

DRIVING WINS WITH DRY MIX



SMART STRATEGIES FOR DRIVING DRY MIX REVENUE

From merchandising tips to help increase basket size to pro-focused services that drive repeat business, your team at Oldcastle APG is here to help Lowe's win big.

MERCHANDISING PRO TIPS

BEAM LABEL UPDATES



Know Your Mix beam labels make it easy for Pros – and associates – to find the perfect mix for every project.

Contact your Oldcastle APG rep for assistance if yours aren't up to date!

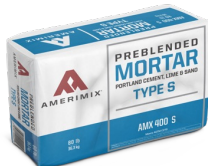
STOCK "UPGRADE" MIXES ON THE CANOPY



Stocking "upgrade" mixes like Fast Setting Concrete alongside standard fast-movers is a proven strategy for increasing margins.

PUSH THE ATTACHMENT SELL FOR BLOCK + MORTAR

Merchandising pro-grade mortar with block – especially on the canopy – is a proven way to increase attachment rates and win over masons.



JOBSITE DELIVERY

LET OLDCASTLE DO THE HEAVY LIFTING

Jobsite delivery is your ticket to securing larger jobs, but can be a logistical hurdle to manage at the store level.

The solution? Oldcastle's Direct-to-Jobsite delivery program.

REQUIREMENTS

- Jobsite is a reasonable distance from selling store – under approx. 50 miles.
- Full-truckload orders only.
- Jobsite must be accessible for a full-sized 18-wheeler (no on-street unloading)
- Customer must unload – forklift or lull lift required due to product weight.
- A Lowe's associate must gather the signed POD from the customer and receive the PO at the store within 24hrs. of delivery.

PROCESS

- Direct-to-jobsite orders work best when placed as a special order sale (SOS)
- Contact local Oldcastle Rep for:
 - Vendor #
 - SOS Item #
 - Model #
 - Item Description
 - Cost to Lowe's
 - Full Truck Quantity Details
 - Lead Time
- Remember to add pallet charges to order cost. Customer is responsible for pallet return.
- Provide Oldcastle Rep with jobsite address and customer contact info.

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SAKRETE BEAM LABEL INFO

Driving dry mix sales starts with great merchandising. Whether you're doing an initial set or keeping your bays looking sharp, Oldcastle APG makes it easy to get the beam labels you need.

Lowe's Item #	Reorder G#s	Item Description
10322	G272912	G272912 47LB PORTLAND CEMENT TYPE I/II Beam Label 1/EA
10352	G272913	G272913 92LB PORTLAND CEMENT TYPE-I/II Beam Label 1/EA
10353	G272914	G272914 75-LB MASONRY CEMENT TYPE S Beam Label 1/EA
10354	G272915	G272915 70-LB MASONRY CEMENT TYPE N Beam Label 1/EA
10357	G272916	G272916 CEMENT BUFF 70-LB MASONRY(471164) Beam Label 1/EA
21336	G272917	G272917 CEMENT TYPE N 70-LB WHITE MASONRY Beam Label 1/EA
31494	G272918	G272918 SAKRETE 80-LB MAXIMIZER Beam Label 1/EA
33115	G272919	G272919 AMX 70-LB MASONRY CEMENT TYPE N Beam Label 1/EA
36653	G272920	G272920 AMX 47-LB PORTLAND CMT TYPE I/II Beam Label 1/EA
58362	G272921	G272921 SAKRETE 70-LB TUBE SAND Beam Label 1/EA
74209	G272922	G272922 AMERIMIX 80-LB MORTAR MIX TYPE S Beam Label 1/EA
83535	G272923	G272923 50-LB FIELD MARKING LIME Beam Label 1/EA
132022	G272924	G272924 SAKRETE 80-LB CONCRETE MIX Beam Label 1/EA
132109	G272925	G272925 SAKRETE 50-LB FAST-SET CONCRETE Beam Label 1/EA
134034	G272926	G272926 SAK 40-LB TOP N BOND CONC PATCH Beam Label 1/EA
156087	G272927	G272927 SAKRETE 60-LB SAND MIX Beam Label 1/EA
239238	G272928	G272928 TXI 50-LB WHITE MORTAR MIX TYPE S Beam Label 1/EA
282776	G272929	G272929 AG 80-LB STCCO 1-KOTE CONCENTRATE Beam Label 1/EA
293036	G272930	G272930 SAKRETE 80-LB VENEER STONE MORTAR Beam Label 1/EA
293316	G272931	G272931 SAKRETE 60-LB CONCRETE MIX Beam Label 1/EA
293324	G272932	G272932 SAK 50-LB SURF BOND CMT - WHITE Beam Label 1/EA
293325	G272933	G272933 SAKRETE 60-LB MORTAR MIX TYPE N Beam Label 1/EA
293326	G272934	G272934 SAKRETE 50-LB PLAY SAND Beam Label 1/EA
293357	G272935	G272935 SAKRETE 60-LB ALL PURPOSE GRAVEL Beam Label 1/EA
293364	G272936	G272936 SAKRETE 60-LB MORTAR MIX TYPE S Beam Label 1/EA
293384	G272937	G272937 SAKRETE 80-LB MORTAR MIX TYPE S Beam Label 1/EA
293387	G272938	G272938 SAK 40-LB FAST SET CEMENT PATCH Beam Label 1/EA
354708	G272939	G272939 AG 80-LB MASONRY MORTAR TYPE S Beam Label 1/EA
364001	G272940	G272940 AMX 70-LB MASONRY CEMENT TYPE S Beam Label 1/EA
432497	G272941	G272941 AG 80-LB MASONRY MORTAR TYPE N Beam Label 1/EA
468921	G272942	G272942 AG 80-LB MASONRY MORTAR TYPE S Beam Label 1/EA
471101	G272943	G272943 AG 47-LB PORTLAND CMT TYPE I/II Beam Label 1/EA
473195	G272944	G272944 AG 80-LB PRO P/L MORTAR TYPE N Beam Label 1/EA
524491	G272945	G272945 AMX 94-LB PORTLAND CMT TYPE I/II Beam Label 1/EA
652330	G272946	G272946 SAK 40-LB FLO-COAT CONC RESURF Beam Label 1/EA

