

 **TRUE UTILITY[®]**

2019 CANADA CATALOG



**TRUE UTILITY IN YOUR POCKET,
ADVENTURE ON YOUR MIND.**

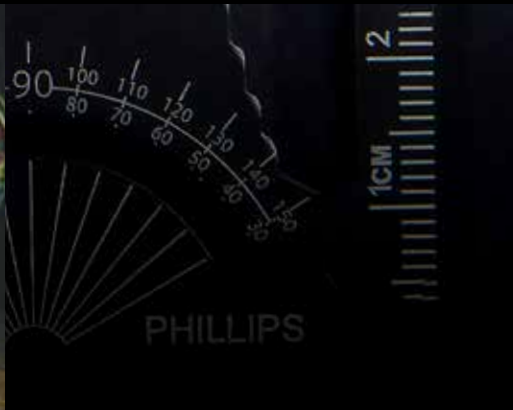
True Utility® provides people with minimalist and practical solutions to everyday problems. True Utility simply means 'Really Useful'. Our collection of pocket tools are all about making sure you're ready for anything, while still being able to travel light. No wasted space, nothing unnecessary. Strip it all down to the bare essentials.

Each product is developed with a simple philosophy in mind:

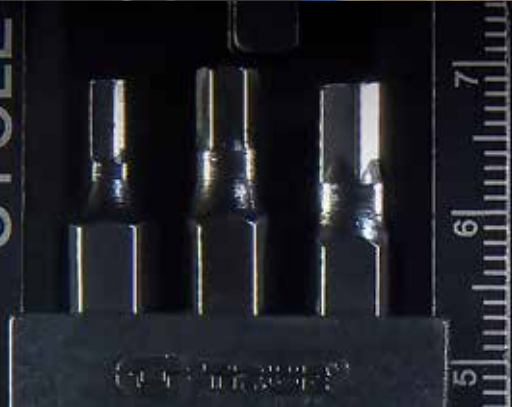
“MAKE IT SMALL — MAKE IT USEFUL — MAKE IT WORK!”



**57 COUNTRIES
WORLDWIDE**



**27 UNIQUE PATENTS
+ 24 REGISTERED DESIGNS**



BROCHURE CONTENTS

■ POCKET TOOLS	p12-14
■ COUNTER TOP DISPLAYS	p1-7
■ LIGHTERS	p15
■ KNIVES	p10
■ FLASHLIGHTS	p15
■ MULTI-TOOLS	p11-12
■ PACKAGING	p8-9

TU571DSP

SKELETONKNIFE LIGHT AND STRONG
MINIMALIST KNIFE

COUNTER TOP DISPLAYS



FEATURES

The SkeletonKnife is small and lightweight, making it comfortable and easy to use with one hand. Perfectly sized, it can also clip on to your belt or key ring with the key ring attachment.

DIMENSIONS

Length: 2.48" (closed) 4.05" (open)
Width: 0.94"
Depth: 0.26"

MATERIALS

420 grade stainless steel



Display Dimensions:
(H) 11.5" x (W) 8.25" x (D) 10"



UPC: 5060063221465
ITEM#: TU571DSP

TU180F
SEVEN A VERY HIGH QUALITY SUPER
 COMPACT MULTI-TOOL



FEATURES

The SEVEN is the ultimate compact multi-tool, featuring spring loaded needle nose pliers, Phillips screwdriver, wire cutters, bottle opener, 2.125" blade and quick release carabiner for easy everyday carry.

