with
Hard Case Protection
built in.

*DI Prices subject to change without notice

2012
PROGRAM
DIRECT IMPORT

**UPDATED!
OVER 10%
LIGHTER!**

Pro500 – part# 10-72101
Min. order 870 pieces (40' container).
Lead time 120-150 days.
FOB China
Cost **\$47.99** each



500Travel Bag

- 7.5" diameter
- Holds clubs up to 48" long
- Crush resistant hard-core protection from top to bottom
- Patented single locking hood pin design
- Pin retainer pocket
- Ball bearing skate wheels
- TSA-friendly locking clasp
- 5 pockets
- Felt-lined valuables pocket
- Comfort grip handles
- Padded shoulder strap
- Umbrella holder
- 49.652" x 9.125" x 9.125"
- 9.5 pounds

Pro750 – part# 10-72113
Min. order 870 pieces (40' container).
Lead time 120-150 days.
FOB China
Cost **\$63.49** each



750Travel Bag

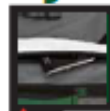
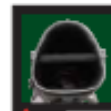
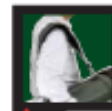
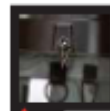
- 7.5" diameter
- Holds clubs up to 48" long
- Crush resistant hard-core protection from top to bottom
- Patented single locking hood pin design
- Pin retainer pocket
- Ball bearing skate wheels
- TSA-friendly locking clasp
- 11 pockets
- Felt-lined valuables pocket
- Comfort grip handles
- Padded shoulder strap
- Umbrella holder
- 49.625" x 9.125" x 9.125"
- 11.15 pounds

Built better than any other.











Tackle Sales/Units Update

Tackle Sales/Units Update

Overall Tackle Units

-0.6%

LY Same Time

-7.6%



Tackle Update

Bait Storage

-8.9%

850 and 722 buckets down -27% due to non-anniversary of ad with major account



Kidz

-33.6%

Driven by SKU changes at major account

5000 +12%

1001 +8%



Tackle Update

Mini

-14.6%



PC Boxes

+31.6%

1449 +51.3%

Still lots of growth potential



Tackle Update

Rod Tubes

+35.3%

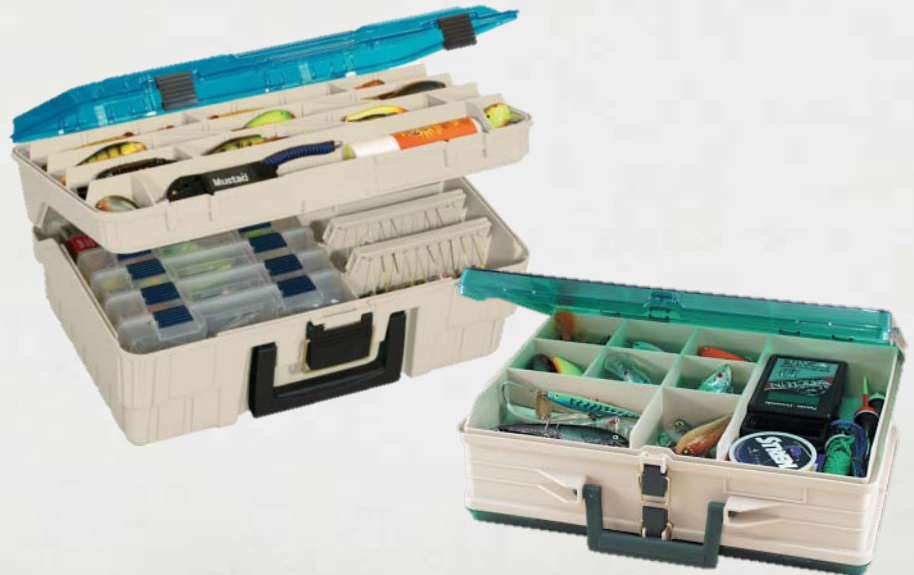


461020 is back!

Satchels

+0.2%

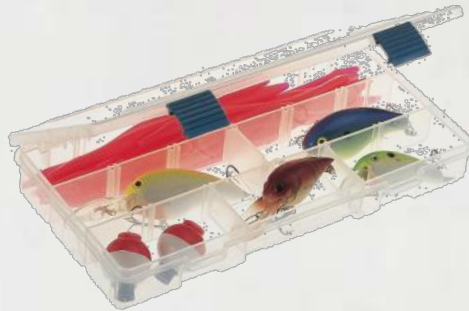
Pretty much all SKUs flat
New satchel box is coming!



Tackle Update

StowAways

+17.7%



Accessories

-14.1%

Marine boxes off 25%

Line box +53%

Bucket topper -51%

Bump board sold 22,000



Tackle Update

Drawer Boxes

-24.7%



Pipe fill on new angled storage systems last year (e.q. 787, 797 down 60%)

1354, 1362, 1364, 1374 all up
728 vs. 727 +24.7%



Tackle Update

Specialty

+6.4%

LBL Deep -30%

Bottle +11%

Wallet -10%

FlipSider -20%

1312-51 New

3708 42,000 units



Tackle Update

Tray Boxes

-0.9%

8616 +17%

6101 +19%

6102 +7%

6103 +3%

5300 +33%

Pink & Periwinkle -23%

6133 -10%



Tackle Update

Soft-Siders (Plano)

+10.8%

New bags doing very well

Would have shown much higher if not for closeouts last year and poor forecast in 2012



Soft Private Label

Just noting we do additional 30% in units in private label bags





Pricing Update

Current State of Prices

- No Price INCREASE!!!!
- Resin has moderated ... Chinese Inflation has NOT
 - Our Desire for stability to our customers...cost US in 2012
 - Resin...has started to creep back up
 - Oil Prices, Middle East Tension, Hurricane Season has producers concerned....” All it takes is...”
 - Sourced Goods WILL continue to cost MORE – Inflation continues to be a concern.
 - Currency
 - Labor
 - Freight – Not just the cost of Freight – Processing of Shipments – ESPECIALLY LCL(Think SMU Products
- Remember – PMC has a history of being FAIR, we have and will continue to give price concessions when market conditions warrant ..right now..they do not.





Review of Rep Initiatives

Rep Initiatives

- Expectations
 - To provide CLEAR direction on our Needs
 - Inclusive of the Deliverable & the Timeline to Complete
 - To Review Metrics as defined

As stated earlier – this is an EVOLUTION of our practices focused on building stronger business and creating more value for BOTH our customer and Plano



Rep Accountability

- Scorecard
 - Introduced in Jan 2012
 - Outlined distinct tasks and expectations for delivery
 - We will NOT discuss Individual/Group achievements or shortcomings at this Show – rather expect to discuss in August.



Rep Scorecard

- Data Points
 - Forecast Accuracy
 - Sales Growth New Product Placement
 - Program Sheet Accuracy
 - Customer/Dealer Calls
 - All Accounts including Key Dealers
 - Call Reports/Monthly Account recap Delivery
 - On Time Task Completion
 - Quarterly PMC Retail Survey–
 - Market Surveys
 - Promotion Placement



Rep Scorecard – Forecast Accuracy

- Most important Metric we have
 - TOP Customers MUST be forecasted
 - By SKU By Month
 - Must Match Products on Program Sheet
 - Reviewed Monthly
 - % to actual +/- will be provided
 - Expectation that YOU will have reasoning and action plan to address
 - The expectations is that you are discussing PMC products on a regular basis, ensuring we have the most up-to-date information on product
- Goal is to improve forecasting so that we can MAXIMIZE the flow of goods, maintaining proper stock levels, improving efficiencies.



PASS

Rep Scorecard – Sales Growth – New Product Placement

- Growth of our customers is an obvious expectation – we INVEST in new Tools, Brands and Systems to Fuel Growth
- New Products - EXTREMELY IMPORTANT for growth!
 - Expectations are that you are working and placing the products that we bring to market



PASS

2012 New Tackle Item Carry List

		Walmart	Bass Pro	Cabela's	Academy	Dick's	Sports Auth.	Gander Mtn.	Mills	Scheels	Blain's	Dunham's	UFA	Fred Meyer	Meijer	West Marine	Sportsman's Warehouse	Kmart	Amazon.com	Big Rock	Jerry's	World Wide	Mid-States	NBS	Sports Inc	Canadian Accounts	Int'l Accounts
728-000	Angled Tackle System - includes three 2-3650 stows	O	O	O	O		C	O	O		O	O	O		O		O		O	O	O	O	O	O	O	O	O
767-000	Angled Tackle System - includes two 2-3650, one 3607-04, one 4648 wallet & two 3455's		O		O	O			O	O		O	O			O	O		O	O	O	O		O	O	O	O
4663-00	Guide Series 3600 size bag - includes five 3650 series utilities			C			U		O	O			O			O	O		O	O		O		O	O	C	
4673-00	Guide Series 3700 size bag - includes two 3705 and three 3750 utilities						U		O	O			O			O	O		O					O	O	O	
4674-00	Guide Series Hydro-Flo bag - includes one 3724 box, and two each of 3601, 3705, and 3750 utilities			O					O				O				O		O					O	O	O	
4453-00	SoftSider 3500 size bag - includes two 3500 utilities				O		U			O			O	O			O		O	O	O	O		O	O	O	O
4463-00	SoftSider 3600 size bag - includes two 3650 utilities			O	O		U	PL		O			O				O	O	C	O	O	O	O	O	O	O	O
4473-00	SoftSider 3700 size bag - includes two 3750 utilities			O	O		U	PL	O	O		O	O				O	O	O	O	O	O	O	O	O	O	O
4484-00	SoftSider X 3600 size bag - includes four 3650 utilities			O			U		O	O		O	O				O		O	O		O	O	O	O	O	O
4474-00	SoftSider X 3700 size bag - includes four 3750 utilities			O			U		O	O		O	O				O		O	O		O		O	O	O	O
4305-00	3500 size tackle tote - includes two 3500 utilities			C (PL)	O	O	U	O	O		O		O				C	O	O	O	O	O	O	O	O	O	O
4306-00	3600 size tackle tote - includes two 3650 utilities			C (PL)	O	O	U	O	O		O		O				O		O	O	O	O	O	O	O	O	O
4307-00	3700 size tackle tote - includes two 3750 utilities			C (PL)	O	O	U	O	O		O		O				O		O	O	O	O	O	O	O	O	O
1099-00	Saltwater Wrap - blue		O	O	O		U										O		O	O	O	O					O
1199-00	Saltwater Wrap - blue		O	O	O	O	U									O			O	O	O						O
1299-00	Saltwater Wrap - blue		O	O			U									O			O	O							O
1399-00	Saltwater Wrap - blue		O				U									O	O		O	O							O
1499-00	Saltwater Wrap - blue		O				U									O			O			O				O	O
1599-00	Saltwater Wrap binder - blue		O	O			U									O			O								
2-3610-00	ProLatch 3610-size with adjustable dividers		U	O	O				O		O					O	O		O	O	O	O	O	O	O	O	O
705-001	ProLatch XL StowAway		U		O				O	O			O			O	O		O	O		O	O	O	O	O	O
43620-0	Hydro Flo Box - 3620 size		O	O	O	O		O	O	O			O			O	O		C	O	O	O	O	O	O	O	O
43700-0	Hydro Flo Box - 3700 size		O	O	O	O		O	O	O			O			O	O		C	O	O	O	O	O	O	O	O
43730-0	Hydro Flo Box - 3700 DEEP size		O	O		O			O				O			O	O		O	O	O	O		O	O	O	O
3708-00	Alabama Rig Box	O	O	O	O	O		O									O		O	O				O	O		

Legend:

c	= committed to stock in sales meeting and/or forecasted
O	= orders in house
U	= undecided
Blank	= not interested



Rep Scorecard – Program Sheet Accuracy

- No Document is more important to maintaining the account than the Program Sheet.
 - Drives Pricing & Promotions
 - Drives Program
 - Drives Commissions
 - Sales By Customer By Month
 - % to LY +/-
 - MUST have accurate information to manage the business.
- Approval Process as follows;
 - Rep Completes/Updates Program Sheet & Submits to Sales Lead – Steve, Shelly, Randy etc.
 - Sales Lead Reject/Approves Sheet
 - Rejected – Program Sheet - goes back to Rep w/ Direction for completion
 - Pass – Program sheet forwarded internally for upload & back to Rep for notification
 - Expectation is that Rep has copy most up-to-date sheet in THEIR possession



PASS

Accuracy

Part IV (To be completed by Plano Molding) Sign Off



Requests for Specials



PLANO SPECIAL REQUEST FORM REQUEST PAGE

CUSTOMER NAME: _____

ADDRESS: _____

CUSTOMER TYPE: DIST: CHAIN: BUY GROUP:
 DEALER: INTERNET: OTHER:

CUSTOMER # T: F: G: OTHER :

YTD \$ \$: \$: \$: \$:

LYTTLS \$: \$: \$: \$:

REASON FOR SPECIAL: _____

PROPOSED SPECIAL: _____

SPECIAL TIME FRAME: ONE PO: _____
 WINDOW: _____
 OTHER: _____

ADDITIONAL PROGRAM ELEMENTS: _____

EXPECTED VOLUME: \$ _____ UNITS: _____

DATES: _____ ORDER: _____ SHIP: _____ PROMO: _____



PG 2 APPROVAL/RESULTS

APPROVED SPECIAL: _____

APPROVED TIME FRAME: ONE PO: _____
 WINDOW: _____
 OTHER: _____

APPROVAL: RL: _____ JS: _____ SF: _____ SJ: _____

**UPON EXCEPTANCE BY CUSTOMER YOU ARE
TO UPDATE CURRENT PLANO PROGRAM**

RESULTS

RESULTS OF SPECIAL: _____

VOLUME ACHIEVED: \$: _____ UNITS: _____

WAS A REORDER WRITTEN: \$: _____

POSITIVES/NEGATIVES: _____

Rep Scorecard – Customer Calls

- This is a quantitative Metric.
 - # of calls made on the Account
 - Drives Program

