sashco
Products That Work®

D.O.C.K.

Dealer's Off-shelf Choice Kits

Small details. Big performance.

EXCELLENCE *On Display*

Sashco has pioneered many unique retail displays, always striving to put product value and use close to the customer.

1976
The Acrycolor Display
First cartridges showing the color on the tip. Color was applied in line at the Sashco factory.

1986
Modular Inventory Control merchandising allowed customized brand selection with replaceable shelf-talkers.

2023
D.O.C.K.
Modular tray system allows each store to create displays that fit their unique shoppers.

1979
Thousands of these rough-sawn cedar 2' merchandisers put Sashco on the map in lumber outlets across the country.

1986
The First Merchandiser in a Cartridge
It emphasized clear Lexel and served as signage for the caulk aisle.

2013
FLRP
Sashco brings full-color branding to reduce caulk department confusion.

INTRODUCING OUR NEW **OFF-SHELF PROGRAM**

It's **FAST**, it **FITS**, and we keep it **FRESH**.

- ✓ Four new easily assembled vehicles to choose from.
- ✓ Designs and messaging that pop and fit your store, your shopper, and the projects they care about.
- ✓ Aligned with Sashco's field promo program to refresh seasonally.

D.O.C.K. IT ***YOUR WAY***

SEASONALLY INCREASE INVENTORY ON HERO ITEMS.
Floorstands and your top-selling SKUs can be placed in an aisle or on an endcap.

GET NEW PRODUCTS OFF ON THE RIGHT FOOT.
We've strategically paired a small inventory of our newer items on the back of our tried and true lines.

BUILD THE BASKET.
Trays at checkout inspire your shoppers to add on the sealants they need to finish their project.

CREATE A SHOPPER DESTINATION INLINE.
Our trays help the shopper find what they need inline when placed next to project support products.

YOUR STORE, YOUR THEME.
Build custom project or seasonal themed endcaps with a combination of trays and other products.

TIGHT ON SPACE INLINE? EXTEND YOUR AISLE.
Our rolling racks are permanent fixtures you can move around the store and refill seasonally.

D.O.C.K. TRAYS

Easier than opening a birthday present!
Scan here to see how to set up your tray!

MAXIMUM OF FOUR 12-PACK CASES OF CARTRIDGES

CORRUGATED 5" HEADER

CORRUGATED TRAY

18" W x 14" D x 15½" H

DESCRIPTION: Big Stretch White
ITEM #: 10572
SIZE: 10.5 OZ.
COLOR(S): White
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Big Stretch Top Sellers
ITEM #: 10570
SIZE: 10.5 OZ.
COLOR(S): White (1), Clear (1), Black (1), Gray (1)
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Big Stretch Colors
ITEM #: 10571
SIZE: 10.5 OZ.
COLOR(S): Dark Brown (1), Woodtone (1), Almond (1), Tan (1)
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Big Stretch/Lexel Combo
ITEM #: 10573
SIZE: 10.5 OZ.
COLOR(S): Big Stretch White (2), Lexel Clear (2)
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: BIG/eXact Color Combo
ITEM #: 10574
SIZE: 10.5 OZ.
COLOR(S): Big Stretch White (2), eXact Color Tintable (1)
CASE QTY: 3
PRODUCT QTY: 24 BIG, 6 XCT

DESCRIPTION: eXact Color
ITEM #: 12510
SIZE: 10.5 OZ.
COLOR(S): Tintable
CASE QTY: 2
PRODUCT QTY: 12