DIMENSIONS

Length: 3.34" (closed) 4.875" (open)
 Width: 1.18"
 Depth: 0.625"

MATERIALS

High grade fine blanked stainless steel
 Anodized aircraft-grade aluminum handle

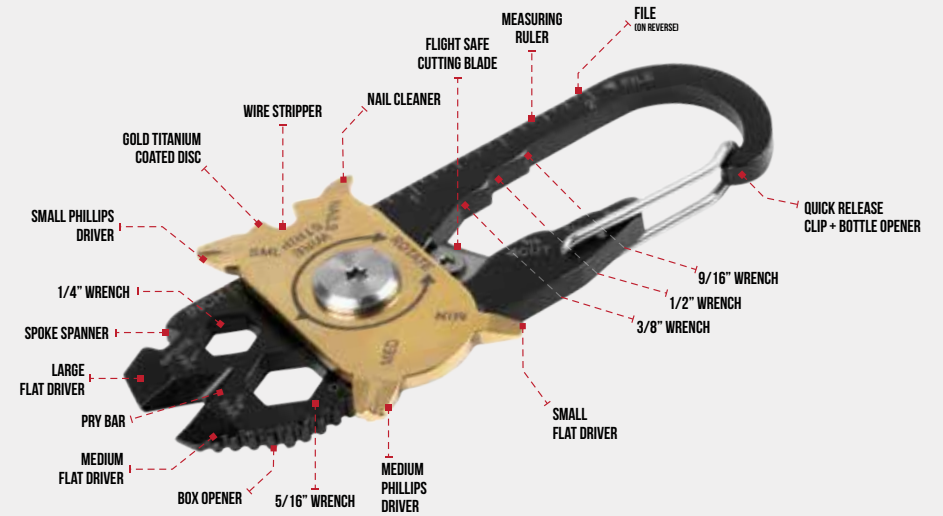
UPC: 5060063225173
 ITEM#: TU180F



Display Dimensions:
 (H) 9.25" x (W) 11.25" x (D) 7.875"



TU200US
FIXR® 20 TOOLS IN 1
 A REVOLUTION IN MULTI-TOOLS



FEATURES

The FIXR® comes with a remarkable array of 20 essential tools; including screwdrivers, wrenches, pry bar, file, bottle opener, hidden cutter, wire stripper and even a clip and leather pouch to keep it handy.

DIMENSIONS

Length: 3.27"
 Width: 0.98"
 Depth: 0.35"

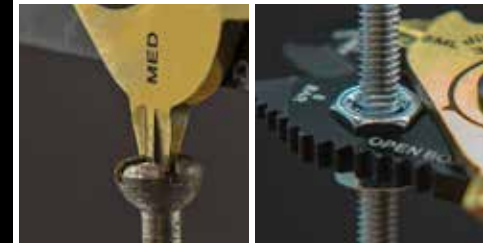
MATERIALS

Black Titanium coated 420 grade stainless steel / Gold titanium coated disc / K5 carbon steel blade