Lowe's Item #	Reorder G#s	Item Description
660300	G272947	G272947 SAK 50-LB COMMERCIAL FINE SAND Beam Label 1/EA
759059	G272948	G272948 AMX 80-LB PREBLEND MORTAR TYPE M Beam Label 1/EA
759068	G272949	G272949 SAKRETE 50-LB POOL FILTER SAND Beam Label 1/EA
759069	G272950	G272950 SAK 100-LB COMM GRADE SAND - MED Beam Label 1/EA
759077	G272951	G272951 SAKRETE 50-LB MASON SAND Beam Label 1/EA
773299	G272952	G272952 SAK 50-LB NON-SHRINK PREC GROUT Beam Label 1/EA
805587	G272953	G272953 SAK 80-LB CONCRETE COUNTERTOP MIX Beam Label 1/EA
833997	G272954	G272954 SAKRETE 40-LB CONCRETE MIX Beam Label 1/EA
838288	G272955	G272955 TCC 92.6 LB PORTLAND CMT TYPE I Beam Label 1/EA
838289	G272956	G272956 TCC 46.2 LB PORTLAND CMT TYPE I Beam Label 1/EA
853183	G272957	G272957 SAK 0.5 CU FT ALL PURPOSE GRAVEL Beam Label 1/EA
853184	G272958	G272958 SAKRETE .5 CU FT ALL PURPOSE SAND Beam Label 1/EA
866490	G272959	G272959 SAKRETE 50-LB HIGH HEAT MORTAR Beam Label 1/EA
866491	G272960	G272960 SAK 50-LB FAST SET SLF-LVL RESURF Beam Label 1/EA
1093141	G272961	G272961 SAK 94-LB PORTLAND CEMENT TYPE L Beam Label 1/EA
1093144	G272962	G272962 SAK 47-LB PORTLAND CEMENT TYPE L Beam Label 1/EA
2517148	G272963	G272963 PM 20-LB CONCRETE REPAIR Beam Label 1/EA
2517149	G272964	G272964 PM 50-LB CONCRETE REPAIR Beam Label 1/EA
2517150	G272965	G272965 PM 50-LB ACCELERATED CONCRETE MIX Beam Label 1/EA
2537769	G272966	G272966 PM 50-LB ALL PURPOSE CEMENT MIX Beam Label 1/EA
2539108	G272967	G272967 PM 20-LB ALL PURPOSE CEMENT MIX Beam Label 1/EA
3761843	G272968	G272968 AMX 80LB SCRATCH BROWN AND FINISH Beam Label 1/EA
3761844	G272969	G272969 AMX 80LB WATER MOLD AND MILD Beam Label 1/EA
4115302	G272970	G272970 94LB PORTLAND LIMESTONE CEMENT Beam Label 1/EA
4115303	G272971	G272971 47LB PORTLAND LIMESTONE CEMENT Beam Label 1/EA
4927613	G272972	G272972 SAKRETE 50-LB 5000+ CONCRETE Beam Label 1/EA
4927614	G272973	G272973 SAK 50-LB CRACK RESISTANT CONCRET Beam Label 1/EA
5251340	G272974	G272974 TXI Portl-Lime IL 92.5lb Gray Beam Label 1/EA
5214285	G272975	G272975 92.6LB Ash Grove Portland Type IL Beam Label 1/EA
1098271	G272976	G272976 SAK FAST TRAFFIC CONCRETE 50LB Beam Label 1/EA
1098274	G272977	G272977 AMERIMIX 740 FIBER SCRATCH AND BROWN STUCCO Beam Label 1/EA
1098272	G272978	G272978 PRO MIX ADVANCED CONC MIX 50LB Beam Label 1/EA
1098273	G272979	G272979 SAKRETE COLD WEATHER CONCRETE MIX 1/EA Beam Label 1/EA
293037	G272980	G272980 SAKRETE 50-LB VENEER STONE MORTAR Beam Label 1/EA
N/A	G272981	G272981 Pro Mix Overhead signage 1/EA