

Market Test Results

THE _____
BALANCED
HANGERTM

Come Hang with Us

ALWAYS LEVELTM

America's Cup Building, 30 Doaks Lane, Marblehead, MA 01945
mburke@balancedhanger.com 301.580.5900

www.balancedhanger.com

PATENT PENDING



MANUFACTURED &
PACKAGED IN USA

THE
BALANCED
HANGER[™]
Come Hang with Us

An Innovative Specialty Item
PICTURE HANGER FOR RETAIL HARDWARE



The modern solution for quick, quality installation
of small-to-large pictures and mirrors.

TWO HOOKS ARE BETTER THAN ONE!

“Single hook” picture hanging solutions leave users feeling frustrated with the time it takes to hang pictures and artwork that doesn’t hang straight.

The Balanced Hanger™ virtually eliminates the major hassles associated with hanging pictures!



Easy, one-step installation! No need for elaborate time-consuming measuring – the integrated bubble-level makes straight artwork a snap!

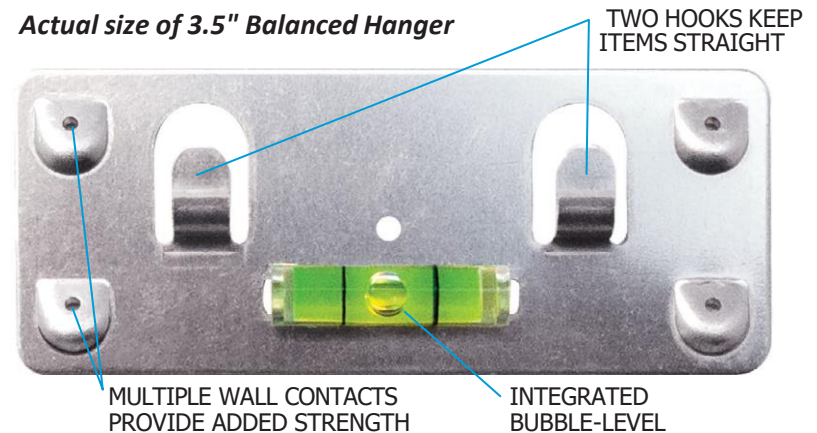


Helps artwork stay straight – two hooks help keep artwork level and reduces the need to repeatedly straighten pictures.



Saves time and frustration regardless of the weight or width of the artwork!

Actual size of 3.5" Balanced Hanger



The Balanced Hanger™ is the modern solution for quick, quality installation of valuable paintings, personal pictures, and other wall decorations.

MARKET TESTED WITH POSITIVE RESULTS



38

**Ace Hardware Stores
(Rocky's & Sunshine)**



6

**Canadian Independent
Hardware Stores**



4

**Benjamin Moore
Paint Stores**

“I think you have something here. The Balanced Hanger is definitely selling, with a few stores having sold 20+ units since the test began. We would eventually like to see this product in the Ace warehouse, as it provides a premium solution to picturing hanging. Most of our current picture hanging devices are in the \$1-4 price range, and this hits the top of the market, but at only a few dollars more, it is not far from the sweet spot.”

— JOHNNY FALCONE, ROCKY'S ACE HARDWARE

BALANCED HANGER TEST SALES RESULTS

Strong sales prove Balanced Hanger's value in the category!



45 day
market test in 48 stores



2 stores
sold out in 30 days



25
units
supplied per store



top 15
stores
sold 15-20 units



10 units merchandised on
counter in supplied POP display

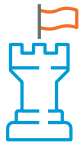
15 units displayed in/near
competitor display area



14 units
per store average sales

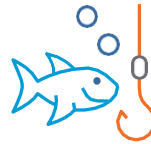
WHAT WE LEARNED

Merchandising is everything!



70/30

70% sold in peg display
area vs. 30% in POP



peg rack

display was most effective,
amid other hangers



POP

display

best on counter,
least on aisle



clip strip

was least effective,
especially on corner post



**retail
locations**

in higher economic
demographic sold fastest

EYE-CATCHING & INNOVATIVE

Unique design and attractive packaging make it a strong seller!



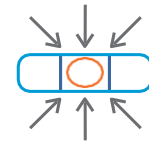
Distinct branding and informative packaging

Eye-catching packaging with highly visible features and benefits



Addresses customer needs and common frustration

Offers quick solutions to classic picture hanging difficulties



Impressive visual advantage

Integrated level, dual hook and elongated design stand out among competitors



100% made in the USA

Manufactured, assembled, packaged – the works!

STRONG CONSUMER MESSAGING

Balanced Hanger resolves numerous artwork hanging frustrations...



Tired of picture hanging gymnastics?

Solution: The integrated bubble-level makes straight artwork a snap with no elaborate or time-consuming measuring regardless of the weight or width of artwork!



Frustrated with need to constantly straighten pictures?

Solution: Two hooks are better than one! Dual hooks reduce artwork tilting – much better than “single hook” solutions.



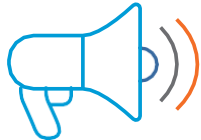
Can't trust traditional hangers with heavy or valuable art?

Solution: Securely holds artwork up to 100 lbs.* Multiple wall contact points provide added strength. Includes four copper-topped steel nails.

**Maximum weight into drywall/plaster is 75 lbs.*

ADVERTISING & SOCIAL MEDIA

Hang with us! Balanced Hanger is going places!



Social media

Targeted social media advertising through Facebook



Google ads

Targeted Google online presence campaigns



Strong social media presence

With consistent marketing via Facebook and Instagram



Location-driven sales

Directs consumers to local ACE Hardware



5% of all sales for advertising

A continual advertising program based on sales volume

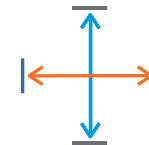
GET HOOKED ON BALANCED HANGER!

Innovative, self-leveling picture hanger stands out in it's category!



*Complimentary POP display
with each order of 50 units*

Highest cash margin yield for any hook



**Fits neatly in your picture hardware
aisle**

ACE item #5040506: UPC Code 0-51497-22078-5
Product blister card is 4.25" wide x 4.75" high

Available in Three RSCs and ACE.Net

- Wilton, NY
- Plant City, FL
- West Jefferson, OH
- Drop ship all other ACE stores

America's Cup Building, 30 Doaks Lane, Marblehead, MA 01945
mburke@balancedhanger.com 301.580.5900