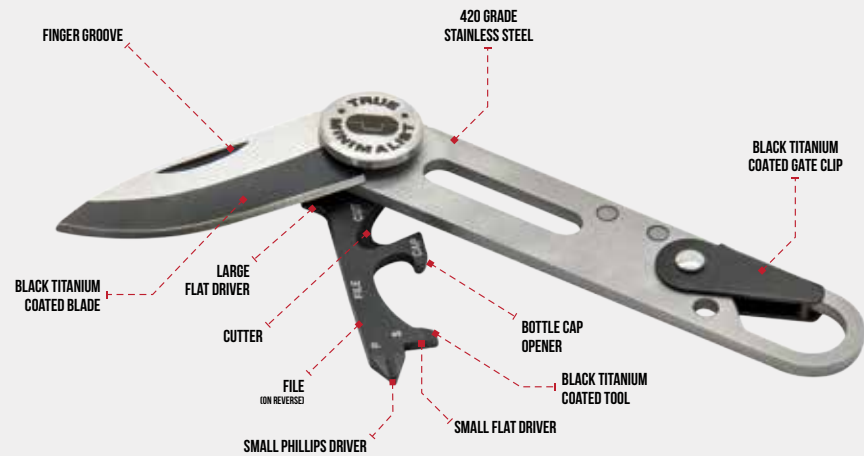
UPC: 506006322202
 ITEM#: TU200US



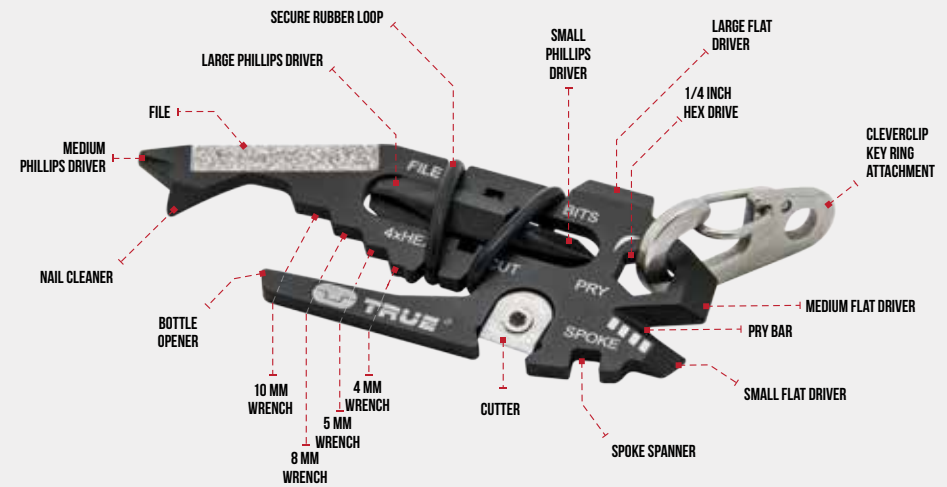
Display Dimensions:
 (H) 8.25" x (W) 8.75" x (D) 5"



TU208DSP
MINIMALIST BARE ESSENTIALS
 8-IN-1 POCKET TOOL



TU206DSP
FISHFACE 18 TOOLS IN 1
 MULTI-FUNCTION MICRO MULTI-TOOL



FEATURES

The Minimalist is a lightweight, slimline pocket tool designed with simplicity in mind. The Minimalist cleverly features a bottle opener, file, Phillips screwdriver, wire cutter, flat screwdrivers, non-locking knife and a clip for your bag or key ring.

DIMENSIONS

Length: 3.38" (closed) 4.96" (open)
 Width: 0.78"
 Depth: 0.47"

MATERIALS

420 grade stainless steel frame, black Titanium coated tool & blade

UPC: 5060063225272
 ITEM#: TU208DSP



Display Dimensions:
 (H) 11.5" x (W) 8.25" x (D) 10"



FEATURES

The FishFace features 3x Phillips, 3x flat drivers, 4x wrenches, 1/4" hex drive, bicycle spoke spanner, pry bar, file, nail cleaner, bottle opener, box opener and a flight safe cutter.

DIMENSIONS

Length: 2.75"
 Width: 1.14"
 Depth: 0.37"

