

SEYMOUR MIDWEST PRODUCTS ARE *EASY TO MERCHANDISE, EASY TO BUY & EASY TO SELL!*

- Brand Hierarchy That Highlights Premium, Best, Better, Good
- Product Labeling That Highlights Series Number, Brand, Tool Specifications, Features / Benefits
- Icons with Trilingual Text (English / French / Spanish) Speak To All Your Customers
- The Difference Is Real!**™ When You Merchandise Seymour Midwest® Brands

LIFETIME WARRANTY

S800

SUPERDUTY™

STRUCTRON®

10 GAUGE & SOLID SHANK FORGED BLADES FOR THE TOUGHEST TASKS

 THE ULTIMATE IN HIGH-STRENGTH STEEL	 POWERCORE™ SOLID FIBERGLASS COMPRESSION ROD	 FERMAGRIP™ STEEL COLLAR	 USA MADE & UNSURPASSED SUPERIOR HEAVY DUTY FIBERGLASS	 PROGRIP™ DOUBLE WALL CONSTRUCTION ON POLY-SHELL
 ACIER ULTRAFORTISSANT DE QUALITÉ SUPÉRIEURE / LO ULTRAF IN ACERO DE ALTA RESISTENCIA	 TIGE DE COMPRESSION EN FIBRE DE VERRE / BARRA DE COMPRESIÓN DE FIBRA DE VIDRIO / SÓLIDA POWERCORE™	 COURONNE EN ACIER FERMAGRIP™ / COLLAR DE ACERO FERMAGRIP™	 FIBRE DE VERRE ULTRA-FORTISSIME / ULTRA-FORTÍSSIMO ACIL / RESISTENCIA SUPERIOR E INDESTRUYIBLE FIBERGLASS EN LOS ESTADOS UNIDOS	 CONSTRUCCIÓN A PARED DOBLE ANTIDERRAPANTE / PROGRIP™ OMBRACO EN POLY / CONSTRUCCIÓN DE PAREDES ANTIDERRAPANTES SUPERDURABLE / PULTELERLO EN FORMA AED

SEYMOURMIDWEST.COM

FAMILY OWNED AMERICAN TOOL COMPANY SINCE 1872



S800 SUPERDUTY™ **S600** POWER **S550** FORGED **S500** INDUSTRIAL™ **S400** JOBSITE **S300** DURALITE™ **S550** Mud & Muck



S700 SPRINGFLEX™ **S600** SAFETY **S500** INDUSTRIAL™ **S400** JOBSITE **S400** SAFETY **S300** DURALITE™ **S200**



BRAND HIERARCHY

S800 SUPERDUTY™				SPECIALTY BRANDS
S700 SPRINGFLEX™	S600 POWER	S600 SAFETY	SEYMOUR	MIDWEST RAKE
				KENYON S550
				Toolite S550
				LINK HANDLES
S550 FORGED	S500 INDUSTRIAL™	S400 JOBSITE	S400 SAFETY	PREMIUM
				S300 DURALITE™
				S200
BEST	BEST	BETTER	GOOD	BEST
BEST	BEST	BEST	BEST	BEST

2017 LONG HANDLE INSERT SPECS

QUALITY LEVEL	BRAND	SERIES	FIBERGLASS COLOR	FIBERGLASS WALL THICKNESS	PLUG TYPE	PLUG LENGTH - ROUND POINT	PLUG LENGTH - SQUARE POINT	SAMPLE IMAGE
PREMIUM	Structron	S800 SuperDuty™	Yellow	0.130	Solid Fiberglass	13"	13"	
	Structron	S700 SpringFlex™	Yellow	0.130	Solid Fiberglass	13"	13"	
	Structron	S600 Power™	Yellow	0.130	Solid Fiberglass	13"	13"	
BEST/BETTER	Seymour	S500 Industrial™	Blue	0.100	Hollow Fiberglass	8"	8"	
	Seymour	S400 Jobsite™	Blue	0.100	Hollow Fiberglass	8"	8"	
GOOD	Seymour	S300 Duralite™	Green	0.080	Solid Wood	14"	14"	
	Seymour	S200	-	-	-	-	-	

TOTAL TOOL PERFORMANCE™ CRITERIA

FIBERGLASS WALL THICKNESS: Provides the primary handle strength, the thicker the fiberglass wall the stronger the handle.

HANDLE PLUG TYPE: Provides additional strength at the shovel head to handle connection area.

- Premium - Solid Fiberglass Plug: Glued in the handle for additional strength
- Best / Better - Hollow Fiberglass Plug: Glued in the handle for additional strength
- Good - Solid Wood Plug: Glued in the handle for additional strength

HANDLE PLUG LENGTH: Provides additional strength just above the head to handle connection where the shovel experiences the most stress.

- The longer the plug the stronger the handle