

Tools to help you sell

To order literature, fax 206.340.8005 or email your order to flukeliterature@dcgwest.com

Items	Description	Literature Code	Items	Description	Literature Code
Data Sheet	Family product data sheet containing general product information as well as detailed specifications	3028711	Application Note	Application Note, Features 101 ways to use a laser distance meter	3361276
Sell Sheet	Includes feature benefits and explains why laser technology is better than ultrasonic	3360901	Direct Mailer	Print and mail this brochure to your list of customers; native art files are on the product launch CD	3033111

Product ordering information

Product ordering information: To order Fluke products, please fax purchase orders to 1.425.446.5844, call 1.800.752.5717 for questions regarding orders. Order status inquiry is available on the Fluke Partner Portal. Please refer to the instructions above to register for access to the Partner Portal.

Model #	Item #	Description	Single product package dimensions			Weight	Country of origin	UPC code	U.S. list price
			H	L	W				
FLUKE-411D	3326414	LASER DISTANCE METER, 30M/100FT MAX	5.72 cm (2.25 in)	27.3 cm (10.75 in)	17.15 cm (6.75 in)	.2652 kg (.5850 lb)	Hungary	0 95969 46738 4	\$109.00
FLUKE-416D	3326423	LASER DISTANCE METER, 60M/200FT MAX	5.72 cm (2.25 in)	27.3 cm (10.75 in)	17.15 cm (6.75 in)	.2646 kg (.5830 lb)	Hungary	0 95969 46739 1	\$229.00



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Web access: <http://www.fluke.com>

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Go the distance with Fluke.

Introducing Fluke 416D and 411D Laser Distance Meters.

Your customers “go” with Fluke for rugged and reliable Thermometers, DMMs, Thermal Imagers, Electrical Testers, Power Quality and Scopemeter™ Test Tools.

Question: Where can Fluke possibly go from here?

Answer: The distance.

Partner with Fluke to go the distance. Now you can offer your customers two Laser Distance Meters from a brand synonymous with quality and rugged reliability. Fluke has extensively researched and tested the demand for this category and found:

- Very few of your customers that need laser distance meters are familiar with them. This means a big opportunity for your business.
- Purchase is much more likely if the customer is a Fluke user already. These are our shared best customers!
- The Fluke laser distance meters are priced to maximize “impulse” purchases by customers that encounter them for the first time in a store or catalog and immediately understand their money-making value in efficiency and accuracy. Point-of-purchase displays from Fluke increase this buying pattern even more.

Important data

US annual laser distance meter market size:
• Over 200,000 units
Reason to buy Fluke Laser Distance Meters
• Price advantage
• Competitive edge and easy-to-use
• Reliability and durability
• Fluke brand



Distributor brochure

Two models for measuring up to 60 m (200 ft) with up to 1.5 mm (1/16 in) accuracy.



The Fluke laser distance meters tools are the latest in measurement technology. The meters are fast, accurate, durable, and easy to use—just point and shoot. These professional-grade measuring tools feature a simple design and easy one-button operation, so you spend less time measuring, while reducing costly errors.

Fluke designed these compact and handy Fluke laser distance meters for indoor, and limited outdoor, applications. Both models are simple to operate, with the Fluke durability and quality you expect. And, with shortcut keys for addition, subtraction, area (square feet), and volume, measurement calculations could not be simpler. The extra bright

laser is clearly visible so you can always see your targeting point even if the target object is in a hard-to-reach spot, or a long distance away. These units have a large LCD screen and buttons positioned for one-handed measurements.

Buy three Fluke distance meters and get a free point-of-purchase display while supplies last!