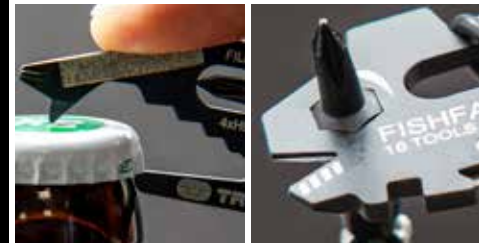
MATERIALS

Black Titanium coated 420 grade stainless steel

UPC: 5060063225258
 ITEM#: TU206DSP



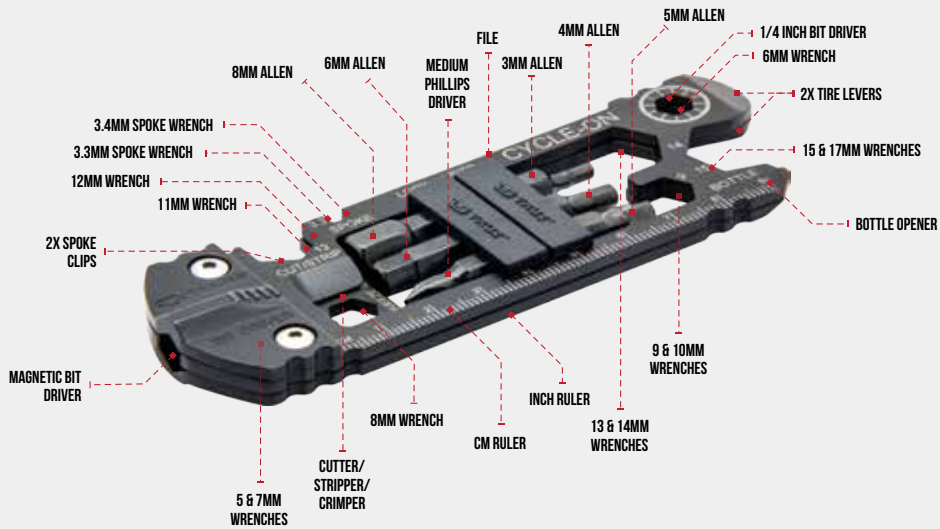
Display Dimensions:
 (H) 11.5" x (W) 8.25" x (D) 10"



TU210

CYCLE-ON THE SLIMMEST TOOL KIT FOR YOUR RIDE

30 TOOLS IN 1



FEATURES

Featuring 30 different essential tools, the Cycle-On is designed to be thin and lightweight to retain the maximum amount of functionality for cyclists, the Cycle-On is a truly universal product that should always be carried with you, whether you're cycling to work or mountain biking cross country.

DIMENSIONS

Length: 5" (closed) 8.66" (open)
 Width: 1.5"
 Depth: 0.47"

MATERIALS

Black Titanium coated 420 grade stainless steel

UPC: 5060063225289
 ITEM#: TU210

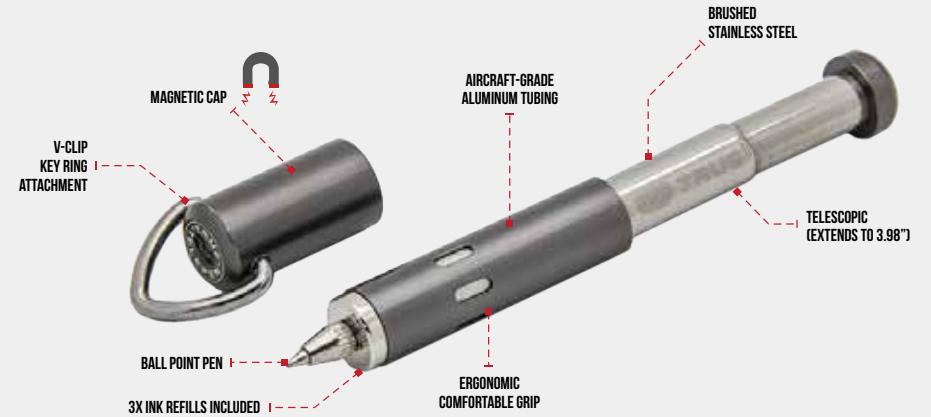


Display Dimensions:
 (H) 8.5" x (W) 13.5" x (D) 9"



TU258DSP

TELESCOPIC PEN THE BEST KEY RING PEN EVER



FEATURES

The Telescopic Pen is a patented pocket companion. It simply detaches from its powerful magnetic cap and extends to full length with just one tug. Keep on your key ring and always have a full sized and comfortable pen at hand. 3x spare black refills included.