DESCRIPTION: CleanSeal White
ITEM #: 11510
SIZE: 10.5 OZ.
COLOR(S): White
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Through the Roof! Clear
ITEM #: 14510
SIZE: 10.5 OZ.
COLOR(S): Clear
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Through the Roof!/ Mor-Flexx Combo
ITEM #: 14115
SIZE: 10.5 OZ.
COLOR(S): TRF Clear (2), Mor-Flexx Gray (2)
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Mor-Flexx Colors
ITEM #: 15510
SIZE: 10.5 OZ.
COLOR(S): Gray (2), Beige (2)
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Mor-Flexx/Slab Combo
ITEM #: 15511
SIZE: 10.5 OZ.
COLOR(S): SLB Gray (2), FLX Gray (2)
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Slab
ITEM #: 16510
SIZE: 10.5 OZ.
COLOR(S): Gray
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Lexel Clear
ITEM #: 13585
SIZE: 10.5 OZ.
COLOR(S): Clear
CASE QTY: 4
PRODUCT QTY: 48

DESCRIPTION: Lexel/CleanSeal Combo
ITEM #: 13511
SIZE: 10.5 OZ., 5 OZ. Squeeze Tubes
COLOR(S): Lexel Clear 10.5 OZ. (1), Lexel Clear 5 OZ. Squeeze Tube (1), CleanSeal White (1)
CASE QTY: 3
PRODUCT QTY: 36

FLOOR DISPLAYS

Easier than opening a really big birthday present!
Scan here to see how to put together your display!

19” W
x 20” D
x 52” H

CORRUGATED 12” HEADER

2 CORRUGATED TRAYS

MAXIMUM OF EIGHT 12-PACK CASES OF CARTRIDGES

CORRUGATED 40” FLOOR STAND

DESCRIPTION: Big Stretch Mixed
ITEM #: 10685
SIZE: 10.5 OZ.
COLOR(S): White (4), Clear (2), Black (1), Gray (1)
CASE QTY: 8
PRODUCT QTY: 96

DESCRIPTION: Big Stretch, eXact Color Combo
ITEM #: 10687
SIZE: 10.5 OZ.
COLOR(S): Big Stretch White (4), eXact Color Tintable (2)
CASE QTY: 6
PRODUCT QTY: 60

DESCRIPTION: Big Stretch White
ITEM #: 10686
SIZE: 10.5 OZ.
COLOR(S): White (8)
CASE QTY: 8
PRODUCT QTY: 96

DESCRIPTION: Big Stretch, Lexel Combo
ITEM #: 10688
SIZE: 10.5 OZ.
COLOR(S): Big Stretch White (4), Lexel Clear (4)
CASE QTY: 8
PRODUCT QTY: 96

DESCRIPTION: Lexel Clear
ITEM #: 13630
SIZE: 10.5 OZ Cartridge, 5 OZ. Squeeze Tubes
COLOR(S): Clear
CASE QTY: 7
PRODUCT QTY: Lexel 10.5 OZ. Cartridges (72), Lexel Clear 5 OZ. squeeze tubes (12)

DESCRIPTION: Core Four Combo
ITEM #: 10689
SIZE: 10.5 OZ.
COLOR(S): Big Stretch White (2), Lexel Clear (2), Through the Roof! Clear (2), Mor-Flexx Gray (2)
CASE QTY: 8
PRODUCT QTY: 96

DESCRIPTION: Through the Roof! Clear
ITEM #: 14621
SIZE: 10.5 OZ.
COLOR(S): Clear (8)
CASE QTY: 8
PRODUCT QTY: 96

DESCRIPTION: Through the Roof! Mixed
ITEM #: 14620
SIZE: 10.5 OZ., Quarts
COLOR(S): Clear Cartridges (4), Clear Quarts (2), White (1), Black (1)
CASE QTY: 8
PRODUCT QTY: 84

FLAT PACK ROLLING RACK

Easier than building a PB & J sandwich!
Scan here to see how to put together your rolling rack!

