

How to Demonstrate REACT™ Packaging

As the first significant cable packaging innovation in over 40 years, and a huge improvement in the user experience, REACT™ brings your customers a new and better option for the job.

Use this guide to help you make the most of this product introduction, boosting your sales and helping you convert new customers and existing prospects.



3 Key Ways REACT Solves Customers' Problems



1 Put the brakes on tangles. REACT won't overspool like some competitors' products.



2 No more crushed boxes. Toss it, kick it, stack it. REACT is ready for anything.



3 Simple on-the-job disposal. Much easier than other packaging with multiple, bulky materials.

Savings to Highlight

Time » Money » Headaches

Using Your REACT Demonstration Box

It's the best way to show what makes REACT great.

Pay out Cable with the Reactive Brake

Gravity and friction combine in this adaptable, no-tangle system.



- 1** Pull the cable showing, through the payout, how the spool moves forward for easy dispensing.
- 2** Stop pulling showing, through the payout, how the spool moves back into the brake position.
- 3** Have the customer pull the cable to experience what you have just demonstrated.

Advantages to Highlight

- Engages automatically when you need it
- Spins free when you don't by turning the box over
- No adjustments, dials or settings necessary

Demonstrate REACT's Durability

Reinforced sidewalls and handles stand up to the daily rigors of the job. Open box to show reinforced sidewalls.



- 1** Stand on the box.
- 2** Stack another box on top.
- 3** Let your customer pick it up.

Easy Break Down

Open up the box to show the all-cardboard contents and tell them the components will fold flat for easy disposal.



Advantages to Highlight

- 100% recyclable cardboard
- Breaks down flat in just a few folds
- Everything goes into the cardboard recycling container



Questions?
We're Ready to REACT.

Don't hesitate to contact your Honeywell Cable Representative with any questions. Thanks!