Rep Scorecard – Call Report/Monthly Recap

- This is a quantitative & qualitative Metric.
 - Submitted on time? Due last day each month.
 - What were the results of calls made on the Account?
 - Expect a 1 Page monthly recap of Accounts/Territory covered
 - Trends
 - Issues & Opportunities
 - Actionable plan w timeline for completion



FAIL

Rep Scorecard – On Time Task Completion

- This is a Timing Metric.
 - Two significant tasks will be asked of EACH rep
 - Deadlines for completion provided
- Quarterly PMC retail Report
 - PMC products ONLY at each of your retailers
 - Tackle & Fall
 - 1st report Due – March 1 2012
 - 2nd Report Due – June 1 2012
 - 3rd Report Due – Sept 1, 2012
 - 4th Report Due – Nov 1 2012
- Bi-Annual Market Survey
 - Comprehensive to Products in our categories @ your retailers
 - Tackle & Fall
 - 1st report due – May 1, 2012
 - 2nd Report Due Oct 1 2012



PASS - BARELY

Rep Scorecard – Promotional Placement

- This is a Qualitative Metric.
 - PMC Provides promotional opportunities numerous times over the course of the year.
 - This Metric tracks successful placement of these promotions
 - Would expect that this information would be contained in the monthly recap



TBD



Agency Sales YTD

2012 Agency Goals

Shipments through 6/1/12 All Plano Outdoor Divisions

Agency	YTD % vs LYTD	YTD % of Goal
L H French Company	+33%	48%
New Millennium Baratti Marketing	+48%	50%
Thomas F Gowen & Sons	+17%	43%
Dunkin-Lewis, Inc	E	40%
Wellman Sports Marketing	+24%	50%
Bill Gower Agency	-7%	46%
B L Carpenter Enterprises	+13%	58%
Total	+16%	44%





Sales Program/Manual Changes/JDE

Sales Program/Manual Changes

Addition of Sales Rep Initiatives

- Scorecard
 - Forecast Accuracy
- Sales Growth New Product Placement
- Program Sheet Accuracy
- Customer/Dealer Calls
 - All Accounts including Key Dealers
- Call Reports/Monthly Account recap Delivery
- On Time Task Completion
 - Quarterly PMC Retail Survey
 - Market Surveys
- Promotion Placement
 - Required Dealer Calls
- Retail Surveys
- Market Share Surveys
- Forecasting



Sales Program/Manual Changes

JDE Expectations

- Visibility
- Responsibility
 - Program Sheets
- Details
- Knowledge



Plano Molding Company Program Sheet

Part 1		Customer Information				All areas in RED to be filled in by PMC				JDE Parent #		for Buying Group	
Division	Select one	Date		Replaces		Legacy		JDE Address #					
Customer Type	Select one	Buying Group ?	Select one	Buying Group Name		Geographic Region	Select one	Commission %					
Customer Name		Buyer			Assistant								
Bill to Address		Phone			Phone								
Address Line 2		Fax			Fax								
City		Cell											
State		Zip Code			E-mail			E-mail					
Country		Website											
Sales Group		Sales Rep											
JDE Sales Group #		JDE Sales Rep #											
Pay Terms		Freight			Select one	Backorder allowed		Select one	EDI		Select one		
		Zone for PPD Frt			Select one	Pallet or Floor Load		Select one					
Part II													
Commitments		Factor Value %	Effective Date	Expired Date	Factor Value %		Effective Date	Expired Date					
COOP / Advertising / BDF / MDF					Level Discount		Select one						
Defective Allowance													
Growth Rebate					EDI Processing Fees								
Warehouse Allowance					Applied Discount								
Central Billing Allowance					Invoice Discount								
Freight Allowance					Deduct From Invoice								
Exclusive Allowance					EDI Disc 1,2,3								
Store Service Allowance													
					New Store Discount %								
Defective Policy		Select one			New Store Terms								



Part III Notes (List specific Customer requirements here for agreements above or any other information required for this customer - such as shipping requirements, etc...)

[illegible]

Part IV PMCQuote (any special price offered to the customer that can not be calucalted via their Level Discount must be noted here)

[illegible]



2013 Changes/Discontinued Items

2013 Changed/Discontinued Items

Bait Storage Containers									
700-005		10 Qt. - 2 Pc. Minnow Bucket - Yellow	4	13	3.25	11.250	10.750	11.250	00700 9
706-003		5 Litre Bait Bucket w/ On-Deck Feat - orange/white	4	5	0.90	9.250	8.500	8.500	00706 1
720-001		11 Qt. Bucket - Yellow	4	10	2.85	10.630	9.750	11.500	00720 7
722-002		8 Qt. Bucket, Foam Lined - Yellow	4	10	2.85	10.630	9.750	11.500	00722 1
744-000		Compact Bait Container - Yellow	6	2	0.35	4.500	4.500	4.180	00744 3
745-000		Worm / Leech Lodge - Orange	4	4	0.73	6.250	6.250	9.750	00745 0
800-004		Deluxe Trolling Bait Bucket - Orange	4	11	3.26	10.750	8.250	14.750	10800 3
850-001		Trolling Bait Bucket - Yellow	4	11	3.26	10.750	8.500	14.500	00850 1
Accessories									
724-000	NEW	Belt Bait Storage Box	3	1.62	1.97	7.750	4.000	3.250	00724 5
725-001		5 Gal. Bucket Topper/Organizer OD Green/Clear	3	5	1.02	12.000	12.000	3.750	00725 2
1084-01		Line Spool Box	3	2	0.37	6.750	5.500	4.750	01084 9
1085-00		Large Line Spool Box	6	5	1.16	10.625	7.000	6.125	10850 8
1087-00	NEW	Leader Spool Box	6	3.16	1.03	7.250	6.500	5.500	01087 0
1312-52	NEW	1312 Marine Box - Orange	6	7.00	1.69	11.625	5.125	7.125	02312 2
1412-50		Shallow Dry Storage - Orange	4	9	2.06	15.000	8.000	6.250	51412 5
1612-50		Deep Dry Storage w/tray - Orange	4	15	3.00	15.000	8.000	10.000	51612 9
1812-50		Extra Large Dry Storage w/ tray - Orange	2	12	2.98	17.000	10.380	13.000	51812 3
1619-00	NEW	Small Sportsman's Trunk - 56 Quart Tote, Black	3	16.00	5.37	24.000	15.000	13.000	01619 3
1619-01	NEW	Small Sportsman's Trunk - 56 Quart Tote, OD Green	3	16.00	5.37	24.000	15.000	13.000	11619 0
1719-00	NEW	Medium Sportsman's Trunk - 68 Quart Tote, Black	3	22.00	6.40	30.000	14.250	12.750	11719 7
1719-01	NEW	Medium Sportsman's Trunk - 68 Quart Tote, OD Green	3	22.00	6.40	30.000	14.250	12.750	21719 4
1819-00		Sportsman's Trunk w/ wheels - Black	3	31	8.90	37.750	14.000	18.250	01819 7
1819-01		Sportsman's Trunk w/ wheels - Camo	3	31	8.90	37.750	14.000	18.250	81819 3
1936-01		Expandable Bump Board - 8" to 36"	3	3	0.44	21.500	5.625	3.625	01936 1
1950-00		Snell Rig Holder- 8 pack	4	2	0.10	6.000	1.375	0.500	01950 7
1950-36		Snell Rig Holder- 18 pack inside #3600 StowAway	6	9	0.56	10.750	7.250	1.750	61950 9
Liqua-Bait Locker™									
4642-00	Discontinued	3700 Extra Deep Locker w/ Wallet, Bottle & Bait Grabber	2	6	0.90	14.000	9.130	4.750	14642 5
4641-00		3700 Deep Locker w/ Bottle & Bait Grabber	4	8	1.09	14.000	9.130	3.250	04641 1
4648-10		Liqua Bait Wallet	6	3	0.30	7.250	3.750	2.630	04648 0
4651-00		Liqua Bait Bottle & Bait Grabber	4	3	0.25	7.250	3.750	2.630	04651 0
Kids / Youth Organizers									
5000-00		Take Me Fishing Box w/Kit - Red / Beige	6	8	2.30	13.500	7.000	6.000	05000 5
5000-89		Lift out 1 Tray Pink Tackle Box	6	8	2.30	13.500	7.000	6.000	65000 7
Tray Boxes									
1001-03		One Tray - Dark Green Metallic	6	10	1.65	13.250	6.750	5.000	01001 6
5300-06		Eco Friendly 3 Tray - Dk Green / Sandstone	6	20	3.47	14.750	8.500	7.500	45300 4
6101-06		1 Tray w/ spinnerbait holder Red Metallic/Off White	4	8	2.00	14.000	8.250	7.250	16101 5
6102-06		2 Tray w/ 2 spinnerbait holders Blue Metallic/Off White	4	10	2.08	14.250	8.500	7.750	06102 5
6102-92		2 Tray w/ 2 spinnerbait holders Periwinkle / Pink	4	10	2.08	14.250	8.500	7.750	96102 8
6103-06		3 Tray w/ 2 spinnerbait holders Dk Green Met./Off White	4	14	3.03	16.250	9.125	8.500	06103 2
6133-06		XL 3 tray - Blue/Silver	2	10	2.35	19.250	10.000	9.750	66133 1
8616-00		Hip Roof w/ 6 trays, Green / Sandstone	2	13	3.04	20.000	11.250	10.750	08616 5
9606-02		Large 6 Tray- Dk. Green Metallic / Beige	2	18	3.33	20.500	12.690	10.560	09606 5



2013 Changed/Discontinued Items

Satchel / Magnum & Large Specialty Style Boxes									
1119-06		Double Sided - Sandstone & Green	4	13	1.55	13.500	4.250	10.130	01119 8
1120-00		Double Sided Satchel - Sandstone & Green	3	9	0.98	12.630	8.880	4.130	01120 4
1123-00	NEW	Flex 'N' Go Satchel - Tan/Brown - two standard 3650's	3	13.13	1.76	15.375	11.875	4.875	01123 5
1123-01	NEW	HydroFlo Flex 'N' Go Satchel - Yellow/Blue - two HydroFlo 3650's	3	13.07	1.76	15.375	11.875	4.875	21123 9
1155-03		Two Level Satchel - Beige & Blue	2	15	1.97	16.880	5.000	12.000	01155 6
1348-30		Satchel - 3448, Red w/ clear	2	4	0.57	11.500	8.250	5.000	01348 2
1349-00		Two Level Magnum - 3449, Beige w/ Blue	3	10	1.63	13.250	10.250	6.125	01349 9
1350-10		Two Level Magnum - 3500, Beige w/ Blue	2	10	2.04	17.625	12.250	7.325	01350 5
3950-10		Dbl Cover Deep - single sided Green / Clear	4	10	1.49	11.750	14.500	3.375	03950 5
3952-10		Dbl Cover - 2 Sided - Blue / Clear	2	10	1.52	11.750	14.500	6.625	03952 9
7915-02		Big Game System - Blue Met & Silver	1	13	2.26	21.500	12.500	13.000	07915 0
7936-00		Chill Bag System - Blue & Silver	2	10	2.90	18.500	13.750	9.750	79360 5
FlipSiders™									
3734-00		FlipSlider™ 3700 size 3-1/8" deep - clear	3	6	0.88	14.000	9.130	3.125	13734 8
3744-00		FlipSlider™ 3700 size 4-5/8" deep - clear	3	8	1.28	14.000	9.130	4.625	03744 0
7602-00		Flipsider® 2 Tray - Blue / Silver	2	7	1.25	15.250	9.500	6.750	76020 1
7603-01		Flipsider™ 3 Tray - Metallic Red w/ Silver	2	10	1.78	17.250	10.500	7.750	07603 6
Drawer & System Boxes									
1354-02		Four by - 3500 size, Red w/ Silver	2	7	1.05	11.000	7.250	10.000	01354 3
1362-00		Two by - 3650 size,	3	14	2.50	13.375	10.000	9.750	01362 8
1364-00		Four by - 3650 size, Blue w/ Silver	2	13	2.30	13.375	10.000	14.000	01364 2
737-002		3 Drawer - Green Metallic / Beige, 1-#2-3500	1	12	1.95	21.250	12.000	12.000	10737 2
758-005		Four Drawer- Green Metallic / Silver	1	11	2.15	20.750	11.500	13.880	20758 4
728-000		Angled Tackle System - includes three 2-3650 stows	2	14	2.41	18.000	9.500	11.000	00728 3
Guide Series™ Boxes									
1374-01	Changed	Four by - 3750 size, Graphite & Sandstone - new 3750 style/latch	1	11	2.03	16.500	12.000	16.000	01374 1
1449-00		XS Guide PC 3449 size Field Box - Red	6	3	0.25	6.500	4.675	2.125	01449 6
1450-00		Guide PC 3500 size Field Box - Small - Orange	4	4	0.33	9.000	4.875	3.000	01450 2
1460-00		Guide PC 3600 size Field Box - Medium - Yellow	4	5	0.79	11.000	7.250	4.000	01460 1
1470-00		Guide PC 3700 size Field Box - Large - Blue	2	7	0.80	14.000	9.000	5.000	01470 0
1444-02	Changed	44 Magnum- Graphite & Sandstone	2	6	1.18	18.500	11.500	8.500	01444 1
4600-00		Two-Tier, medium - Smoke	6	7	0.93	10.880	7.500	2.750	04600 8
4700-00		Two-Tier, large - Smoke	6	10	1.40	14.000	9.000	2.750	04700 5
6134-03		Lg. 3 Tray w/Top Access- Graphite & Sandstone	2	11	2.25	19.250	10.000	9.750	06134 6
757-004		Four Drawer w/ T.A.- Graphite & Sandstone - new label	2	16	2.45	17.500	9.750	12.000	40757 1
7592-01		StowAway System - Graphite & Sandstone	2	27	4.58	20.750	11.500	15.250	07592 3
7771-01	Changed	Pro System w/ 4- #3701 Utility Boxes - fewer utilities, new label	1	11	1.95	21.250	12.000	12.000	17771 9
787-010		Angled StowAway System- Guide Series w/ 7 StowAways - new label	1	14	2.10	23.000	12.250	12.250	10787 7
767-000		Guide Series Angled Tackle System - includes two 2-3650, one 3607-04, one 4648 wallet & two 3455's	2	16	2.41	18.000	9.500	11.000	00767 2