DIMENSIONS

Length: 2.4" (closed) / 3.98" (open)
 Depth: 0.51"

MATERIALS

Brushed stainless steel
 Anodized aircraft-grade aluminum

UPC: 5060063224091
 ITEM#: TU258DSP



Display Dimensions:
 (H) 8" x (W) 7.25" x (D) 8.5"



TU6654A

FREE-STANDING FLOOR DISPLAY



Adjustable height

- 18 sku capacity
- 2 metal clip strips
- 12 adjustable shelves
- Peg hook capable (hooks not included)
- Locking casters
- Easy 10 minute assembly
- Instructions provided
- Ships direct to store
- Plan-o-gram provided

TU Freestanding Display Program

- Minimum purchase required for free display, ask sales manager for details.
- Premium store placement (front of store / high traffic area) required
- **OVER \$250 OF FREE ITEMS INCLUDE:** 6 TU 20 oz. Tumblers, 6 TU Shirts & 6 pairs of TU Socks
- Buy Back Guarantee applies only to new stocking items with this program

Freestanding Display Dimensions
(H) 76" or 55" x (W) 26" x (D) 24"

FREE \$450 DISPLAY



6879

SLIM LINE FREE-STANDING FLOOR DISPLAY

Ideal where space is limited as a one or two-sided display.

- All metal construction
- Adjustable size (55" or 36" height)
- One or two-sided display
- 3 adjustable shelves / 1 footer shelf
- Two metal clip strips
- Peg hook capable (20 hooks included)
- Easy 10 minute assembly
- Instructions & tools provided
- Ships direct to store
- Plan-o-gram provided

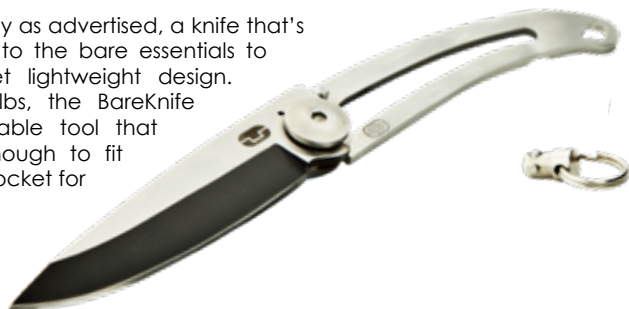
Slim Line Display Dimensions
(H) 55" or 36" x (W) 14.5" x (D) 20"



TU580

BAREKNIFE

The BareKnife is exactly as advertised, a knife that's been stripped down to the bare essentials to provide a strong yet lightweight design. Weighing only 0.03 lbs, the BareKnife is a tough and reliable tool that is light and small enough to fit comfortably in your pocket for work or everyday use.



UPC: 5060063224022
ITEM#: TU580

TU192
CLIPTOOL

A small, strong stainless steel multi-tool that includes powerful pliers, knife, screwdrivers and bottle opener.

UPC: 5060063221588
ITEM#: TU192

TU194
FRAMEWORK MINI

An open-framed, cleverly constructed multi-tool for your pocket or key ring.

UPC: 5060063229768
ITEM#: TU194

TU577

BEERHUNTER

Combining two essentials into one easily carried and used tool, the BeerHunter is a must have. Its sleek design is constructed from high-grade 420 stainless steel and scratch-resistant anodized aluminum. The BeerHunter also features a lock blade with integrated bottle opener and a key ring hole for easy carry.



UPC: 5060063221519
ITEM#: TU577

TU198
CLIPSTICK

An array of essential tools neatly stored in a compact, slender frame.

UPC: 5060063223087
ITEM#: TU198

TU204
SCARAB

Unique contoured folding handle design makes the Scarab both comfortable and compact

UPC: 5060063220680
ITEM#: TU204

TU196 CLIPMULTI



The ClipMulti features screwdrivers, bottle opener, knife, pliers, wire cutters and carabiner for 'clip and go' utility.

UPC: 5060063223070
ITEM#: TU196

TU197 MULTIPLIER



Pliers and then some...all of the essentials in one compact, durable frame.

