



 **TRUE**
Gear for Your Everyday

2020 CANADA CATALOG



TRUE was born out of the desire to do a lot with a little. Our mission is to create multi-functional tools that fit in your pocket, allowing you to tackle anything without having to quit, disrupt or postpone your daily activities.


TRUE is not just a name; it's what the brand is about. The TRUE mission is to create products that maximize preparedness, while minimizing the space a product occupies by eliminating unnecessary bells and whistles. Our goal is to provide a wide range of portable, lightweight products that not only fit in your pocket (or bag or backpack) but also fit in your lifestyle enabling you to do a lot with a little—no matter where you are.



**57 COUNTRIES
WORLDWIDE**



**27 UNIQUE PATENTS
+ 24 REGISTERED DESIGNS**

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CLASSIC SERIES

GENTLEMAN'S KNIFE

The Gentleman's Knife by TRUE was made to be intentional. The traditional slipjoint opening requires taking stock before you make your first cut. The versatile two and a half inch drop point blade is crafted from a durable and dependable 8CR13MOV stainless steel; it's strong, and sharp, and built to stay that way. The curved stainless steel and real rosewood handle feels at home in your hand while paying tribute to classic knifemaking. This pocket knife is bold enough for any job, but sensible enough to fit in anywhere, from your coin pocket to your suit pocket. With a sleek form and lanyard hole, this knife is made to match your style.

FEATURES

Blade Shape: Drop Point
Blade Length: 2.5"
Blade Steel: 8CR13MOV Stainless Steel
Blade Finish: Satin
Locking Mechanism: Non-locking Slipjoint
Handle: Rosewood and Stainless Steel

DIMENSIONS

Length: 3.5" (closed) / 6.125" (open)
Width: 1"
Depth: 0.375"

TIMELESS DESIGN,
TAILORED FOR THE
MODERN MAN.



GENTLEMAN'S KNIFE

ITEM#: TU6905
UPC: 645397935551
COST: \$25.00 / MSRP: \$44.99
CASE PACK: 12 pieces

GENTLEMAN'S KNIFE DISPLAY WITH FREE DEMO

ITEM#: TU6905DISPLAY
UPC: 645397935568
COST: \$15.00 / MSRP: N/A
CASE PACK: 1 PIECE (1 DISPLAY + 1 DEMO KNIFE)

Display Dimensions:
(H) 4" x (W) 10.25" x (D) 11.5"

TRU-KNF-0001 / TRU-KNF-0002 / TRU-KNF-0003 / TRU-DSP-0001

MODERN KEYCHAIN KNIFE

The Modern KeyChain Knife is a compact knife with stylish, modern design. This perfectly sized knife features a carabiner clip to easily and quickly attach and remove from your keychain. The 1.5" clip point blade is crafted from 8Cr13MoV stainless steel, in both a mirror and black oxidized finish.

FEATURES

Blade Shape: Clip Point
Blade Length: 1.5"
Blade Steel: 8Cr13MoV Stainless Steel
Blade Finish: Mirror/Black Oxidized
Locking Mechanism: Slipjoint
Handle: Anodized Aluminum

DIMENSIONS

Length: 3" (closed) / 4.5" (open)
Width: 0.65"
Depth: 0.35"

MODERN,
COMPACT & STYLISH
KEYRING COMPANION



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

MODERN KEYCHAIN KNIFE

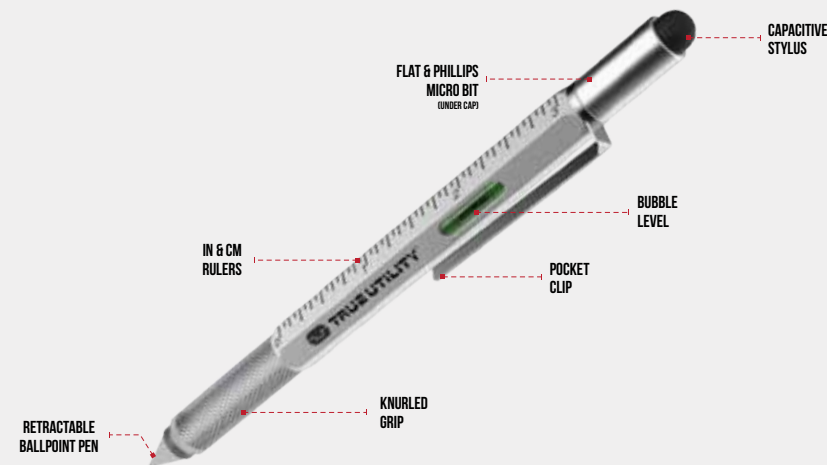
ITEM#: TRU-KNF-0001 / TRU-KNF-0002 / TRU-KNF-0003
UPC: 645397936824 / 645397936831 / 645397936848
COST: \$17.00 / MSRP: \$28.95
CASE PACK: 18 pieces