2013 Changed/Discontinued Items

Guide Series™ Bags		see next page for Guide Series Rods & Reel cases							
4610-40		Guide Series Worm Bag, Green/Brown	6	4.29	1.01	9.500	1.500	12.500	44610 5
4663-00		Guide Series 3600 size bag - includes five 3650 series utilities	2	13.4	2.10	21.000	11.000	8.000	04663 3
4673-00		Guide Series 3700 size bag - includes two 3705 and three 3750 utilities	2	15.5	2.80	25.000	11.750	11.750	04673 2
4674-00		Guide Series Hydro-Flo bag - includes one 3724 box, and two each of 3601, 3705, and 3750 utilities	1	9.49	2.49	24.000	13.500	13.500	04674 9
4475-00	NEW	3500 Size Lumbar Fishing Pack w/ 2-3500's	4			14.000	8.000	8.500	04475 2
4476-00	NEW	3600 Size Lumbar Fishing Pack w/ 2-3650's	2			17.000	10.500	10.500	04476 9
4477-00	NEW	3700 Size Lumbar Fishing Pack w/ 2-3750's	2			18.500	10.000	10.000	04477 3
Plano Elite Series									
797-010	Changed	Plano Elite Ultimate Angler System w/ 6 utilities and 1/1449 waterproof	1	15	2.10	23.000	12.250	12.250	10797 6
4845-00	Changed	Plano Elite Hydro Flow System w/ 3/3750 & 1/3724	1	14	1.96	19.500	12.250	12.000	04845 3
4848-00	Changed	Plano Elite Hydro Flow System w/ 4/3750, 2/3724, 1/3701	1	19	2.71	21.000	16.500	12.000	04848 4
4849-00	Changed	Plano Elite Hydro Flow System w/ 3/3750, 1/3724, 1/3701	1	21	3.17	21.000	22.000	12.000	04849 1
4805-20	Changed	Plano Elite Worm File Small - new color: blue/gray	6	3	0.08	7.500	5.000	4.750	04805 7
4806-20	Changed	Plano Elite Worm File Medium - new color: blue/gray	6	4	0.11	9.000	4.750	4.500	04806 4
4807-20	Changed	Plano Elite Worm File Large - new color: blue/gray	6	5	0.15	14.500	4.500	5.500	04807 1
4837-00	Changed	Plano Elite System Bag w/ 4 3700 series utilities Fuchsia	1	8	2.01	20.000	14.000	11.500	04837 8
4870-40	Changed	Plano Elite KVD Tackle Bag w/ 5 utilities - updated design/colors: blue/gray	1			23.500	14.500	14.000	44870 3
Plano® SoftSiders™ Recreational Series									
4453-00		3500 SoftSider Recreational Series bag - includes two 3500 utilities	4	6.41	0.89	9.750	6.000	5.750	04453 0
4463-00		3600 SoftSider Recreational Series bag - includes two 3650 utilities	4	8.68	1.81	11.000	7.500	8.000	04463 9
4473-00		3700 SoftSider Recreational Series bag - includes two 3750 utilities	2	8.3	1.62	15.000	8.500	9.750	04473 8
Plano® SoftSiders™ X Advanced Series									
4464-00		SoftSider X 3600 size bag - includes three 3650's, two 3601's, and one 3500 size utility	2	11.42	1.57	17.000	9.500	8.000	04464 6
4474-00		SoftSider X 3700 size bag - includes two 3750's, two 3701's, two 3705's, and one 3650 size utilities	2	13.3	2.57	22.000	11.000	9.000	04474 5
Plano® SoftSiders™ Specialty Series									
1098-60		SoftSider Worm Wrap - Blue/Gray	6	1.95	0.18	8.500	0.380	8.500	61098 8
1098-52		Replacement Worm Bags (8) - laminated worm proof	6	2	0.07	7.500	6.500	0.580	91001 9
4456-60		SoftSider Waist Pack - Blue/Gray	4	3.29	0.34	24.500	2.000	6.500	64456 3
4457-60		SoftSider Deluxe Waist Pack - Blue/Gray	4	3.8	0.50	27.750	2.750	7.000	64457 0
4485-00		Fishouflag™ Bag w/ 4 #3500's crappie	4	7.56	0.91	14.000	7.250	6.000	04485 1
4486-00		Fishouflag™ Bag w/ 4 #3650's walleye	2	9.96	1.40	14.750	9.375	8.375	04486 8
4487-00		Fishouflag™ Bag w/ 4 #3750's bass	2	13.95	2.24	22.000	13.500	17.500	04487 5
4487-20	NEW	Fishouflag Bag™ w/ 4 #3750's redfish	2	13.89	1.90	19.000	11.500	9.500	24487 9
Speed Bag Tackle Totes									
4305-00		3500 SoftSider Speed Bag - includes two 3500 utilities	4	4.95	0.95	9.750	7.320	5.000	04305 2
4306-00		3600 SoftSider Speed Bag - includes two 3650 utilities	4	8.56	8.56	11.750	5.750	8.000	04306 9
4307-00		3700 SoftSider Speed Bag - includes two 3750 utilities	2	7.1	7.1	14.000	6.250	9.000	04307 6



2013 Changed/Discontinued Items

Salt Water Tackle Wraps									
1099-00		Saltwater Wrap - Blue	4	2.99	0.25	31.500	12.250	0.250	01099 3
1199-00		Saltwater Wrap - Blue	4	4.33	0.39	43.250	16.000	0.250	01199 0
1299-00		Saltwater Wrap - Blue	4	5.75	0.55	49.750	21.000	0.250	01299 7
1399-00		Saltwater Wrap - Blue	4	4.45	0.6	22.250	22.250	0.250	01399 4
1499-00		Saltwater Wrap - Blue	4	7.17	1.17	42.000	22.750	0.250	01499 1
1599-00		Saltwater Wrap binder - Blue	4	13.06	1.03	14.000	3.000	9.250	01599 8
1699-00	NEW	The Alabama Rig Wrap	6			14.000	8.000	0.250	01699 5
Compact, Tackle & Specialty Boxes									
1040-00		Medium Round compart. - Clear	12	1	0.10	3.250	3.250	0.750	01040 5
1041-00		Large Round compart. - Clear	12	1	0.10	4.250	4.250	1.250	01041 2
1050-00		Micro 6 compartment - Clear	12	1	0.05	3.500	2.250	0.750	01050 4
1061-00		3 Sm. Waterproof boxes - Clear	12	2	0.20	3.750	2.500	3.250	01061 0
1070-00		Compact Side By Side - Gray / Clear	12	2	0.20	4.750	4.250	1.500	01070 2
1080-00	discontinued	Sm Stack Jars - set of 6, Clear	12	2	1.00	1.500	1.500	6.000	01080 1
1713-01		Small 2 sided, Metallic Gray & Blue	6	1	0.14	5.250	3.250	1.500	01713 8
1715-02		Large 2 sided, Metallic Gray & Blue	4	5	0.77	11.250	8.380	3.000	01715 2
3213-09		Pocket-Pak - Metallic Gray & Blue	6	3	0.24	7.000	4.130	1.880	03213 1
3215-08		Metallic Gray & Blue	6	9	1.01	12.130	6.880	3.130	03215 5
3214-07		Micro-Organizer - Green	6	2	0.11	4.500	3.000	1.250	03214 8
3414-06		Micro-Organizer - Clear	6	2	0.11	4.500	3.000	1.250	03414 2
3452-00	discontinued	Long/Narrow stowaway 11 compartments w/ ruler on lid	8	3	0.40	14.000	3.500	1.380	03452 4
3503-04		StowAway Spinner Bait w/ ProLatch - clear	3	2	0.43	7.500	5.880	4.880	03503 3
3504-00		Spinner Bait w/ removable racks - Clear	4	3	0.54	9.750	4.250	4.750	03504 0
3449-22		Double-sided adjustable 3449	6	4	0.30	6.500	4.000	2.130	34922 2
3450-23		Double-sided adjustable 3450	3	2	0.20	8.250	4.500	2.380	34522 4
3500-22		Double-sided adjustable 3500	6	3	0.54	9.130	5.000	2.500	35022 8
3510-01		Compact 1 tray - Clear	6	3	0.42	8.250	4.250	2.500	03510 1
3520-03		UltiMate StowAway - Clear	3	6	0.99	12.750	8.310	4.750	03520 0
3582-00		Small Fly Box - clear	6	1	0.06	4.000	3.000	1.000	03582 8
3583-00		Medium Fly Box - clear	6	2	0.15	6.000	4.000	1.250	03583 5
3584-00		Large Fly Box - clear	6	3	0.20	7.750	4.750	1.250	13584 9
3704-00		Spinnerbait StowAway - Clear	6	8	1.00	14.000	9.130	2.000	03704 4
23731-21		Spoon Box - 39 slots	3	5	0.81	14.000	9.130	3.250	23731 4
2-3610-00		ProLatch 3610-size with adjustable dividers	6	3.67	0.44	10.880	5.500	1.750	03610 8
7080-20		Magnum Spoon Box - 72 slots	3	9	2.73	17.500	16.000	5.000	20708 9
45-501	Changed	Hook & Sinkers Organizer - Large	7	9	0.89	12.375	8.875	1.500	00219 6
3708-00	NEW	The Alabama Rig Box - 3700 size with yellow dividers	4	5	0.63	14.000	9.130	2.000	03708 2
StowAway Boxes									
3448-40		Pocket StowAway - 4 comp.	6	1	0.08	4.630	2.880	1.000	34484 5
3448-60		Pocket StowAway - 6 comp.	6	1	0.08	4.630	2.880	1.000	34486 9
3449-85		Pocket StowAway - 5 comp.	6	1	0.15	6.500	3.750	1.130	34495 1
3449-87		Pocket StowAway - 7 comp.	6	1	0.15	6.500	3.750	1.130	34497 5
3450-46		Pocket StowAway - 6 comp.	6	2	0.23	8.250	4.250	1.380	34506 4
3450-28		Pocket StowAway - 8 comp.	6	2	0.23	8.250	4.250	1.380	34508 8
3455-00		Adjustable StowAway 6 - 12	6	2	0.24	8.250	4.250	1.380	03455 5
3618-00		StowAway - 18 fixed comp.	6	4	0.59	11.000	7.250	1.750	03618 4



2013 Changed/Discontinued Items

Guide Series™ - Waterproof StowAways (Made in USA)									
3440-10		WaterProof w/ O-ring - 4648 size	6	3	0.29	7.375	4.500	1.750	13440 8
3540-10		WaterProof w/ O-ring - 3500 size	6	3	0.29	9.125	4.875	1.500	13540 5
3640-10		WaterProof w/ O-ring - 3600 size	6	5	0.51	10.750	7.250	1.750	13640 2
3740-10		WaterProof w/ O-ring - 3700 size	4	5	0.68	14.000	9.000	1.875	13740 9
3741-10		WaterProof w/ O-ring - 3700 deep	3	5	0.76	14.000	9.000	2.875	13741 6
ProLatch™ Series Organizers									
3570-00		CDS StowAway - 3500 size	6	3	0.20	9.130	5.000	1.250	03570 5
3670-00		CDS StowAway - 3600 size	9	10	0.86	11.000	7.250	1.750	03670 2
3770-00		CDS StowAway - 3700 size	8	14	1.33	14.000	9.130	2.000	03770 9
3771-00		CDS StowAway - 3701 size	6	10	0.76	14.000	9.130	1.380	03771 6
3860-01		Connectable Satchel StowAway, Med. w/ hdl	4	4	0.54	11.000	8.500	2.250	03860 7
3870-01		Connectable Satchel StowAway, Lg. w/ hdl	4	6	0.99	15.000	11.250	2.250	03870 6
705-001		ProLatch XL StowAway	4	7	1.68	14.000	14.375	3.250	20705 8
7080-01		ProLatch XXL StowAway	3	9	2.73	17.500	16.000	5.000	10708 2
23500-00		ProLatch 3500 size, w/ adj. Divs	6	3	0.26	9.130	5.000	1.250	03500 2
23600-01		ProLatch 3600 size, w/ adj. Divs	6	5	0.56	11.000	7.250	1.750	03600 9
23601-00		ProLatch 3600 thin size, w/ adj. Divs	6	4	0.35	11.000	7.250	1.130	03601 6
23620-01		ProLatch 3620 size, w/ adj. Divs	6	5	0.56	11.000	7.250	1.750	03620 7
23630-01		ProLatch DEEP 3630, w/ adj. Divs	4	4	0.55	11.000	7.250	2.750	23630 0
23650-52		ProLatch 3650 size, w/ INHIBITOR CHIPS	6	5	0.56	11.000	7.250	1.750	53650 9
23650-02		ProLatch 3650 size, w/ adj. Divs	6	4	0.56	11.000	7.250	1.750	03650 4
23700-01	Changed	ProLatch 3700 size, w/ adj. Divs - new latch/style	4	5	0.63	14.000	9.000	1.875	03700 6
23750-51	Changed	ProLatch 3750 size, w/ INHIBITOR CHIPS - new latch/style	4	5	0.63	14.000	9.000	1.875	53750 6
23750-01	Changed	ProLatch 3750 w/ bulk compartment - new latch/style	4	5	0.63	14.000	9.000	1.875	03750 1
23701-00		ProLatch 3701 size, w/ adj. Divs	6	8	0.71	14.000	9.130	1.380	03701 3
23705-00		ProLatch - 1/2 of 3700 Size - w/ Adj. Divs	6	4	0.51	9.000	7.000	2.000	03705 1
23715-00		ProLatch - 1/2 of 3700 Size - Open	6	4	0.51	9.000	7.000	2.000	03715 0
23730-05		ProLatch 3730 Deep 3.25" w/ adj. Divs	3	5	0.81	14.000	9.130	3.250	03730 3
23731-01		ProLatch Deep Open , StowAway - clear	3	4	0.81	14.000	9.130	3.250	03731 0
23780-00		ProLatch 3780 Deep 2.8" w/ adj. Divs - Clear	3	4	0.74	14.000	9.130	2.800	03780 8
43620-0		Hydro Flo Box - 3620 size	6	5	0.56	10.750	7.250	1.500	04362 5
43700-0		Hydro Flo Box - 3700 size	4	5	0.63	14.000	9.000	2.000	04370 0
43730-0		Hydro Flo Box - 3700 DEEP size	3	5	0.81	14.000	9.000	3.000	04373 1
1960-00	NEW	StowAway Rack	3			19.000	9.500	8.000	01960 6
Rod & Reel Cases									
1404-02		Reel Storage/Accessory Case - Black	4	15	3.65	16.750	6.000	14.500	01404 5
4448-00	NEW	Fabric Rod Tube - 48 in. - green	4	7.96	1.64	48.000	3.000	3.000	04448 6
4442-00	NEW	Fabric Rod Tube - 42 in. - green	4	7.19	1.44	42.000	3.000	3.000	24442 8
4448-10	NEW	Fabric Rod Tube - 48 in. Fishouflage	4	7.96	1.64	48.000	3.000	3.000	14448 3
4442-10	NEW	Fabric Rod Tube - 42 in. Fishouflage	4	7.19	1.44	42.000	3.000	3.000	34442 5



