

# 2011 ERTL

## SPRING NEW RELEASES



**ERT35667**  
**Riding Display**  
 Pack: 1  
 Available May 2011  
 • Product available separately

# ERTL®



**PRESTIGE™**  
 COLLECTION

**ERT13820**  
**1:32 New Holland T9.450 4-Wheel Drive with Row Crop Duals - Prestige**  
 Pack: 3  
 Available June 2011



**ERT13822**  
**1:64 Ford F-350 Super Duty Pickup with Grain Trailer**  
 Pack: 12  
 Available June 2011



**ERT13824**  
**1:64 Ford 650 with Hay Rake**  
 Pack: 12  
 Available May 2011

**Big farm**



**ZFN46002**  
**1:16 Big Farm Cattle Trailer with Cows**  
 Pack: 4  
 Available June 2011

**NEW HOLLAND**  
 AGRICULTURE

**FARM RAISED™**

# Kid tested Parent approved Playtime ready

*Call your Ertl Sales Team for Schematics and Return on Investment Analysis*



*Display is 8' by 4'*

## ERTL TIPS:

- **Full shelves.** Give a positive impression to consumers and promote repeat purchases.
- **New items.** Shelf talkers or “New” tags call attention. “Just Received” displays bring focus.
- **Price tags.** Are all your products on display priced? Shoppers will not ask for a price and instead assume that they can not afford it.



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