UPC: 5060063223995
ITEM#: TU197

TU245 KEYRING SYSTEM



The KeyRing System hold up to 5 keys completely flat and in order with additional clips for accessories.

UPC: 5060063221328
ITEM#: TU245

TU246 TELEPEN



The TelePen measures less than 2", yet extends over 4.5". Now that is something to write home about!

UPC: 5060063221335
ITEM#: TU246

TU242 MICROTOOL



A tiny tool bursting with essentials: scissors, knife, bottle opener, screwdriver, file and nail cleaner.

UPC: 5060063221298
ITEM#: TU242

TU207 CARDSMART



30 tools in 1 credit card sized multi tool.

UPC: 5060063225265
ITEM#: TU207

TU248 TWISTICK



Full-size, collapsible corkscrew helix conveniently attaches to your key ring.

UPC: 5060063221359
ITEM#: TU248

TU247 KEYTOOL®



Simply wraps around your key. 8 essential tools on your key ring. Always useful - never in the way!

UPC: 5060063221342
ITEM#: TU247

TU241 CASHSTASH



Never run out of money again with this emergency cash capsule for your key ring.

UPC: 5060063221267
ITEM#: TU241

TU244 BULLETSTASH



Never run out of money again with this 'Last Shot' emergency cash capsule for your key ring.

UPC: 5060063223032
ITEM#: TU244

TU211 LASERLITE



The LaserLite features a powerful flashlight, red laser pointer, a clip and key ring spinner.

UPC: 5060063221649
ITEM#: TU211

TU308 ANGLELITE AA



The AngleLite AA offers easy, one-handed operation in a smooth and stylish directional LED keyring light.

UPC: 5060063223124
ITEM#: TU308

TU215 NAILCLIP KIT



Ergonomically shaped stainless steel body houses a knife, scissors, file, screwdriver and nail clipper.

UPC: 5060063220864
ITEM#: TU215

TU205 DAWG



This multi-tool is sure to be man's best friend, featuring 14 essential tools in a sleek, low-profile design.

UPC: 5060063223971
ITEM#: TU205

TU307 STASHLITE



The StashLite is a stylish, 25 lumen, water-resistant flashlight and secret stash.

UPC: 5060063223117
ITEM#: TU307

TU262 FIRESTASH



The FireStash is an unbelievably small waterproof key ring canister that houses a fully working lighter.

UPC: 5060063221441
ITEM#: TU262



TU OFFERS CUSTOM SCREEN PRINTING AND LASER ENGRAVING SERVICES ON MOST ALL PRODUCTS. UTILIZE TU PRODUCTS TO ADVERTISE YOUR COMPANY OR EVENT!

- Custom printing orders must be a minimum of 100 pieces.
- Allow 15-20 business days for production time.
- All orders ship FOB Fort Worth, TX. Prepaid DOES NOT apply for custom print orders.
- Orders will not be released for printing until payment has been received in full, via credit card or CIA.
- Orders over 1,000 pieces may have the TU and product logos removed. (Allow 90 days for production time.)

TOP CUSTOMER PICKS

- TU573 SMARTKNIFE
- TU200 FIXR
- TU571 SKELETONKNIFE
- TU460 CLASSIC FIREWIRE
- TU180 SEVEN
- TU198 CLIPSTICK
- TU579 CLIPSTER
- TU197 MULTIPLIER
- TU258 TELESCOPIC PEN
- TU265 FIRELITE

SCREEN PRINTING PRICES

- 100 - 499 pieces = Dealer price + \$2.00 per unit
- 500 - 999 pieces = Dealer price + \$1.50 per unit
- 1000+ pieces = Dealer price + \$1.00 per unit

LASER ENGRAVING PRICES

- 100 - 499 pieces = Dealer price + \$3.00 per unit
- 500 - 999 pieces = Dealer price + \$2.50 per unit
- 1000+ pieces = Dealer price + \$1.50 per unit



* Products are able to be laser engraved. The HardCase packaging allows for screen printing.