2013 Changed/Discontinued Items

Guide Series™ Rod & Reel Cases									
35102-6		Guide Series 3" Diameter Adjustable Rod Case	4	18	2.74	3.000	3.000	58-106	35102 7
46102-0		Guide Series 4.25" Diameter Adjustable Rod Case	4	30	4.40	4.250	4.250	64-106	46102 3
4588-00		Airliner Telescoping Rod Case - Black	4	29	4.96	47-88	9.750	5.500	04588 9
6508-00		Jumbo Airliner Telescoping Rod Case - Black	1	17	4.30	67-112	11.500	8.500	06508 5
4264-40		Guide Series Rod Tube - 64", Green/Brown	4	13.71	1.71	65.000	7.000	2.000	44264 0
4254-40		Guide Series Rod Tube - 54", Green/Brown	4	14.33	2.05	54.500	9.000	3.000	44254 1
4243-40		Guide Series Rod Tube - 43", Green/Brown	4	7.875	1.38	43.500	10.500	3.250	44243 5
Plano Elite Organizers									
3607-04	Changed	Plano Elite Spinner Bait 3600 size	6	4	0.56	10.750	7.250	1.750	43607 6
3607-06	Changed	Plano Elite Small Crank Bait 3600 size	6	5	0.56	10.750	7.250	1.750	63607 0
3607-07	Changed	Plano Elite Medium Crank Bait 3600 size	6	6	0.56	10.750	7.250	1.750	73607 7
3707-04	Changed	Plano Elite Spinner Bait 3700 size	4	5	0.63	14.000	9.000	1.875	43707 3
3707-05	Changed	Plano Elite Spinner/Buzz Bait 3700 size	4	5	0.63	14.000	9.000	1.875	53707 0
3707-07	Changed	Plano Elite Medium Crank Bait 3700 size	4	6	0.63	14.000	9.000	1.875	73707 4
3707-08	Changed	Plano Elite Crank Bait 3700 size	4	6	0.63	14.000	9.000	1.875	83707 1
Medical/Paramedic Box									
747-004		XL front access 3 tray box - Orange & White	1	15	2.80	20.830	11.500	12.750	74700 4





4th Quarter Specials

4th Quarter Tackle Specials

**Orders must be placed
by Sept. 1, 2012
for shipment by
Oct. 1, 2012**



758-005
Four Drawer Box
Green Metallic/Silver
1 per carton
\$21.99



1119-06
Double-sided Satchel
Sandstone & Green
4 per carton
\$9.99



1715-81 (Cherry Pink) or 1715-82 (Blue)
Large 2-sided Satchel w/ 42 pieces of assorted
tackle and 18-pk Eagle Claw® hooks
UPC: 024099 17151 9 / 024099 17152 6
4 per carton
\$5.95



23701-70
3-Pk 3700 Size, Mixed Stows
Includes one each: 3700, 3701, 3730
shrink wrapped w/ label
UPC: 024099 37017 2
case pack TBD
\$9.50





OEM Update

OEM Update

2011 OEM finished the year up 25%

2012 OEM is up 40.6% over 2011

Major areas of increase for 2012:

- Freedom Group – Remington
- 1312 Ammo box – Winchester, CCI Speer, Fiocchi, Hornady
- Laker Tackle kit project
- Add 59 new SKUs at W.W. Grainger



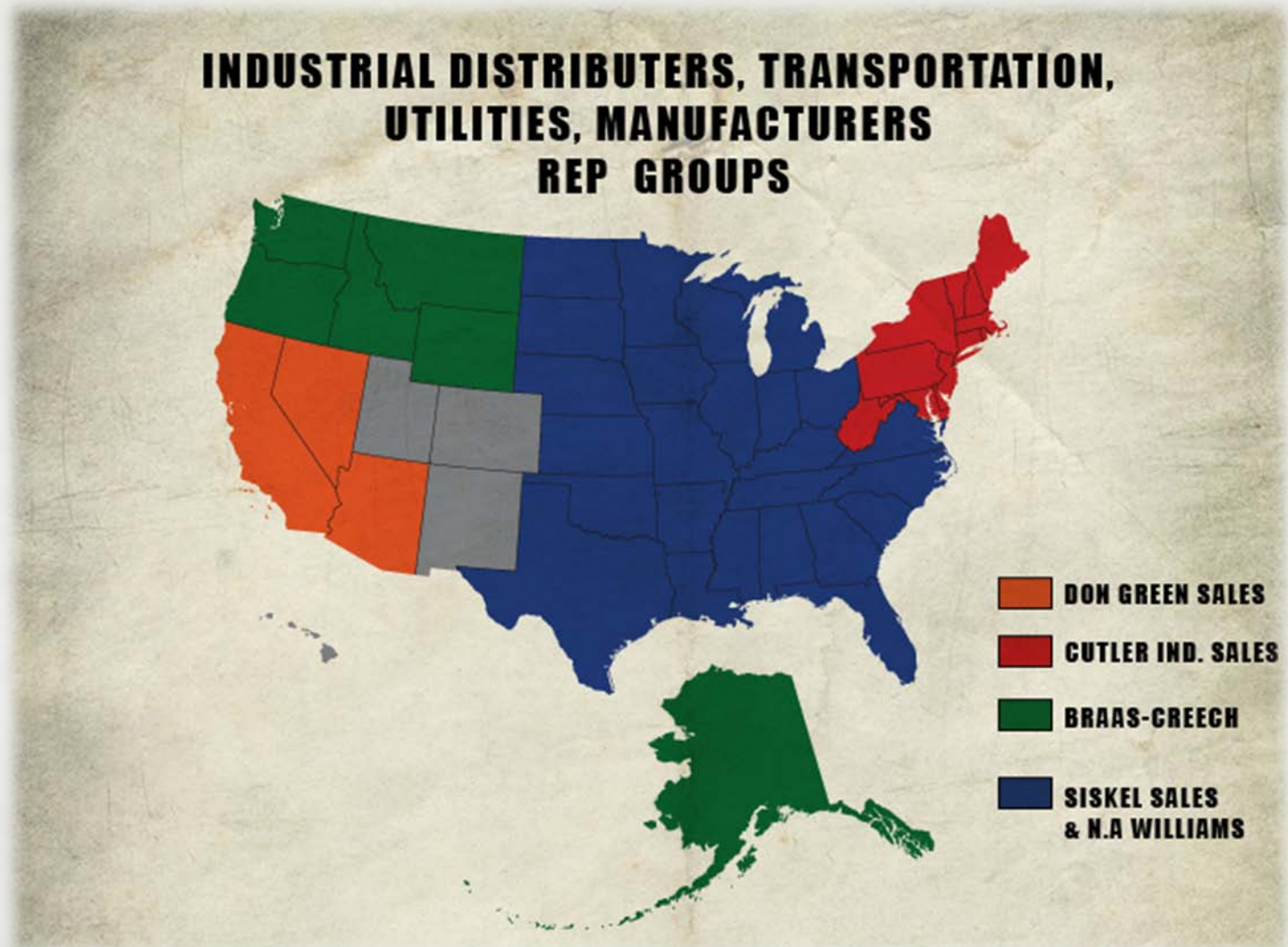
OEM Update continued

Have hired reps to call on different channels of business:

- Industrial distributors
- Manufacturers
- Medical
- Transportation
- Government/LE
- Utility Companies
- Schools



Industrial Rep Groups



LE Rep Groups



OEM Update continued

- Any accounts that you have opened will remain yours
- Plano OEM is on pace to achieve the goal of adding an additional \$3 million in sales for 2012



OEM Pricing

- 2011 OEM price list contains all items from all divisions with the exception of Caboodles, and is the only price list that should be used for quoting OEM customers.
- Discount structure for ALL NEW OEM customers:

Yearly Estimated Volume

\$300.00 to \$1,999.99	OEM Wholesale price list
\$2,000.00 to \$4,999.99	10% discount
\$5,000.00 to \$9,999.99	15% discount
over \$10,000.00	contact Jeff to discuss

- Minimum order of \$300 per order. Full case packs only. Stock items only.
- Special make-ups (including custom color, foam, and logos) can be made with minimal quantities



OEM Pricing continued

April 8, 2011

Please find the attached 2011 Plano Molding OEM price list. This price list is to be used for all NEW OEM customers. OEM is defined as any customer who is **NOT** a retailer or wholesale distributor.

The 2011 OEM price list contains all items from all divisions with the exception of Caboodles, and is the only price list that should be used in quoting OEM customers.

For **ALL NEW** OEM customers, please use the discount structure below:

Yearly Estimated Volume

\$300.00 to \$1,999.99	OEM Wholesale price list
\$2,000.00 to \$4,999.99	10% discount
\$5,000.00 to \$9,999.99	15% discount
Over \$10,000.00	contact Jeff to discuss

Minimum order of \$300.00 per order, Full case packs only. Stock items only.

Reps with existing OEM customers must have a completed customer information sheet with updated pricing. Please provide me with a list of your OEM accounts, what they purchased, when they last purchased, and the price that they paid. I will review and get back to you with new pricing. You must then complete or update the customer information sheet and return it to Shelly.

Customers who have not purchased from Plano during 2010 or 2011 should be handled as new customers with regards to pricing. You should review their past volume and quote prices according to our new discount structure. We are in the process of completing 2011 customer program sheets and will be completed by May 1, 2011.

Any order that requires special colors, packs, latches, foam or logos becomes a customer SMU and must be discussed with Shelly, Bob or Jeff.

We have added some OEM products, like stowaways in bulk, with no labels or hang tabs. We also offer some gun cases with blank inserts and without foam. You will find these items on the OEM price list.

If you have any questions, please feel free to call me.

Regards,

Jeff Covert

General Manager OEM Sales

office: 630-552-9457

cell: 630-506-0255





15-Minute Break



Marketing

Plano Marketing

Trade



Packaging



Website



Social Media



Print Media



ICAST

The Approach

An engaging, premium and epic trade presence for Plano



Catalog

The Approach

An engaging, high quality,
detailed and cinematic
presentation



Plano Online Catalogs



The screenshot displays the '2012 Catalogs' section of the Plano website. At the top, the Plano logo is shown in yellow and black, followed by the text '2012 Catalogs' in yellow. Below this, a heading reads 'View the 2012 Plano catalogs'. Six catalog covers are arranged in a 2x3 grid:

- 2012 Hunting and Shooting Catalog:** Features a cover with two hunters in a wooded area.
- 2012 Hardware Catalog:** Features a cover with various hardware items like tools and storage.
- 2012 Tactical Catalog:** Features a cover with a person in tactical gear holding a rifle.
- 2012 Tackle Catalog:** Features a cover with a person on a boat and fishing gear.
- 2012 Options Catalog:** Features a cover with various storage containers and the text 'Open To All Possibilities!'. The year '2012' is visible in the top right corner of the cover.
- 2012 Tenzing Catalog:** Features a cover with three people in a misty outdoor setting.

At the bottom of the page, the address 'Plano Molding 431 E. South St. Plano, IL 60545' is listed.

<http://rinckheule.com/PlanoCatalogs/catalogs.html>



Current Tackle Packaging



New Packaging

The Approach

Create a bold, premium, consistent and ownable brand identity for Plano across all tackle lines



New Packaging

The Approach

Create a coding system that illustrates to the consumer the sizes of StowAway utility boxes and how their footprints work within our boxes and bags

STOWAWAY® SIZE GUIDE

The ultimate way to organize, protect and access your tackle.



Compact wallet-sized
organizers for small
lures and accessories.

Intermediate size
boxes for storing a
wide variety of baits
and accessories.

Fully adjustable
storage options
for most standard
tackle

Protects large
lures and specialty
baits in numerous
configurations

6.5" L x 3.75" W
8.25" L x 4.25" W

9" L x 5" W

10.75 L" x 7.25 "W

14" L x 9" W

* Different features, lids and latches may effect final dimensions.

