Red Head Anchor Program

RED HEAD
CONCRETE ANCHORING SYSTEMS

THE CONTRACTOR'S CHOICE
SINCE 1910

PROFESSIONAL GRADE ANCHORS
TRUBOLT® Anchors

High Strength Concrete Wedge Anchors

APPLICATIONS

1. Post Bracket - Need to attach a post to concrete? Trubolt is fast and easy to use.

2. Safety railings are commonly anchored with Trubolt wedge anchors because of availability in four material types for all corrosive atmospheres.

3. Easy to attach lumber to concrete.

FEATURES

- Available in a full range of diameters and lengths
- Fully threaded for maximum versatility
- Approved for use in seismic zones
- Permanent Anchor
- (CE-ESR-225)

Recommended for use in outdoor conditions

FULLY THREADED ADVANTAGE

Trubolt fully threaded feature eliminates subsurface obstruction problems.

Fully threaded design accommodates various material thickness at the same embedment. One anchor saves time and money.
**Concrete**

**LARGE DIAMETER**
**TAPCON (LDT™) ANCHOSES**
Heavy Duty Masonry Tapping Screws

**APPLICATIONS**
1. Sill plates/lumber to concrete floor slab or deck.
2. Using an Impact Wrench, attach wood framing to concrete wall.
3. Great for racking, shelving and conveyor installation.

**FEATURES**
- Single piece anchor that can be installed by hand or with an Impact Wrench
- Completely removable
- Finished head = Finished appearance
- Fast and easy to install
- Approved for use in seismic zones
- Uses standard drill bits—no special drill

For Use In Concrete, Brick & Block

**MULTI-SET II® ANCHORS**
Drop-In Anchors

**APPLICATIONS**
1. Anchoring down large objects, such as umbrella stands, to concrete decks or floor slabs.
2. Use for temporary fastenings, bolt can be removed and re-installed in anchors repeatedly.
3. Ideal for use in overhead applications for suspended objects such as plumbing or conduit.

**FEATURES**
- Bolt can be removed and re-installed repeatedly allowing use as a temporary anchor
- Anchor has a “lip” keeping it flush with concrete surface, hole depth is not critical
- Available in several diameters

For Use In Concrete
**Tapcon Anchors**

Masonry Tapping Screws

**Applications**

1. Shelving supports to concrete, block or brick walls.

2. Brackets, braces, hooks to concrete, block or brick walls.

3. Attaching furring strips or studs to basement walls.

**Features**

- Works in all masonry base materials
- Fast and easy
- Removable
- No hole spotting or inserts required
- ECC ESR-2202

For Use In Concrete, Brick & Block

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**Sammys Anchors**

Concrete Anchors

**Applications**

1. Use Sammys® Vertical Anchor for concrete applications into solid concrete, hollow block concrete and metal deck into concrete.

2. Use Sammys® Horizontal Anchor for concrete applications into solid concrete.

3. Use Sammys® Swivel Anchor for applications into angled solid concrete.

**Features**

- Fast and easy
- Removable
- Can be used in solid concrete & hollow concrete block
- Can be used in vertical, horizontal & angled applications

For Use In Concrete, Brick & Block
Concrete, Block & Brick

**Sleeve Anchors**

*Medium Duty*

**APPLICATIONS**

1. Electrical junction boxes are common applications for the Sleeve anchor because it works well in solid concrete, concrete block, and brick. It is also available in several finished head styles.

2. The Sleeve anchor works well in hollow materials like brick and block. It is available in zinc-plated carbon steel.

3. Door and window frames are commonly attached to the structure with Sleeve anchors because of their finished and threshold head styles and performance in block and brick.

**FEATURES**

- Anchor diameter equals hole diameter
- Available 1/4 - 1/2” diameter up to 6” length
- Zinc plated carbon steel
- Provides full 360° hole contact over a large area and reduces concrete stress
- Medium-loading capacity

*For Use In Concrete, Brick & Block*

**A7 Adhesive Anchors**

*Anchoring System*

**APPLICATIONS**

1. Attaching sill plates/walls to concrete foundation

2. Attaching flooring or roofing system to concrete, block or brick.

3. For use in attaching ledger board to concrete, block, or brick.

**FEATURES**

- Approved for use in seismic zones
- Fast curing
- Easy to use system — all components are included in kit
- Unique “Umbrella” Anchor makes fastening to block fast and reliable

*For Use In Concrete, Brick & Block*
ITW Red Head and Midwest Fastener Corporation have partnered-up to develop a total in-store merchandising system for the Hardware/Lumberyard areas of distribution.

This merchandising system emphasizes color coordination of product bin labels, for ease of use by the consumer.

More importantly, this color coordinated, in-store display is offered to our customers to help sell-through product without the availability of in-store personnel.

In addition, two display Merchandiser/Info Center units were developed (one for concrete and one for masonry). The purpose is to assist the consumer in choice of product for their particular needs as well as showing them how to install the product they’ve chosen.

There is also a take-with brochure that reflects the same information as on the two displays as well as technical specifications.

Finally, a “new-look” line of attractive packaging was developed specifically for this program with a strong brand representation of ITW Red Head & Midwest Fastener Corporation on each package.
Supporting Your Sales Efforts

Condri...500 installation kit and A7 Adhesive kit in clamshell packaging.

Featured product signage lets you highlight a specific category.

Color-coordinated bin, blister pack and carton labels identifies products for use in concrete or masonry.

Two display top merchandisers, one for concrete and one for masonry, with shelves that pull out and angle downward for ease of viewing at the point-of-sale.

4 Color take-with instruction brochure.

Eye-catching Packaging created specifically for this program.
Merchandising

Display Programs:
Our high-impact styrene display cabinets are engineered specifically for the storage and display of packages and/or loose fasteners. They are attractively designed, yet are built to withstand heavy-duty usage for many years of service. These display fixtures are available at no-charge to qualified retailers. The display cabinets’ space-saving design allows for maximum product per square foot of floor space, and the product is presented to the customer in an orderly and “easy-to-shop” style.

Point-Of-Sale Graphics:
Midwest Fastener offers a complete graphics package for your fastener department which includes color-coded bin labels, indexers, box labels and overhead signage. They are designed to aid the customer in making the correct purchase. (They are a silent sales force working for you every day.) All of our graphics are item specific, and the first generation artwork is the best available in our industry.

Pricing Programs:
The Midwest pricing program will give you 100% control of your fastener profits. You can choose any margin markup for your display. You can even request different price margins for each product group or customize your prices item by item. Our Variable Pricing option provides more profit to the retailer. You request it, and we will do it. We also can provide price stickers for packaged goods provided at no charge upon your request.

Service

Our Sales-Force:
There are hundreds of men and women representing Midwest Fastener every day. They are professional people who will:
- Design and install your fastener department.
- Service and maintain your fastener department on a regular schedule.
- Become your partner in profit when it comes to fasteners and specialty products.

Our Website:
- The industry’s only business to business website allowing you to place orders, check order status, track returns and get item history information: www.fastenerconnection.com

Our Distribution System:
- Midwest Fastener Corporation has five distribution centers located across the United States, with over 450,000 square feet of modern and efficient warehousing space to serve you.
- Your orders are processed within 48 hours and will have a 98% fill rate on all product groups…no excuses!
- Toll-Free fax lines are available 24 hours a day for your convenience
- Low prepaid freight minimum.
- Midwest Fastener has a dependable and knowledgeable office staff ready to answer your questions, help with orders and offer you quotes.