CONTACT YOUR SALES MANAGER FOR ADDITIONAL INFORMATION: 800-255-6061

*There is a one-time \$35 fee (per custom print/engrave order), which includes the setup for either screen printing or laser engraving. This setup fee covers the logo/text printed in a single location on the product, using a single color. There is an additional charge for printing or laser engraving on multiple locations or printing in more than one color.

POS TRAY DISPLAY

DISPLAY 1 OR 3 BEST-SELLERS!

True Utility HardCase products come in fast selling display trays (6 units). Simply add a product specific point of sale card* and watch the products sell!

Better still, use our True Utility specially designed tray, which offers your customers a rotatable choice of any 3 of our best sellers, and has proven to have excellent sales results.

*3 uses: Product POS / Out of stock Euro hook card / Slat wall product POS.

Tray Dimensions:

(H) 8.5" x (W) 18.9" x (D) 12.25"



HARDCASE REUSABLE PACK



Where indicated, True Utility products come supplied inside a versatile and weatherproof HardCase pack.

The HardCase is strong, durable, splash-proof and most importantly; reusable. Perfect for outdoor pursuits and protecting valuables from dust and moisture.

HardCase Dimensions:

(H) 4.72" x (W) 3.14" x (D) 1.37"

At True Utility, we like for our customers to get the most from their experience with us. These TU special giveaway products are our way of saying, "Thank you!" Place your order now to get these great giveaway products!



TU GIVEAWAY

\$200 Order:

- 1 set* of TU Socks!

\$400 Order: (choose one)

- 1 TU Shirt!!
- 1 set* of TU Socks!

\$500 Order:

- 1 set of TU Socks,
1 TU Shirt and TU Banner!!!

\$750 Order: (choose four)

- 1 set of TU Socks, 1 TU T-Shirt,
1 TU Banner, TU Tumbler &
1 TU Sports Pack!!!!

GIVEAWAYS

1. #6778 TU Socks (Black Crew Cut)
*Set equals 2 pair
2. TU Go-To Guy Shirt
#6730 (M), #6731 (L), #6732 (XL), #6733 (XXL)
3. TU Go-To Gal Shirt
#6813 (S), #6814 (M), #6815 (L),
#6816 (XL), #6817 (XXL)
3. TU Banner (36" x 12")
4. #6749 TU Sports Pack
5. #6770 TU 20oz. Tumbler



THE GIVEAWAY OFFER IS VALID UNTIL DECEMBER 31, 2019 NET 30 WITH APPROVED CREDIT. THE ABOVE PROMOTIONS ARE VALID WHILE SUPPLIES LAST. ACTUAL PRODUCT STYLE MAY VARY FROM PICTURE SHOWN. CUSTOMER MUST CHOOSE ONLY ONE APPLICABLE GIVEAWAY OFFER PER ORDER.

*Don't forget...
FREE SHIPPING on orders over \$300!!!*

For more information or to place an order contact your True Utility sales manager.