MODERN KEYCHAIN KNIFE DISPLAY

ITEM#: TRU-DSP-0001
UPC: 645397936855
COST: \$20.00 / MSRP: N/A
CASE PACK: 1 PIECE

TU6894

SCRYBE 6-IN-1 MULTI-TOOL PEN MIGHTIER THAN THE SWORD



FEATURES

The SCRYBE is a trusty pen, ruler, touchscreen stylus, bubble level and 2 micro screwdrivers. The body of the pen has inch and centimeter rulers, as well as a bubble level for quick measurements. Remove the cap to reveal a micro driver with a double-sided bit. Its all-metal construction is a durable, elegant design that delivers a smooth writing experience with its high-quality German ink.

DIMENSIONS

(L) 5.875" x (W) 0.5" x (D) 0.375"

MATERIALS

Aluminum, Chromium plated copper
German black ink

UPC: 645397935452

ITEM#: TU6894

COST: \$8.30 / MSRP: \$14.99

CASE PACK: 18 PIECES + DEMO



Display Dimensions:
(H) 7.5" x (W) 6.5" x (D) 7.5"



TU571DSP

SKELETONKNIFE

LIGHT AND STRONG
MINIMALIST KNIFE



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

UPC: 5060063221465

ITEM#: TU571DSP

COST: \$7.05 / MSRP: \$12.99

CASE PACK: 18 PIECES



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



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

COST: \$11.00 / MSRP: \$19.95

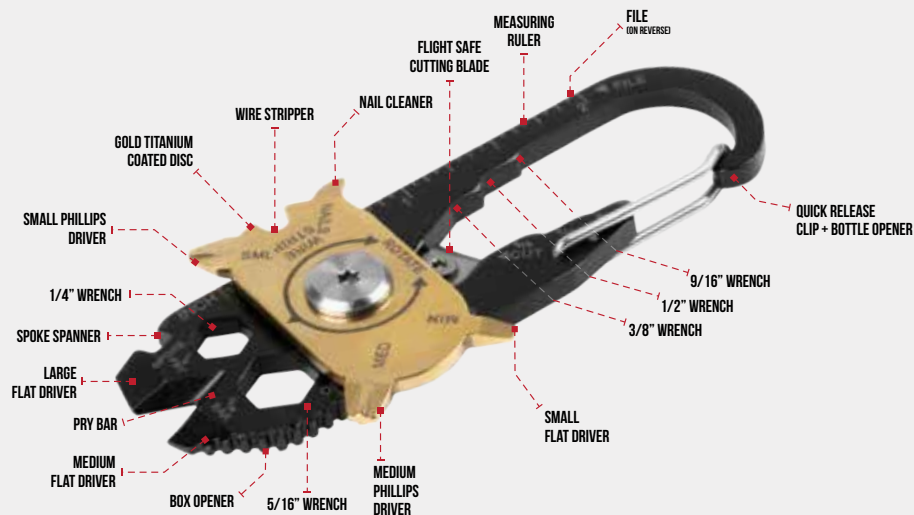
CASE PACK: 18 PIECES + DEMO



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

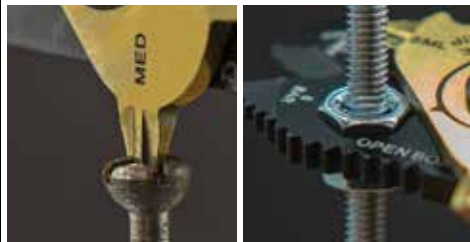
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COST: \$11.00 / MSRP: \$19.99