StowAway™ Coding System





PLANO
GUIDE SERIES



**LUMBAR
FISHING PACK**

Model/Modèle/Modelo 4870-40

3600
SERIES



PROLATCH™ STOWAWAY®

The ultimate way to organize, protect and access your tackle.

4-9 ADJUSTABLE COMPARTMENTS

(es) 4-9 Compartments
reglables (fr) 4-9 Compartiments
ajustables


Model/Modèle/Modelo 2-3630

3600
SERIES

MADE IN USA

993086

431 E South Street Plano, IL 60545 • 800 874 6905
WWW.PLANOMOLDING.COM




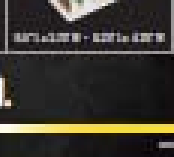


STOWAWAY® UTILITY BOXES

The ultimate way to organize, protect and access your tackle.

STOWAWAY® SIZE GUIDE

Finding a Plano StowAway® that fits your tackle system is easier than ever. Just look for the color-coded series marked on all Plano StowAway® Utility Series and Plano, Plano Guide Series™ and Plano Life™ Tackle Systems. With a full line of standard boxes and numerous specialty storage items, there is a StowAway® designed for all your tackle needs.

3700 SERIES	Protect large lures and specialty baits in numerous configurations.	
3600 SERIES	Fully adjustable storage options for most standard tackle.	
3500 SERIES	Intermediate size boxes for storing a wide variety of baits and accessories.	
3400 SERIES	Compact wide-slot organizers for small lures and accessories.	

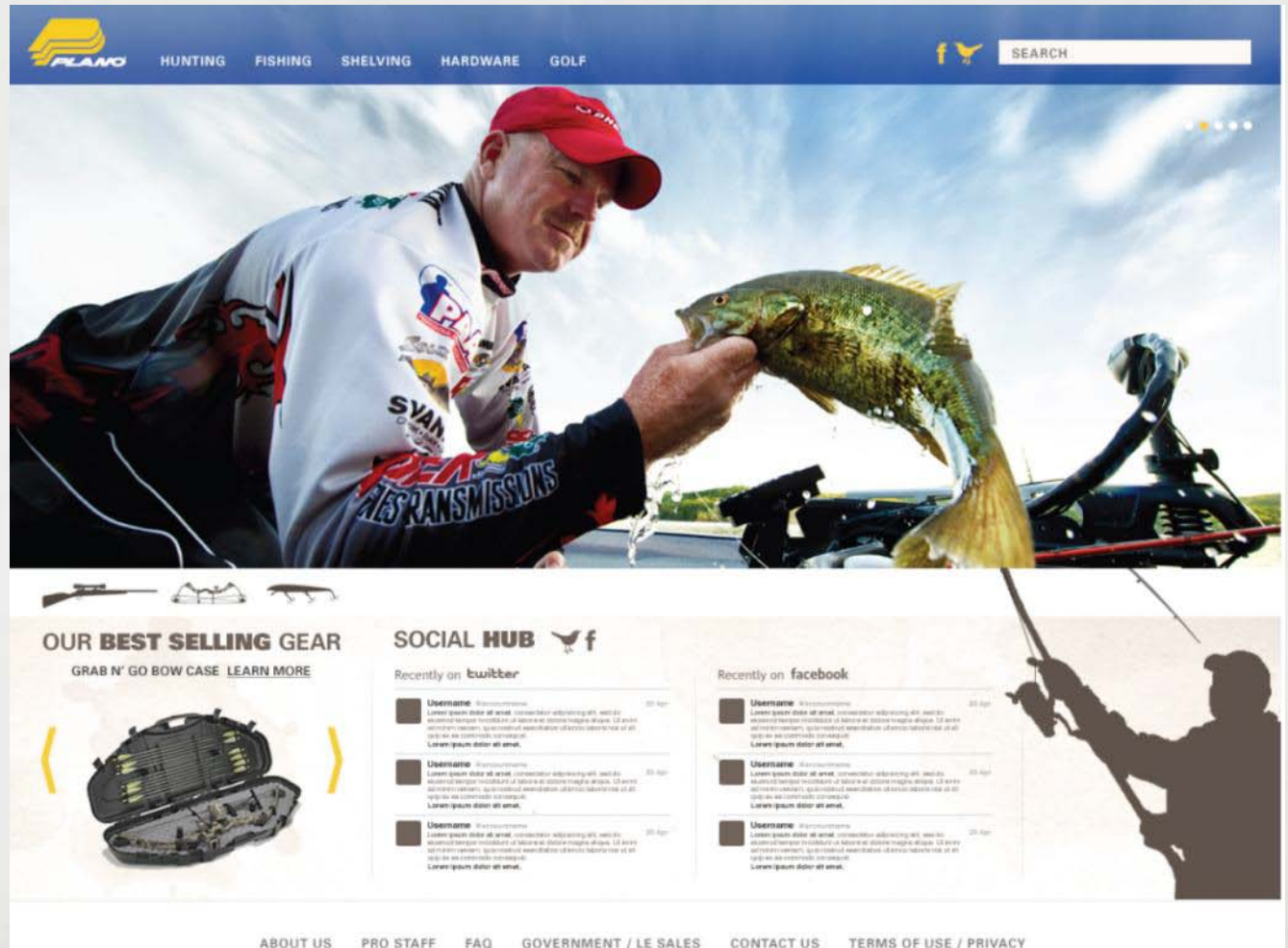
PROTECT YOUR PASSION.



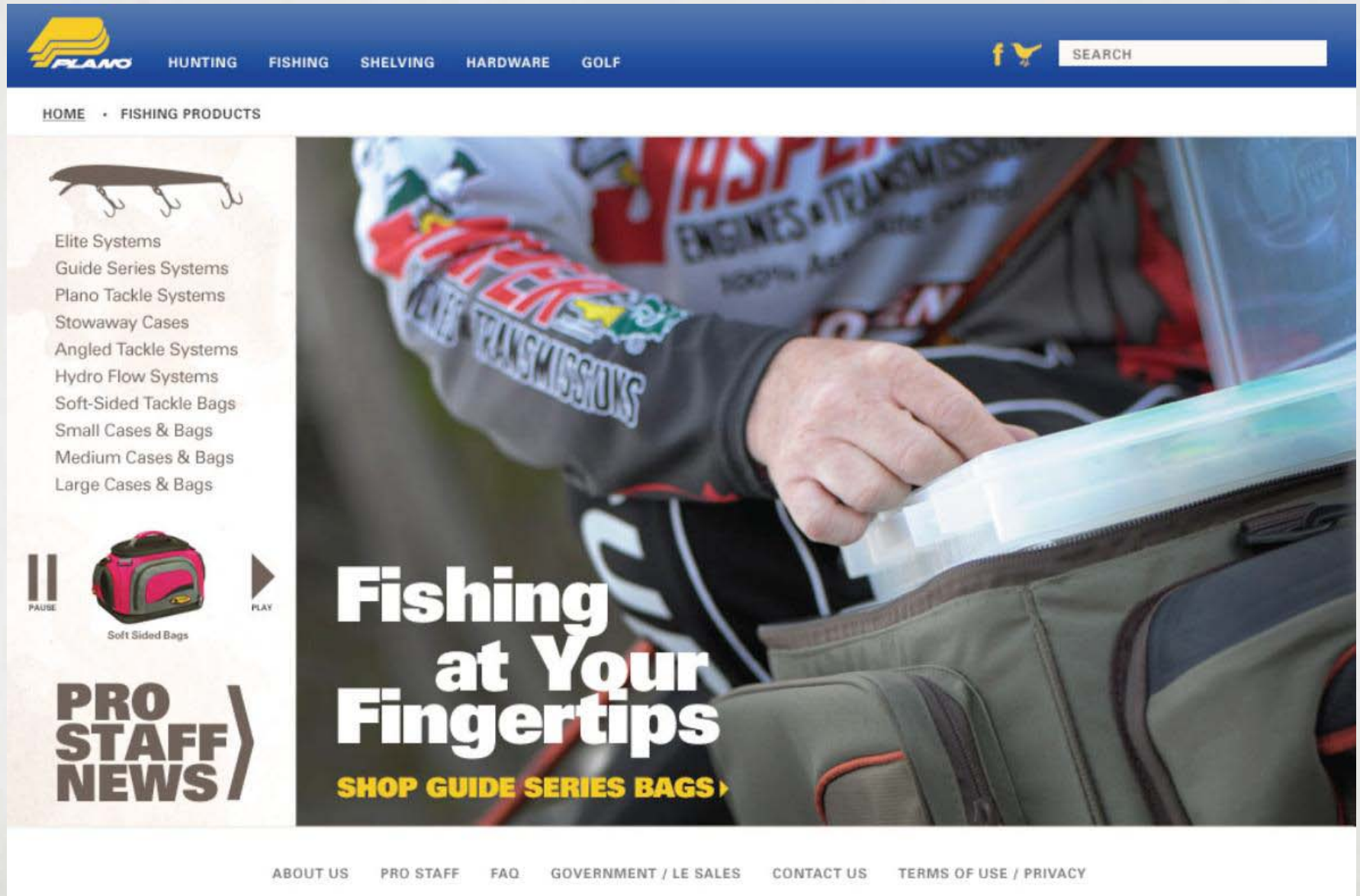
New Plano Website

The Approach

Create a consumer friendly, current, consistent site that integrates product, social media and pro-staff content together



New Plano Website



New Plano Website

[HUNTING](#)[FISHING](#)[SHELVING](#)[HARDWARE](#)[GOLF](#)[HOME](#) • [FISHING PRODUCTS](#) • [SOFT-SIDED TACKLE BAGS](#)

Elite Systems
Guide Series Systems
Plano Tackle Systems
Stowaway Cases
Angled Tackle Systems
Hydro Flow Systems
Soft-Sided Tackle Bags
Small Cases & Bags
Medium Cases & Bags
Large Cases & Bags

Soft-Sided Tackle Bags

[PREV](#) [1](#) [2](#) [3](#) [4](#) [NEXT](#) [VIEW ALL](#)

KVD Series Medium Bag \$75



KVD Series Medium Bag \$75



KVD Series Medium Bag \$75



PAUSE



soft-sided bags



PLAY

PRO STAFF NEWS



KVD Series Medium Bag \$75



KVD Series Medium Bag \$75



KVD Series Medium Bag \$75

[PREV](#) [1](#) [2](#) [3](#) [4](#) [NEXT](#) [VIEW ALL](#)[ABOUT US](#)[PRO STAFF](#)[FAQ](#)[GOVERNMENT / LE SALES](#)[CONTACT US](#)[TERMS OF USE / PRIVACY](#)

New Plano Website

[HUNTING](#)[FISHING](#)[SHELVING](#)[HARDWARE](#)[GOLF](#)

[HOME](#) • [FISHING PRODUCTS](#) • [SOFT-SIDED TACKLE BAGS](#) • [KVD SERIES XXL BAG](#)



KVD Series XXL Bag

Similar Products

 Click to Zoom



Product Features:

- Extra large main compartment for gear storage
- Easy to clean all weather fabrics
- Zippered and lined main compartment with 6 mesh pockets
- Both front and back open for easy access.
- Six zippered pockets and 11 mesh pockets
- Two zippered water-resistant takeaway bags
- Water-resistant zippers and waterproof non-slip rubberized base
- Guide yellow/Field Gray
- 27" X 15.5" X 15.75"



 Like 184

[ABOUT US](#)[PRO STAFF](#)[FAQ](#)[GOVERNMENT / LE SALES](#)[CONTACT US](#)[TERMS OF USE / PRIVACY](#)

Social Media

The Approach

Sharing compelling content from the category along with product news and promotions. This prevents follower fatigue from over-promoting Plano products.

The screenshot shows a Facebook interface. At the top is the Facebook navigation bar with the logo, search bar, and user profile (Sean Wheatley). Below this is the 'Admin Panel' for the 'Plano' page, with buttons for 'Edit Page', 'Build Audience', 'Help', and 'Show' (with a notification icon). The main content area displays a post from 'Plano' on Monday. The post features a large image of a red and black Nitro bass boat with '75 NITRO' and 'Bass Pro Shops' branding. To the left of the image is the Plano logo and a brief company description: 'Company: Plano stands as the most recognizable name in the industry for outdoor storage solutions for outdoors. www.planomolding.com'. Below the image is a caption that reads 'What's a good caption for this photo?'. The post has 45 likes and a comment from 'Boar Creek Ranch' which says '201 others like this.'. At the bottom, there is a link to 'View previous comments' and a page indicator '50 of 500'.



Social Media - The Approach




Facebook also provides a platform to leverage professional personalities endorsing Plano product.

Social Media - The Approach

Strategically tagging (linking) to partner Facebook pages exposes Plano's Facebook page to new fans.

Plano shared a link.
Monday

What do Plano, Tenzing Outdoors, Sportsman's Warehouse, Bear Archery, Scent-Lok, Big Agnes, and Vortex Optics have in common? They are all involved in our Hunt with Cameron Hanes giveaway! Enter here for a chance at winning this fully-outfitted Alaskan dream hunt!
<http://marketing.sportsmanswarehouse.com/registration/?ID=115>




Sportsman's Warehouse Marketing
marketing.sportsmanswarehouse.com

Welcome to the Sportsman's Warehouse Marketing portal web site. Form here you can access

Plano
17 hours ago

LIKE if you ever caught a fish that had no business even attempting to eat your offering. Small fish on a big lure? Big fish on a tiny lure? What have you caught? [Rebel Lure Company](#)



Like · Comment · Share 30

Chris Girardin and 1,365 others like this.

