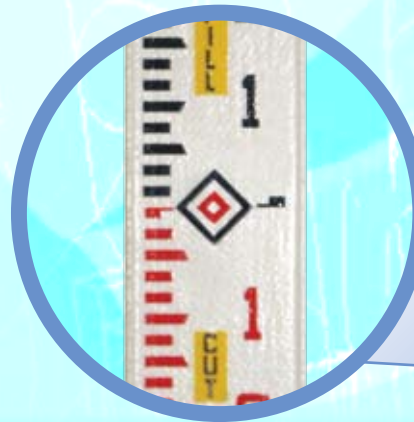


Delivering Real Innovation

Introducing the **NEW ONE SHOT**TM Direct Reading Grade Rod

- No math.
- No mistakes.
- Fast, **ONE SHOT**TM accuracy.



Description of Product

The One Shot is a direct reading rod to be used for cut and fill applications. The One Shot is for use with lasers and optical levels. Construction costs are skyrocketing - the One Shot direct reading rod is designed to save your customers time and money.

Uses include:

- Grading
- Masonry
- Site Work
- Forms
- Landscaping
- Foundations
- Sewers
- Drainage
- Sab Work

Selling Points of One Shot

- Cut or fill measurement is read directly on the rod.
- Correct measurement is virtually guaranteed.
- Saves your customers time and money.
- Durable construction - no brittle or easily breakable tapes or parts.

Comparisons

Leveling Rods

Due to diverse job-site measuring requirements, most serious users would be advised to own both a tall CRod and a One Shot direct reading rod. For changes in elevation less than four feet, the One Shot is the answer. For greater elevation differences, a tall CRod does the job.

While leveling rods are great for cut and fill applications with large changes in elevation, they require math to calculate the cut or fill measurement. Worse yet, most of the time, if the math is wrong, it is off by **two times** the correct measurement!

Lenker-style Rods

The One Shot operates in a similar manner but with much more up-to-date, durable construction and a much lower price.

TM



ONE SHOTTM

Because ONE SHOT is all it takes

ONE SHOT™

Because **ONE SHOT** is all it takes

Description of POP piece

The One Shot ships to your location with a Point of Purchase piece attached to the product. Our intention with this piece is to grab the customer's attention and help answer any questions about the product that they may have.

How to Display the One Shot

The Point of Purchase piece allows for the product to be propped up on a wall or display, but also hung by using a hang tag that is attached to the product. The One Shot can also be displayed in a Crain display rack by extending the base out and locking the rod.

	Retracted	Extended	Weight
8'	3.35'	8.10'	3.8 Lbs
13'	4.70'	12.75'	5.4 Lbs
16'	4.70'	16.40'	6.6 Lbs

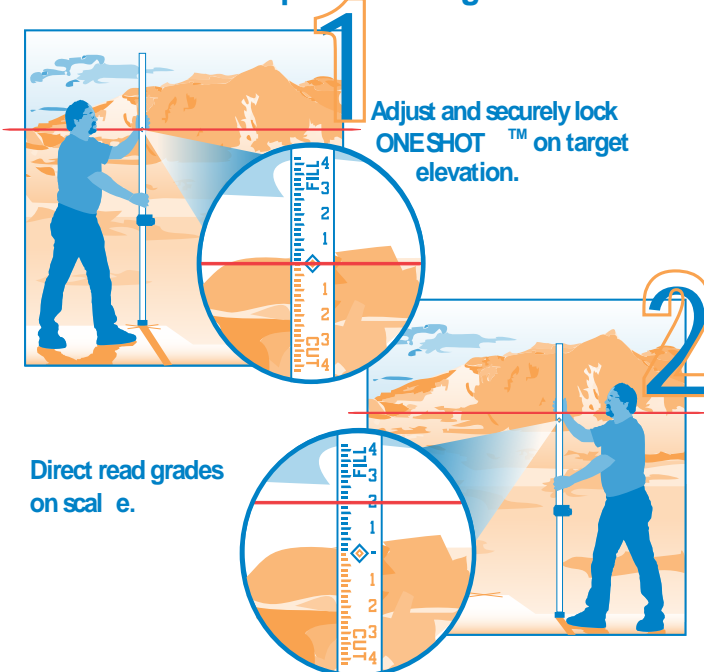
Models and List Prices

Part #	Description	List Price
94001	8' Tenths	\$116.00
94002	8' Inches	\$116.00
94021	13' Tenths	\$125.00
94022	13' Inches	\$125.00
94041	16' Tenths	\$148.00
94042	16' Inches	\$148.00



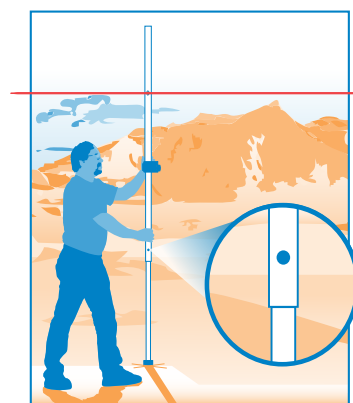
Instructions For Use

For Lasers or Optical Leveling



Locking on line permits you to directly read cut or fill measurement. **No Math!**

Need Taller Heights?



ONE SHOT™ Rod Telescopes out to taller heights.

(800) 851-3970

Want to increase sales? Serve your customers better?
Any One Shot order can be bundled with all other rods to help you reach our private labeling minimum.

Call one of our friendly Customer Satisfaction Representatives

Crain Enterprises, Inc.
100 Ohio Avenue
Mound City, IL 62963