CALL TOLL FREE: 800-255-6061 or VISIT OUR WEBSITE: WWW.TRUEUTILITY.COM



UPC CODE	ITEM	POCKET TOOLS	DISPLAY	COST	MSRP	CASE PACK
506006322202	TU200US	FIXR™ (with Display)	Display / Package	\$11.00	\$19.99	18 PCS + DEMO
5060063224107	TU200HC	FIXR™ (Bulk)	HardCase	\$11.00	\$19.99	12 PIECES
5060063223971	TU205	Dawg	HardCase	\$10.45	\$19.99	12 PIECES
5060063225258	TU206DSP	FishFace (with Display)	Display / HardCase	\$7.60	\$14.95	18 PIECES
5060063225258	TU206	FishFace (Bulk)	HardCase	\$7.60	\$14.95	12 PIECES
5060063225265	TU207	CardSmart	HardCase	\$6.45	\$12.99	12 PIECES
5060063225272	TU208DSP	Minimalist (with Display)	Display / HardCase	\$7.60	\$14.95	18 PIECES
5060063225272	TU208	Minimalist (Bulk)	HardCase	\$7.60	\$14.95	12 PIECES
5060063220864	TU215	NailClip Kit	HardCase	\$9.15	\$19.99	12 PIECES
5060063221267	TU241	CashStash	HardCase	\$5.25	\$10.95	12 PIECES
5060063221298	TU242	MicroTool	HardCase	\$6.80	\$12.99	12 PIECES
5060063223032	TU244	BulletStash	HardCase	\$7.05	\$12.99	12 PIECES
5060063221328	TU245	KeyRing System	HardCase	\$6.80	\$12.99	12 PIECES
5060063221335	TU246	TelePen	HardCase	\$6.80	\$12.99	12 PIECES
5060063221342	TU247	KeyTool	HardCase	\$6.45	\$12.99	12 PIECES
5060063221359	TU248	Twistick	HardCase	\$6.25	\$12.99	12 PIECES
5060063225296	TU251	CashStash+	HardCase	\$5.25	\$10.95	12 PIECES
5060063226286	TU258DSP	Telescopic Pen (with Display)	Display / HardCase	\$8.00	\$14.95	16 PIECES
5060063224091	TU258	Telescopic Pen	HardCase	\$8.00	\$14.95	12 PIECES

UPC CODE	ITEM	FLASHLIGHTS	DISPLAY	COST	MSRP	CASE PACK
5060063221649	TU211	LaserLite	HardCase	\$7.30	\$13.95	12 PIECES
5060063223117	TU307	StashLite	HardCase	\$8.35	\$15.95	12 PIECES
5060063223124	TU308	AngleLite AA	HardCase	\$8.65	\$15.95	12 PIECES

UPC CODE	ITEM	MULTI-TOOLS	DISPLAY	COST	MSRP	CASE PACK
5060063225173	TU180F	SEVEN (with Display)	Display / HardCase	\$11.00	\$19.95	18 PIECES
5060063224442	TU180	SEVEN (Bulk)	HardCase	\$11.00	\$19.95	12 PIECES
5060063221588	TU192	ClipTool	HardCase	\$9.15	\$16.99	12 PIECES
5060063229768	TU194	FrameWork Mini	HardCase	\$9.15	\$16.99	12 PIECES
5060063223063	TU195	MiniMulti	HardCase	\$9.15	\$16.99	12 PIECES
5060063223070	TU196	ClipMulti	HardCase	\$9.15	\$16.99	12 PIECES
5060063223995	TU197	MultiPlier	HardCase	\$10.95	\$18.99	12 PIECES
5060063223087	TU198	ClipStick	HardCase	\$8.80	\$16.95	12 PIECES
5060063220680	TU204	Scarab	HardCase	\$9.40	\$17.95	12 PIECES
5060063225289	TU210	CYCLE-ON	Display / Package	\$21.95	\$39.99	8 PIECES

UPC CODE	ITEM	POCKET KNIVES	DISPLAY	COST	MSRP	CASE PACK
5060063221465	TU571DSP	SkeletonKnife (with Display)	Display / HardCase	\$7.05	\$12.99	18 PIECES
5060063221465	TU571	SkeletonKnife (Bulk)	HardCase	\$7.05	\$12.99	12 PIECES
5060063221519	TU577	BeerHunter	HardCase	\$10.20	\$19.95	12 PIECES
5060063224022	TU580	Bare	HardCase	\$10.45	\$19.95	12 PIECES

UPC CODE	ITEM	LIGHTERS	DISPLAY	COST	MSRP	CASE PACK
5060063221441	TU262	FireStash	HardCase	\$8.75	\$16.95	12 PIECES

For more information or to place an order contact your True Utility sales manager.

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