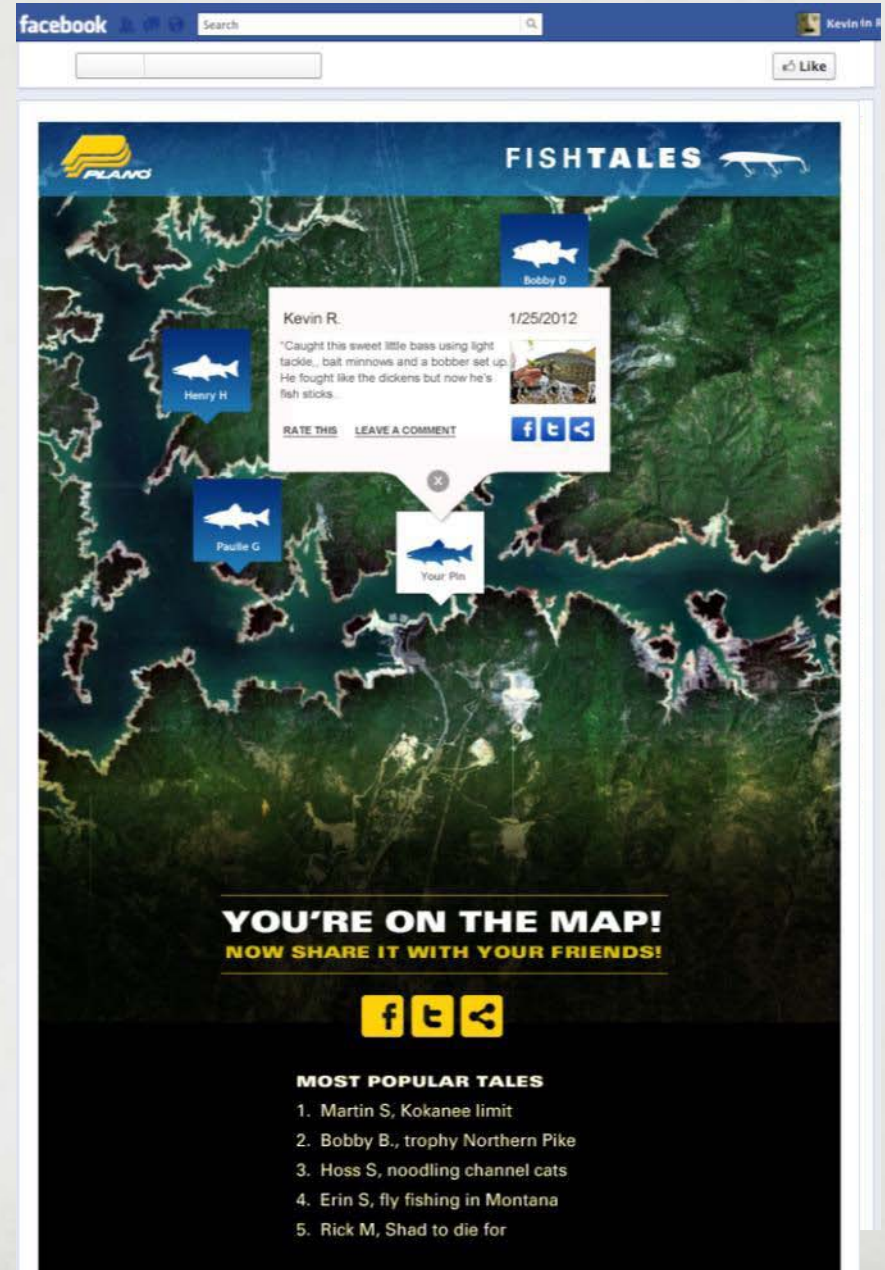
View all 146 comments

Write a comment...

Social Media - The Approach

Plano Facebook interactive applications to engage the community

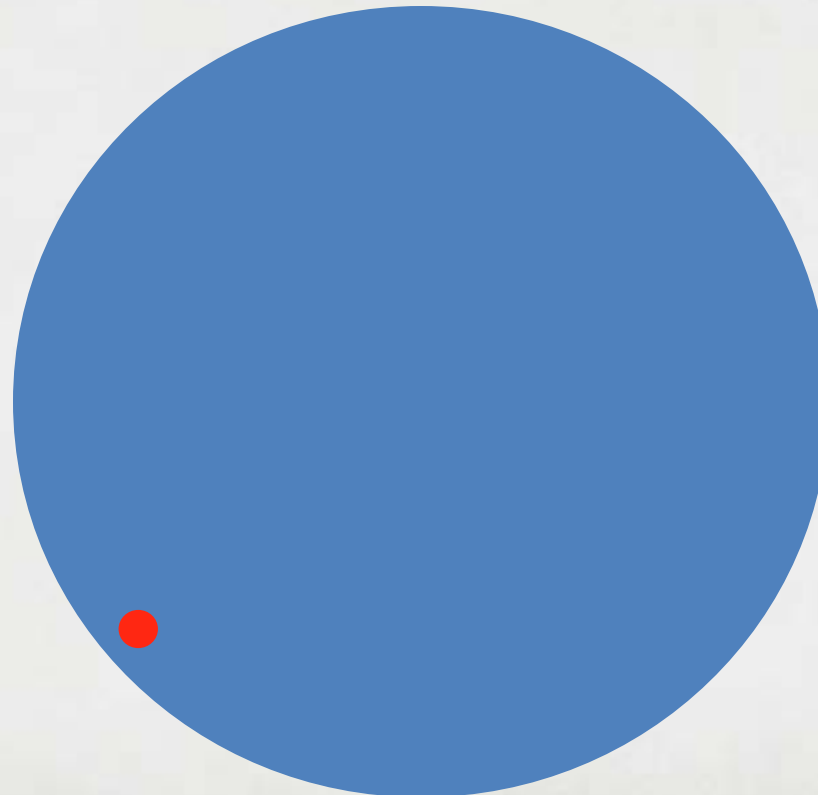
Fish Tales



Results

- Plano Facebook 10,000 new followers YTD
- 2,300,000+ post impressions in May alone

Impressions measure the number of times a post from your Page is displayed, whether the post is clicked on or not. People may see multiple impressions of the same post. For example, a fan might see a Page update in their news feed once, and then a second time if their friend shares it.



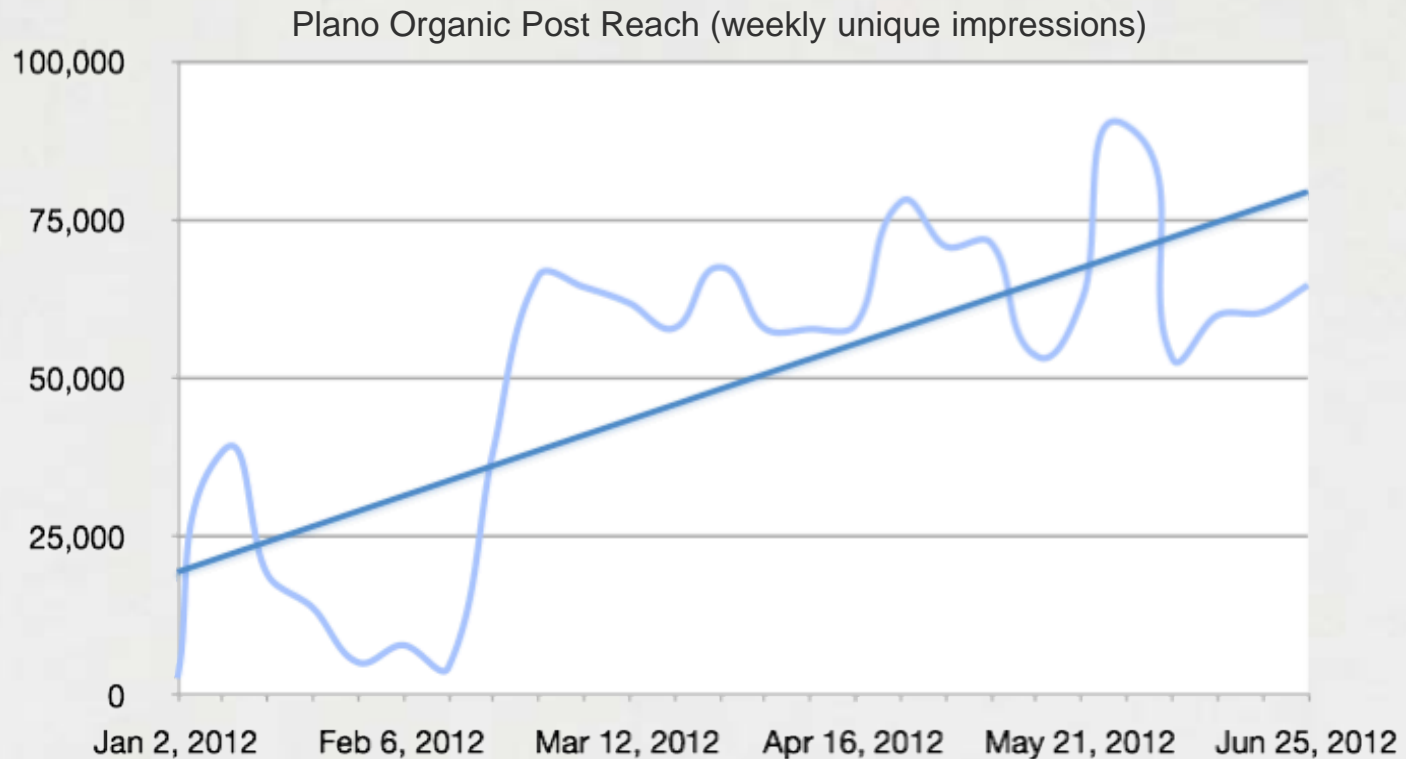
● May 2012
2.3M

● Dec 2011
117K



Results

Organic reach: The number of unique people, fans or non-fans, who saw this post in their news feed, ticker or on your Page.



National Circulation & Display Ad Rates

- Field & Stream: Circ. 1.25M, \$135,100.00
- Outdoor Life: Circ. 750K, \$78,200.00
- Bassmaster: Circ. 537K, \$28,785.00
- In-Fisherman: Circ. 207K, \$14,885.00



Other Platforms

Does Twitter skew too young for hunting & fishing outdoor brands? No.

**Outdoor Channel**
@OUTDChannel

America's Leader in Outdoor TV - Hunting, Fishing, Shooting, Off-Road Motorsports, and everything else outdoors. Read news. Join Community. Temecula, CA · <http://www.outdoorchannel.com>

Followed by [Tenzing Outdoors](#).

5,426 TWEETS	5,539 FOLLOWING	42,366 FOLLOWERS
------------------------	---------------------------	----------------------------

**Hunting and Fishing**
@huntingfishing

Hunting and fishing news, information, and tale tales. Join the pack!

Followed by [Brittany boddington](#).

44 TWEETS	860 FOLLOWING	11,766 FOLLOWERS
---------------------	-------------------------	----------------------------

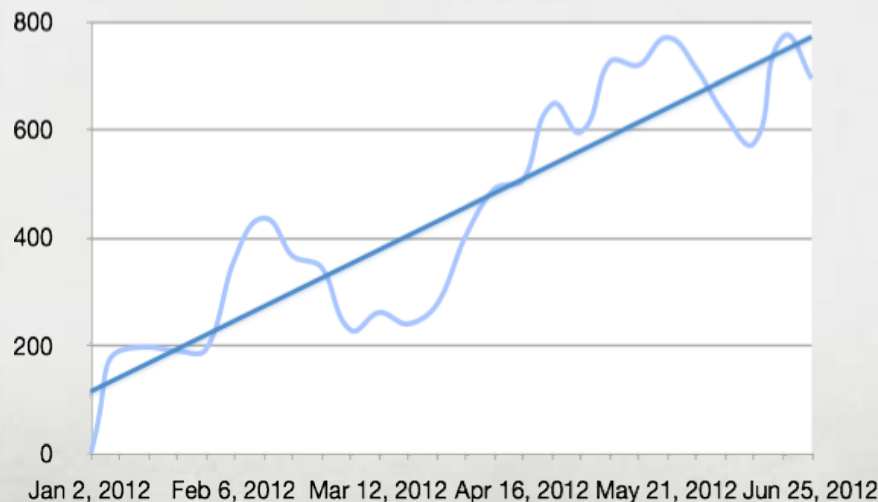
**Hunting Fishing**
@Huntfishg4x4

USA · <http://www.huntingfishing4x4.com/>

Followed by [Brittany boddington](#).

693 TWEETS	1,900 FOLLOWING	4,945 FOLLOWERS
----------------------	---------------------------	---------------------------

400% increase YTD for Plano mentions & followers on Twitter



Plano Print Media

Cross-section of Fresh and Saltwater Publications



GEAR UP AND LET IT RIP.

The moment the fish hits your line you remember exactly why you love this. Don't let anything dampen the moment. Plano's FTD Elite Hydro-Flo™ tackle system is designed specifically to keep your gear dry and organized. It's water-resistant cover, slide-proof base and flow-through bottom ensures that everything stays in place even when the boat doesn't. And when you're done, simply hose it out for the next trip. **Protect Your Passion.**



www.planooutdoors.com



WHEN FISHING IS YOUR BUSINESS THIS IS YOUR BRIEFCASE



FLEX 'N GO™ SATCHEL
INCLUDES TWO NEW PLANO LATCH SYSTEMS (NEW DESIGN)

Introducing Plano's new Flex 'N Go™ Satchel System. This compact, multi-functional workhorse organizes all your essential gear, making it easily accessible whenever and wherever you need it. Available in both freshwater and saltwater models, this innovative case features a deep bin with adjustable compartments and DuraView™ lid on one side and attaches two 3600 Stowaway™ Utility Boxes on the other. And because the Satchel System is compatible with Plano Elite™ 3600 Organizers, your case can be easily customized for all of your "business trips." **Protect Your Passion.**



OPTIONAL 3600 STOWAWAY™ UTILITY BOXES ALLOW WATER TO FLOW THROUGH, KEEPING GEAR DRY AND CLEANUP SIMPLE.



VISIT US AT BOOTH - 1051



GRAB YOUR GEAR AND LET IT RIP.

