



1. 2-Way Displays
2. T-Shirt Tower
3. Nesting Table and Options
4. Dump Bin
5. Mopar Parts Wall

CALL TODAY FOR MORE INFORMATION

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BRANDED MERCHANDISE PROGRAM



DODGE

Jeep



RAM



MOPAR

BRANDED MERCHANDISE PROGRAM

Helm is the official vendor of the Chrysler, Dodge, Jeep® and Ram Branded Merchandise Program.

Included in the program is everything you need to help drive sales and brand impressions to customers through high quality, brand compliant retail merchandise fixtures to on trend “Official FCA” apparel and hard goods.

This brochure provides an overview of all of the fixture components that are included in the Branded Merchandise Program. Additionally, Helm offers a full-line of branded merchandise with an extensive array of imprint products designed to strengthen your brand and inspire every customer who walks through your Dealership. We will send you a recommended product assortment prior to taking delivery of your retail fixtures that will include brand-name apparel, accessories, electronics and valuable promotional products that you can use as a “thank you” or a “giveaway” to surprise and delight your customers. Together with your new fixtures, you will be armed with customer retention tools that reinforce your brand objectives both in-store and in everyday life.

Our team of specialists research your audience and select the perfect assortment of products to help you forge brand loyalty by cultivating and sustaining amazing customer relationships resulting in more sales and brand advocates on your side.



BRANDED FIXTURES