TOOLLESS ASSEMBLY TUBULAR METAL FRAME RACK ON WHEELS

DUAL-SIDED HEADER

(4) DUAL-SIDED SIDE ART PANELS

MAXIMUM OF TWENTY 12-PACK CASES OF CARTRIDGES

21” W x 21” D x 82” H

DESCRIPTION: Lexel Clear
ITEM #: 13910
SIZE: 10.5 OZ., 5 OZ.
COLOR(S): Clear Cartridge (16), Clear Squeeze Tube (3)
CASE QTY: 19
PRODUCT QTY: 228

DESCRIPTION: Through the Roof! Mixed
ITEM #: 14910
SIZE(S): 10.5 OZ., Quart, Gallon
COLOR(S): Clear (10), White (2), Black (2), Clear Quart (2), Clear Gallon (1)
CASE QTY: 17
PRODUCT QTY: 182

DESCRIPTION: Big Stretch White
ITEM #: 10910
SIZE: 10.5 OZ.
COLOR(S): White
CASE QTY: 20
PRODUCT QTY: 240

DESCRIPTION: Core Four Combo
ITEM #: 10913
SIZE: 10.5 OZ.
COLOR(S): Big Stretch White (5), Lexel Clear (5), Through the Roof! Clear (5), Mor-Flexx Gray (5)
CASE QTY: 20
PRODUCT QTY: 240

DESCRIPTION: Big Stretch Mixed
ITEM #: 10912
SIZE: 10.5 OZ.
COLOR(S): White (6), Clear (2), Black (2), Gray (2), Dark Brown (2), Woodtone (2), Almond (2), Tan (2)
CASE QTY: 20
PRODUCT QTY: 240

ENDCAPS & IN-AISLE

Easier than shoving laundry under your bed when guests visit.
Scan here to see how to put together your endcap!

BUILD YOUR OWN ...
as easy as 1-2-3

DUAL-SIDED HEADER 36” W X 25” H

3-4 CORRUGATED TRAYS

SIZED FOR STANDARD GONDOLA SHELVING UNITS

1 Select your favorite assortment of our 12 trays.

2 Pick one of four dual-sided headers.

3 Stock with your desired assortments. (You do you!)

ENDCAPS & IN-AISLE

Easier than shoving laundry under your bed when guests visit.
Scan here to see how to put together your endcap!

4 unique headers
TO COMPLETE YOUR THEME

DESCRIPTION: Siding
ITEM #: 10577
DIMENSIONS: 36” W X 25” H
SUGGESTED PRODUCTS FOR ASSORTMENT:
- Gecko Tool
- Laser Levels
- Chalk Lines
- Caulk Guns
- Square

PAIR WITH THESE SASHCO TRAYS:

DESCRIPTION: Roofing
ITEM #: 10579
DIMENSIONS: 36” W X 25” H
SUGGESTED PRODUCTS FOR ASSORTMENT:
- Roof Boots
- Roof Vents
- Roofing Nails
- Shingle Hook
- Blade
- Synthetic Felt Rolls

PAIR WITH THESE SASHCO TRAYS:

DESCRIPTION: Remodeler
ITEM #: 10578
DIMENSIONS: 36” W X 25” H
SUGGESTED PRODUCTS FOR ASSORTMENT:
- Backer Rods
- Tape
- Sponge
- Caulk Guns
- Utility Knives

PAIR WITH THESE SASHCO TRAYS:

DESCRIPTION: Paint
ITEM #: 10576
DIMENSIONS: 36” W X 25” H
SUGGESTED PRODUCTS FOR ASSORTMENT:
- Brushes
- Tape
- Paint trays
- Cauk Guns
- Plastic Drop Cloths
- Paint Buddy

PAIR WITH THESE SASHCO TRAYS:

You can be
THE DESTINATION
for paint in your region.