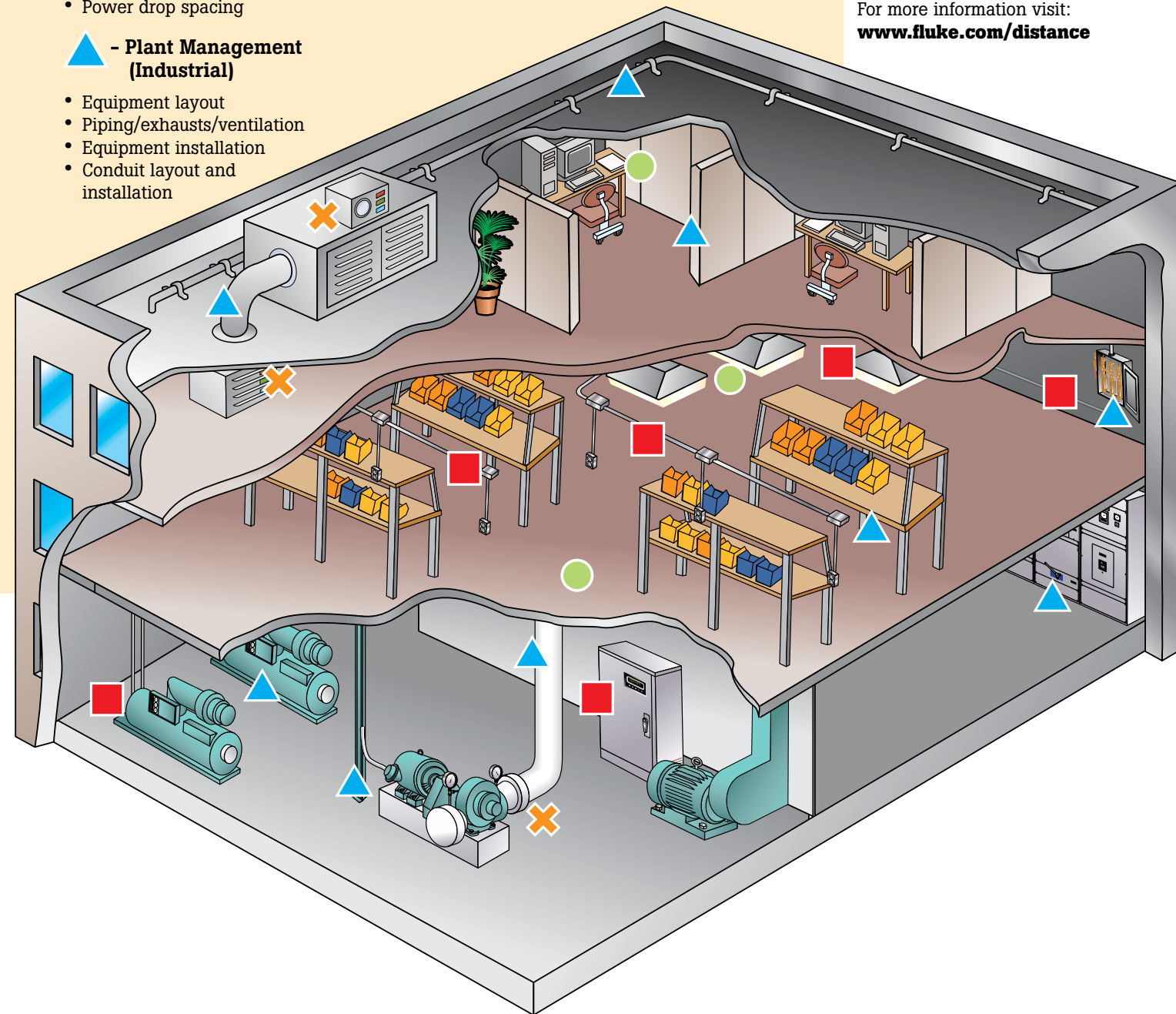
Free POP offer: Take advantage of our point-of-purchase display unit offer. Get a free point-of-purchase display when you order any three stocking units to help your customers experience these great products first hand and increase your sales on the spot!

Laser Distance Meters 416D and 411D

The Fluke Laser Distance Meters can be used in multiple applications...

- - **Electrical**
 - Lighting spacing and locations
 - Equipment power box locations
 - Conduit lengths
 - Wire lengths
 - Power drop spacing
- ✕ - **HVAC**
 - Air ventilation and ducting
 - Equipment position
 - Air volume calculations
 - Hot/cold water piping
 - Wire length
 - Duct sizing
- - **Tenant Space**
 - Space layout
 - Lighting spacing
 - Floor plan layout
- ▲ - **Plant Management (Industrial)**
 - Equipment layout
 - Piping/exhausts/ventilation
 - Equipment installation
 - Conduit layout and installation

For more information visit: www.fluke.com/distance



Support to help you sell...



- Point-of-purchase (POP) display:** Order any three units to receive a free POP display
- Presence at regional and national trade shows:** Demo units and large tradeshow booth graphics to be featured at several upcoming trade shows such as NECA, IFMA and Rockwell
- Print advertising:** Ads placed in publications such as *EC&M*, *Electrical Contracting*, *NED*, *Plant Services* and *ACHR - The News* for a total of 1.6 million impressions.
- Web advertising:** Search engines will deliver several thousand impressions monthly.
- www.fluke.com:** More than 150,000 user visits per month.
- Fluke News:** Application information and product brochures with a circulation of over 225,000 potential customers.
- FlukePlus:** The Fluke loyalty program with 20,000 members.
- Public relations:** Press tour including in-person meetings with 35 editors at key trade publications in the electrical, HVAC, and industrial segments.
- Articles in trade publications:** Editorial reviews in key trade publications targeted to electrical, HVAC, and industrial industries.
- Email blast to over 100,000 Fluke customers.**