Ken Pelt
Tuna King of the Year

When you're the world's top professional angler, finding time to fish isn't a problem. Unfortunately for the rest of us, it's not always that easy. Plano's new Hydro-Flo™ tackle bag helps you get the most out of every outing. It's innovative flow-through design keeps gear dry and cleanup simple. Also available in a full-line of Stowaway™ utility boxes, the Hydro-Flo system will organize your tackle and optimize your weekend. **Protect Your Passion.**



www.planooutdoors.com



In-Fisherman™



SALTWATER ANGLING ENTERTAINMENT

GAFF
MAGAZINE

Salt Water
SPORTSMAN

FLORIDA
SPORTSMAN

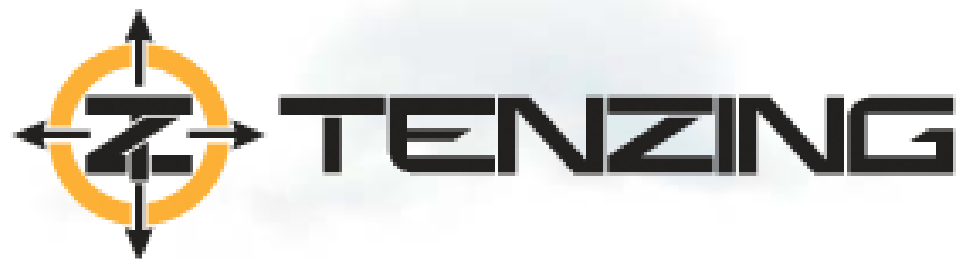
Since 1969

Plano Apparel



- Two free shirts per sales rep
- Order form will be sent out next week





Tenzing Update

Tenzing

Website



Social Media



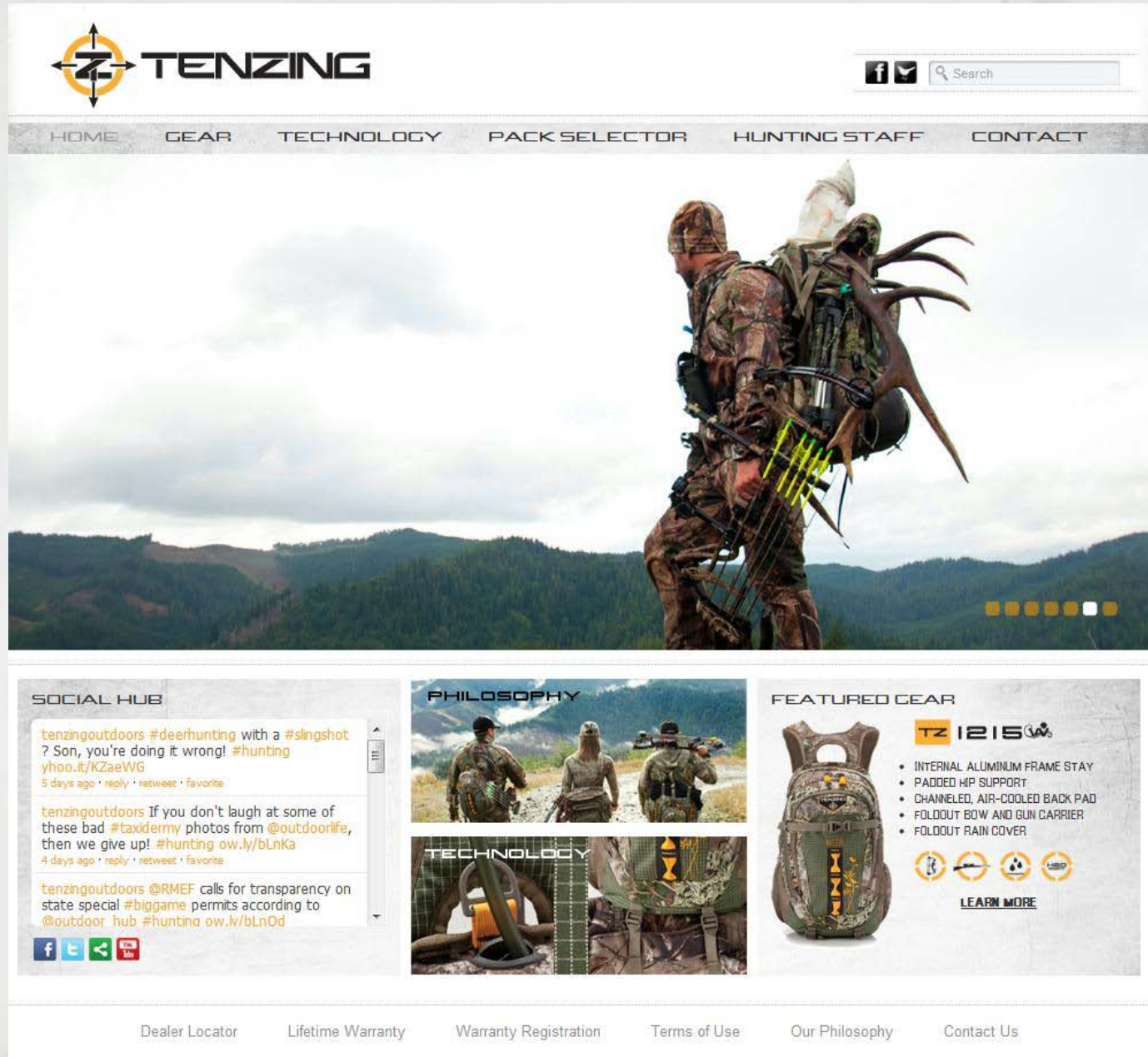
Print Media



Dealer Displays



Tenzing Website



Social Media

Challenge: Starting with an audience of zero and products that weren't yet on the market while established brands like Badlands had solid social followings.



Leveraging carefully selected personalities combined with a top-quality product have helped grow a strong fan base



Social Media - The Approach

25+ minutes of high-quality video was produced to accent Tenzing features and technology, along with positioning the brand with hardcore hunting personality Cam Hanes.



Tenzing Outdoors TZ 6000, TZ 5000 Hunting Pack

tenzingoutdoors

Subscribe

10 videos



Social Media - The Approach

Tenzing Pack Selector

Rich, unique Facebook applications and website illustrate and educate the hunter on pack features while reinforcing the brand position

HUNTING PACK SELECTOR

Find a Tenzing pack to make your hunt go further...

Need a weapon carrier on your pack?

☒ Not required

☐ Bow

☐ Bow or Rifle

Need a rain cover on your pack?

☒ No

☐ Yes

Need an integrated H2O port?

☒ No

☐ Yes

What's your preferred camo pattern?

☒ No preference

☐ Realtree MAX-1

☐ Realtree AP

Preferred pack size?


☒ Any

☐ X-Large (5000+ cu in)


☐ Large (2000-5000 cu in)

☐ Medium (1000-2000 cu in)

☐ Small (< 1000 cu in)



TZ 6000





TZ 5000

TZ 1250

Full mobility, clever organization and total adjustability.


[LEARN MORE](#) [FIND DEALER](#)






TZ 2220


TZ 1250




TZ 1215W




TZ 1140




TZ 1400



TZ 1200



TZ 1400

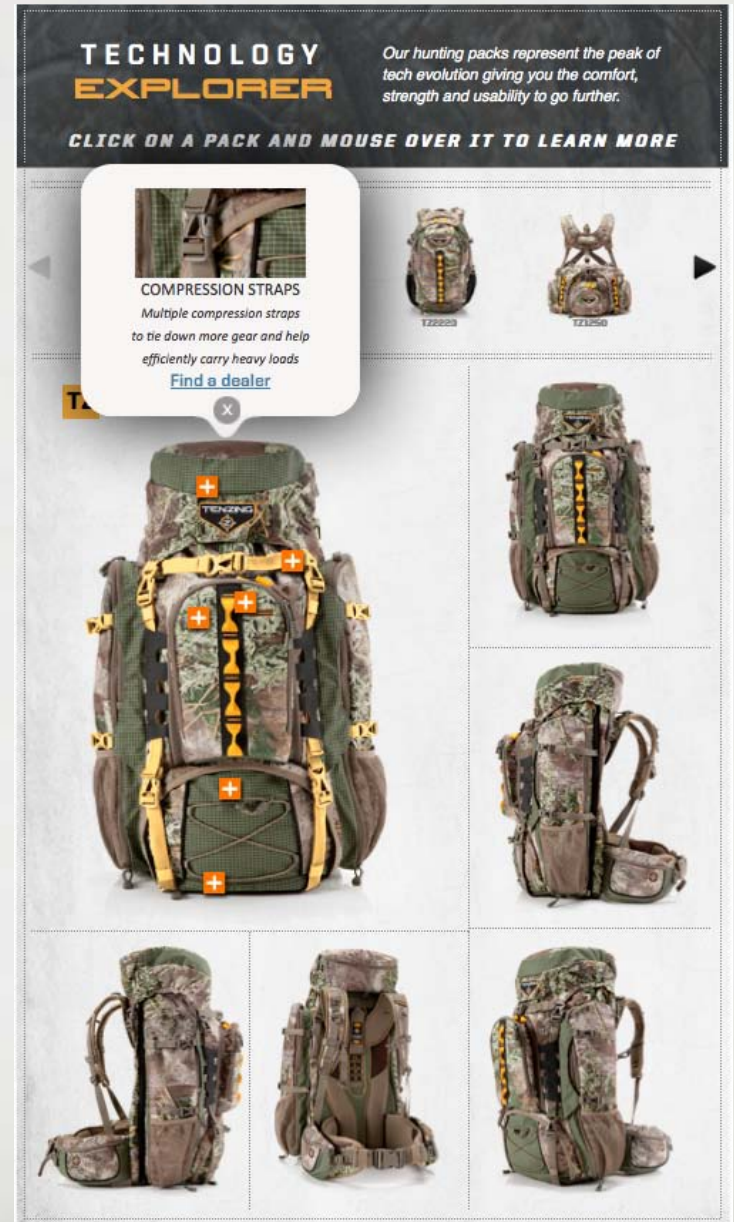


TZ 1200

Social Media - The Approach

Technology Explorer

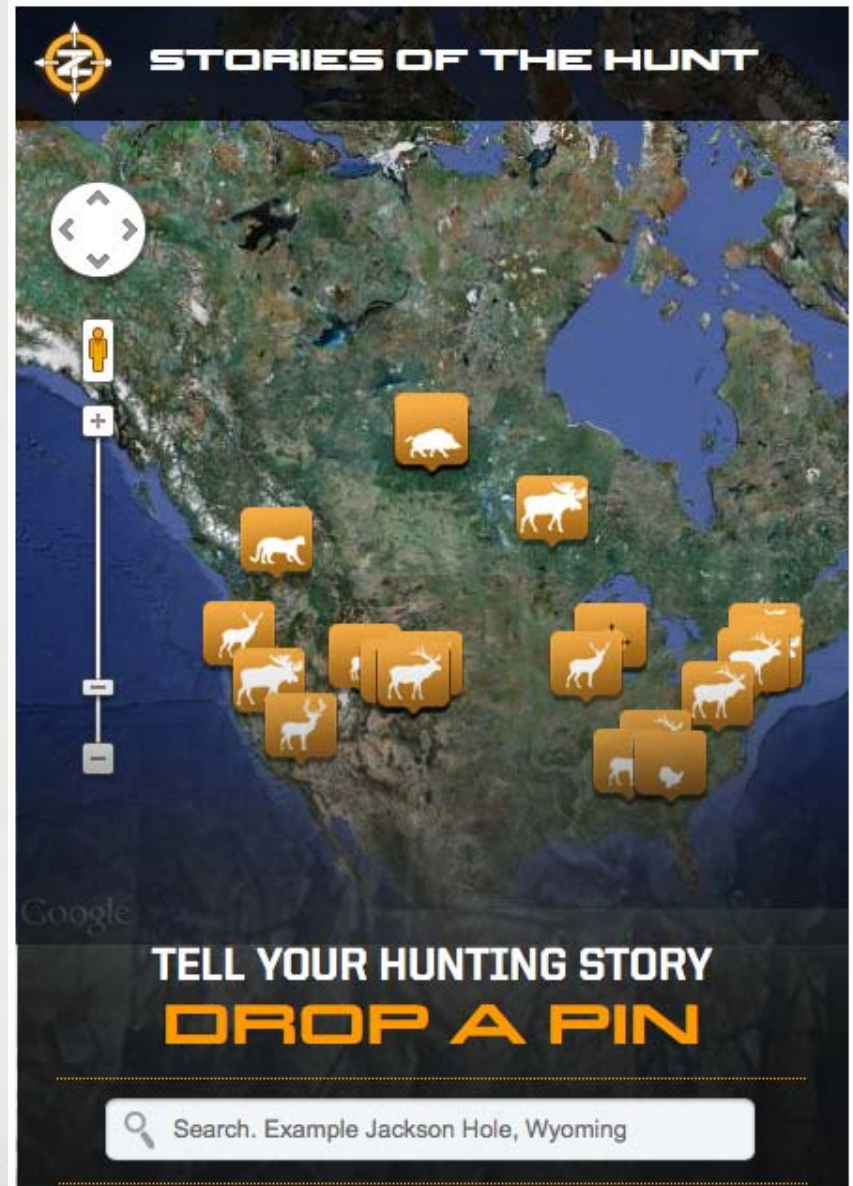
Rich, unique Facebook applications and website illustrate and educate the hunter on pack features while reinforcing the brand position