All to create an endcap to suit your customers’ needs:

PALLETS, MINI PALLETS AND MORE*

DESCRIPTION: Big Stretch Pallet
ITEM #: 10920
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
1,500 White 10.5 OZ. Cartridges

DESCRIPTION: Big Stretch Mini Pallet
ITEM #: 10605
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
360 White 10.5 OZ. Cartridges

DESCRIPTION: Lexel Pallet
ITEM #: 13920
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
1,500 Clear 10.5 OZ. Cartridges

DESCRIPTION: Lexel Mini Pallet
ITEM #: 13605
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
360 Clear 10.5 OZ. Cartridges

DESCRIPTION: Mor-Flexx Beige Pallet
ITEM #: 15710
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
1,500 Beige 10.5 OZ. Cartridges

DESCRIPTION: Mor-Flexx Gray Pallet
ITEM #: 15720
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
1,500 Gray 10.5 OZ. Cartridges

DESCRIPTION: Mor-Flexx Beige Mini Pallet
ITEM #: 15610
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
360 Gray 10.5 OZ. Cartridges

DESCRIPTION: Mor-Flexx Gray Mini Pallet
ITEM #: 15620
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
360 Gray 10.5 OZ. Cartridges

DESCRIPTION: Slab Pallet
ITEM #: 16012
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
1,500 Gray 10.5 OZ. Cartridges

DESCRIPTION: Slab Mini Pallet
ITEM #: 16011
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
360 Gray 10.5 OZ. Cartridges

DESCRIPTION: Core Four Pallet
ITEM #: 12920
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
384 Big Stretch White 10.5 OZ. Cartridges; 384 Lexel Clear 10.5 OZ. Cartridges; 384 Through the ROOF! 10.5 OZ. Cartridges; 348 Mor-Flexx Gray 10.5 OZ. Cartridges

DESCRIPTION: Big Stretch & Through the Roof! Mini Pallet Combo
ITEM #: 12625
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
180 Big Stretch White 10.5 OZ. Cartridges; 180 Through the ROOF! 10.5 OZ. Cartridges

DESCRIPTION: Through the Roof! Pallet
ITEM #: 14911
DIMENSIONS: 47” H X 40” W x 48” D
PRODUCT QUANTITY:
1,500 Clear 10.5 OZ. Cartridges

DESCRIPTION: Through the ROOF! Mini Pallet – Combo Lower VOC
ITEM #: 14635
DIMENSIONS: 28.5” H X 32” W x 26” D
PRODUCT QUANTITY: 84 10.5 OZ. Cartridges, 12 Lower VOC Quart Cans, 6 Lower VOC Gallons

LOWER VOC

DESCRIPTION: Through the Roof! Mini Pallet
ITEM #: 14605
DIMENSIONS: 29” H X 32” W x 26” D
PRODUCT QUANTITY:
360 Clear 10.5 OZ. Cartridges

DESCRIPTION: Through the Roof! Mini Pallet Combo
ITEM #: 14625
DIMENSIONS: 28.5” H X 32” W x 26” D
PRODUCT QUANTITY: 84 10.5 OZ Cartridges, 12 Clear Quarts, 6 Gallons

DESCRIPTION: COBRA Charmer Countertop Display with Pedestal
ITEM #: 14994
DIMENSIONS: 54.25” H X 12” W x 17” D
PRODUCT QUANTITY: 6 Cases Through the ROOF! with COBRA Lap Joint Nozzles, Brochures, Header – Dual sided for either brick or stucco markets, Demo Block

DESCRIPTION: COBRA Charmer Countertop Display
ITEM #: 14995
DIMENSIONS: 7.25” H X 15” W x 19.5” D
PRODUCT QUANTITY: 6 Cases Through the ROOF! with COBRA Lap Joint Nozzles, Brochures, Header – Dual sided for either brick or stucco markets, Demo Block

* More pallet colors or configurations may be available, contact your Sashco representative for more information.

ASK (US) *and you shall receive*

Contact your local territory manager or distributor representative.

A parting word from our *Chief Goop Geek*

"When I saw the D.O.C.K. program, I was blown away with the shout of color. It's simple, really. Color merchandising has reduced caulk confusion and upgraded customers to high performance. What's not to like?"

Les Burch, President