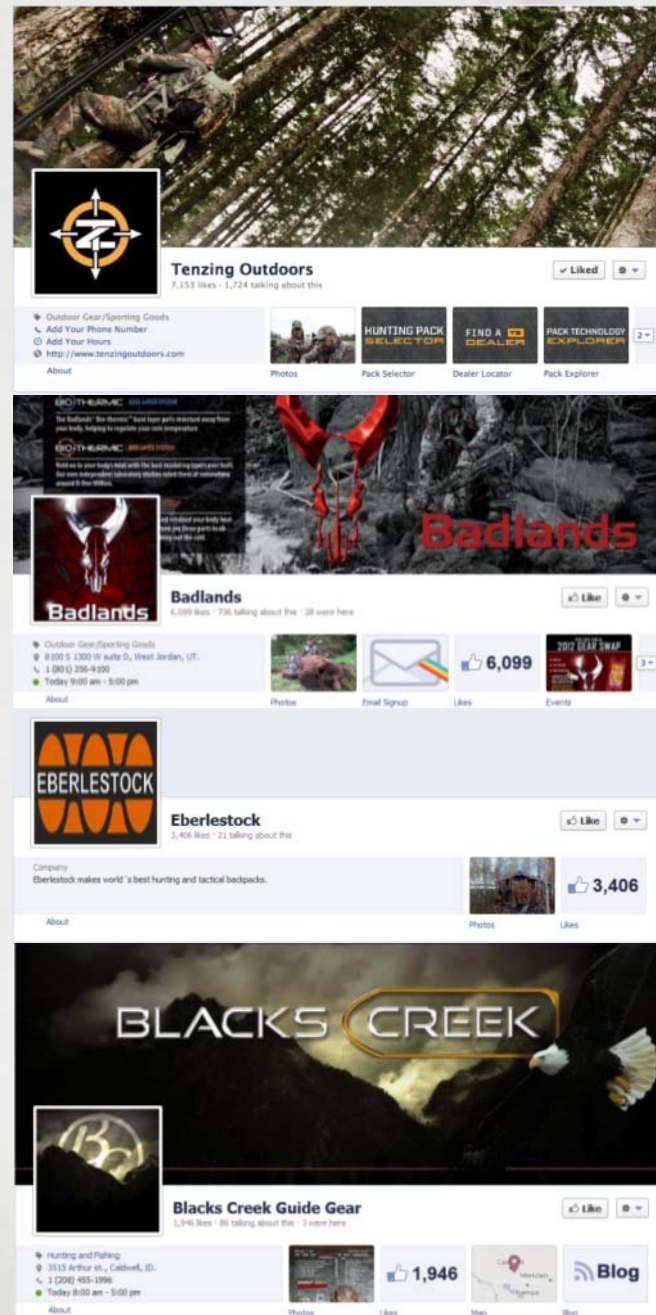
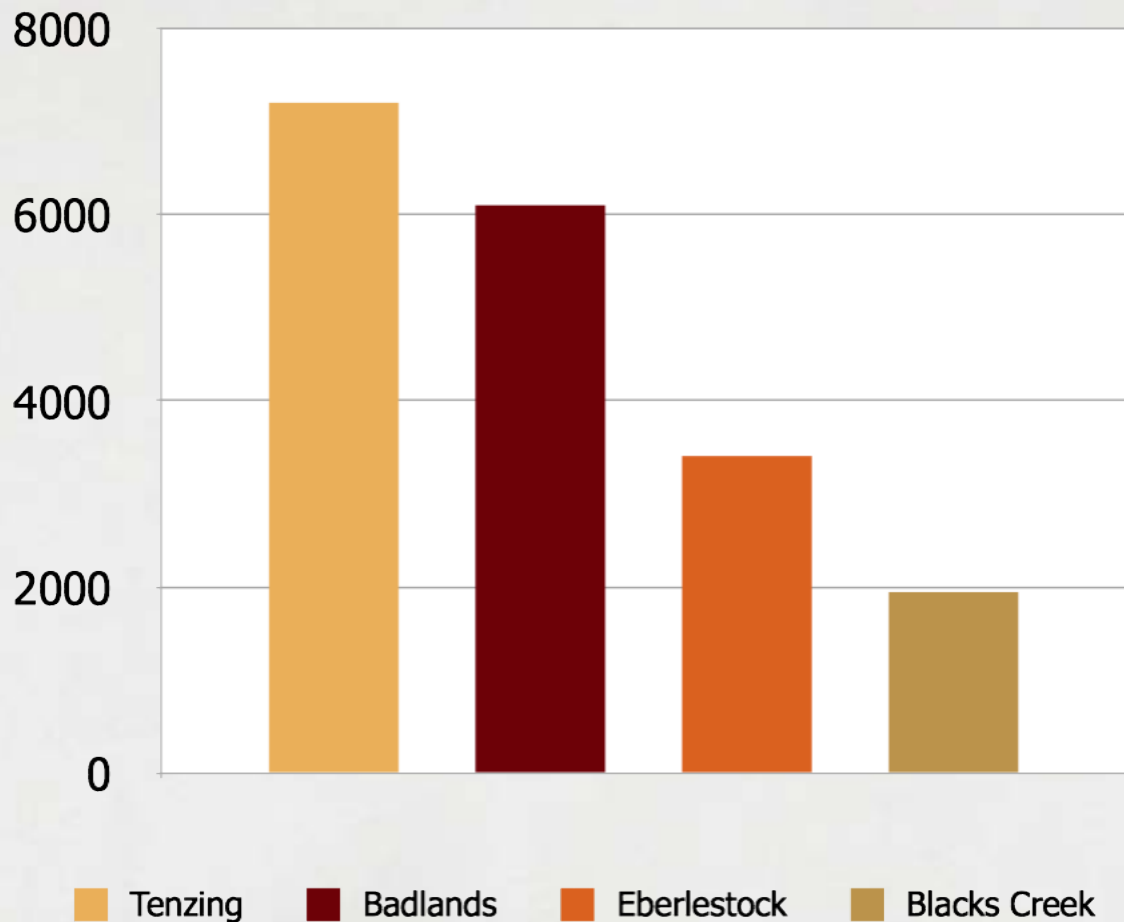
Social Media - The Approach

Stories of the Hunt

Rich, unique Facebook applications and website illustrate and educate the hunter on pack features while reinforcing the brand position



Tenzing passed its competitors as packs hit stores



Tenzing Print Media



EXTREME ELK
MAGAZINE

Muley
Crazy

MULE DEER
FOUNDATION

BUCKMASTERS
WHITE TAIL MAGAZINE

PETERSEN'S
BOWHUNTING

PETERSEN'S
HUNTING

Hunting
ILLUSTRATED

NORTH AMERICAN
Hunter
OFFICIAL PUBLICATION OF THE NORTH AMERICAN HUNTING CLUB

Tenzing Dealer Displays

75 Dealer Displays available for
immediate shipping





2013 New Products



NEW

1123-00 FLEX'N GO™ SATCHEL

- + Double-sided storage box with fixed and removable storage options
- + Flexible strap holds two 3650 StowAway® utility boxes securely in place
- + Polypropylene lid and 4-9 adjustable compartments on fixed side

15.375"L x 11.875"W x 4.875"H • Packed 3/Carton



NEW

1123-01 HYDRO-FLO™ FLEX 'N GO™ SATCHEL

- + Double-sided storage box with fixed and removable storage options
- + Flexible strap holds two 4-3620 Hydro-Flo™ StowAway® utility boxes securely in place
- + Polypropylene lid and 4-9 adjustable compartments on fixed side

15.375"L x 11.875"W x 4.875"H • Packed 3/Carton



NEW

2-3700 STOWAWAY®

-
- + 4-24 adjustable compartments
- + The classic StowAway®
-

14"L x 9.13"W x 1.875"H • Packed 4/Carton



NEW

3708-00 THE ALABAMA RIG® BOX

-
- + Patent pending dividers securely store up to four multi-arm rigs
- + Fits within the 3700 StowAway size footprint
-

14"L x 9.13"W x 2"H • Packed 4/Carton

*ALABAMA RIG IS A REGISTERED
TRADEMARK OF SLICK LURES, LLC.



NEW

1960-00 STOWAWAY® STORAGE RACK

- + Holds assorted sizes and depths of Plano® utility boxes
- + Wall mount or free-standing
- + Adjustable wire shelves for assorted size utility boxes

19"L x 9.5"W x 8"H • Packed 3/Carton



NEW

1312-52 MARINE BOX

.....

+ Weather-resistant O-ring seal

.....

11.625" L x 5.125" W x 7.125" H Packed 6/Carton



NEW

724-000 BELT BAIT STORAGE BOX

-
- + Conveniently clips to belt or waistband
- + Holds up to 20oz of bait
- + 3 compartment top access tray for storing terminal tackle
-

7.75" L x 4" W x 3.25" H • Packed 3/ Carton



NEW

1619 SPORTSMAN'S TRUNK

.....

- + Durable latches
 - + Lockable
 - + Tie-down brackets on each end
 - + Recessed handles
 - + Molded grooves for sturdy stacking
 - + 1619-00 Black
 - + 1619-01 OD Green
-

Exterior 24"L x 13"W x 15"H
Interior 20"L x 11.5"W x 12"H
Packed 3/Carton

NEW

1719 SPORTSMAN'S TRUNK

.....

- + Durable latches
 - + Lockable
 - + Tie-down brackets on each end
 - + Recessed handles
 - + Molded grooves for sturdy stacking
 - + 1619-00 Black
 - + 1619-01 OD Green
-

Exterior 24"L x 13"W x 15"H
Interior 20"L x 11.5"W x 12"H
Packed 3/Carton



NEW

1087-00 LEADER SPOOL BOX

- + ProLatch™ closure
- + Main compartment holds six leader spools 5" diameter x 1" wide
- + Rubber line guides in lower half to feed line through
- + Carry handle

7.25" L x 6.5" W x 5.5" H Packed 6/Carton



NEW

4870-40 KEVIN VAN DAM SIGNATURE SERIES BAG

- + Includes five 3750 ProLatch™ StowAway® utility boxes
- + Molded waterproof non-skid base
- + Padded removable shoulder Strap
- + Four zippered pockets, three external pockets and multiple interior pockets

23.5" L x 14.5" W x 14" H • Packed 1/Carton



NEW

4807-20 SPEEDBAG™ WORMFILE BAG

.....
+ Holds up to 20 magnum packs
.....

9"L x 4.75"W x 4.5"H Packed 6/Carton



NEW

4806-20 SPEEDBAG™ WORMFILE BAG

.....
+ Holds up to 20 packs
.....

7.5"L x 5"W x 4.75"H Packed 6/Carton



NEW

4805-20 SPEEDBAG™ WORMFILE BAG

.....
+ Holds up to 40 packs
.....

14.5"L x 4.5"W x 5.5"H Packed 6/Carton



NEW

4475-00 3500 LUMBAR FISHING PACK

- + Includes two 3500 ProLatch™ StowAway® utility boxes
- + Two zippered pockets, multiple interior pockets and one water bottle holder
- + Adjustable waist belt conveniently stores out of sight
- + Padded back pad and shoulder strap ensure comfortable and secure fit

14"L x 8"W x 8.5"H • Packed 4/Carton



NEW

4476-00 3600 LUMBAR FISHING PACK

- + Includes two 3650 ProLatch™ StowAway® utility boxes
- + Five zippered external pockets, multiple interior pockets
- + Adjustable waist belt conveniently stores out of sight
- + Padded back pad and shoulder strap ensure comfortable and secure fit
- + Auxiliary backpack stored under main lid

17"L x 10.5"W x 10.5"H • Packed 2/Carton



NEW

4477-00 3700 LUMBAR FISHING PACK

- + Includes two 3750 ProLatch™ StowAway® utility boxes
- + Three zippered pockets, three external pockets and multiple interior pockets
- + Adjustable waist belt conveniently stores out of sight
- + Padded back pad and shoulder strap ensure comfortable and secure fit
- + Large, buckled main compartment cover with added Storage

18.5"L x 10"W x 10"H • Packed 2/Carton



NEW

4487-20 FISHOUFLAGE REDFISH BAG

- + Includes four 3750 ProLatch™ StowAway® utility boxes
- + Molded impact-resistant waterproof base
- + Three external zippered pockets
- + Removable, adjustable shoulder strap

19"L x 11.5"W x 9.5"H • Packed 2/Carton



NEW

4442-00 & 4448-00 ROD TUBES

- + Tough, water-resistant exterior fabric
- + Nylon carry handle
- + Dense, foam padded ends to protect rod tips
- + 3" Diameter crush-resistant polypropylene core

4442-00: 42"L x 3"W x 3"H • Packed 4/Carton

4448-00: 48"L x 3"W x 3"H • Packed 4/Carton

NEW

4442-10 & 4448-10 FISHOUFLAGE ROD TUBES

- + Tough, water resistant Bass Fishouflage exterior fabric
- + Nylon carry handle
- + Dense foam padded ends to protect rod tips
- + 3" diameter crush-resistant polypropylene core

4442-10: 42"L x 3"W x 3"H • Packed 4/Carton

4448-10: 48"L x 3"W x 3"H • Packed 4/Carton



NEW

1699-00 THE ALABAMA RIG™ WRAP

.....
+ Securely stores up to six multi-arm rigs
.....

14"L x 8.5"W x 0.5"H • Packed 6/Carton

New Product Development Brainstorming

Beginning in 2013

- All Sales Reps must attend one of 10 NPD Brainstorming Session
- Limit 6 Reps per session
- Held at Plano's Corporate Headquarters
- Schedule of Dates Sent by 10/1





Service Awards

Service Awards

35 Years

Duane Collins


George Gowen

15 Years

Sarah Rath

Len Vinci

Congratulations!



Service Awards

10 Years

Kevin Giefer

Billy Hughes

Cory Rath

5 Years

Phillip Brandis

Paul Hagg

Tripp Thomasson

Congratulations!





Plano Awards

2012 Under Dog Award



JIM ELLIOTT

Plano Sales “Team” of the Year



*WYNDALL LANSFORD,
CLARK BARATTI &
JOE SHOULDERS*

Glenn Simms Extra Mile Award



PAUL SCHWENDEL



Conclusion

Conclusion

- Thank you for your time & attention
- **Have a great show!**