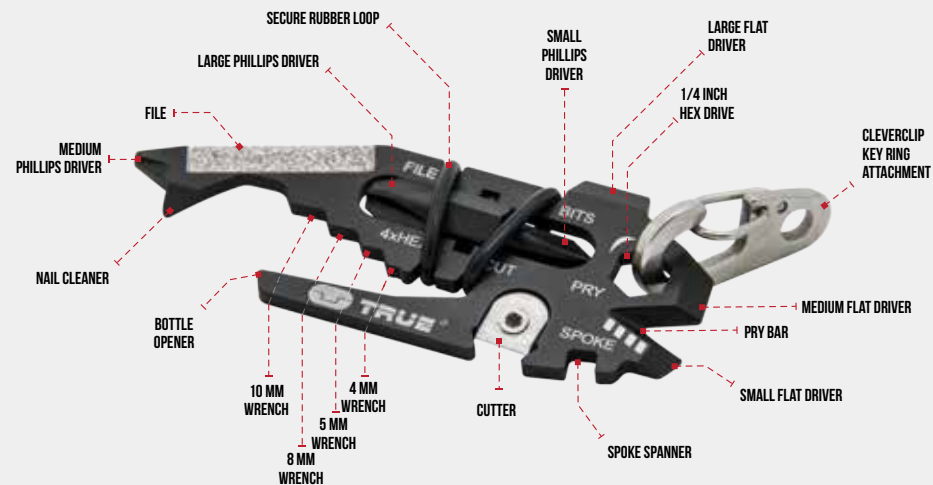
CASE PACK: 18 PIECES + DEMO



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



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



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

COST: \$7.60 / MSRP: \$14.95

CASE PACK: 18 PIECES

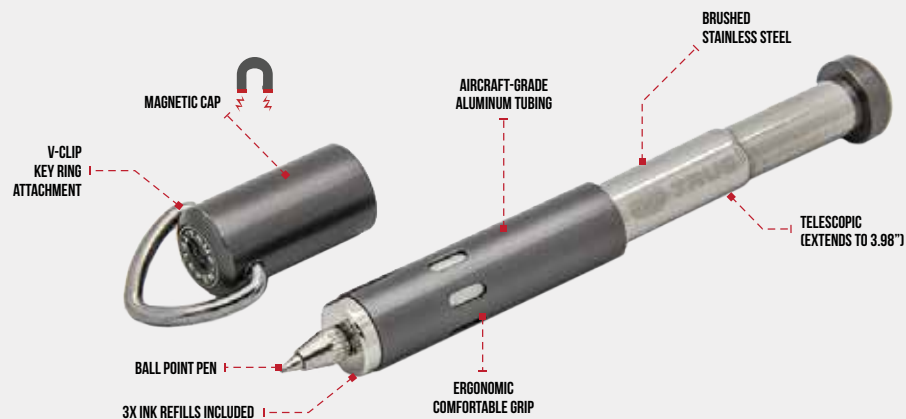


Display Dimensions:
(H) 11.5" x (W) 8.25" x (D) 10"



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: 5060063226286

ITEM#: TU258DSP

COST: \$8.25 / MSRP: \$14.95

CASE PACK: 16 PIECES + DEMO



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"

FREE \$300 DISPLAY

TU192 CLIPTOOL



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

UPC: 5060063221588

ITEM#: TU192

COST: \$9.15 / MSRP: \$16.99 / CASE PACK: 12 PIECES

TU194 FRAMEWORK MINI



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

UPC: 5060063229768

ITEM#: TU194

COST: \$9.15 / MSRP: \$16.99 / CASE PACK: 12 PIECES

TU198 CLIPSTICK



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

UPC: 5060063223087

ITEM#: TU198

COST: \$8.80 / MSRP: \$16.95 / CASE PACK: 12 PIECES

TU204 SCARAB



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

UPC: 5060063220680

ITEM#: TU204

COST: \$9.40 / MSRP: \$17.95 / CASE PACK: 12 PIECES

TU196 CLIPMULTI



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

UPC: 5060063223070

ITEM#: TU196

COST: \$9.15 / MSRP: \$16.99 / CASE PACK: 12 PIECES

TU197 MULTIPLIER



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

UPC: 5060063223995

ITEM#: TU197

COST: \$10.95 / MSRP: \$18.99 / CASE PACK: 12 PIECES

TU211 LASERLITE



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

UPC: 5060063221649

ITEM#: TU211

COST: \$7.50 / MSRP: \$13.95 / CASE PACK: 12 PIECES

TU308 ANGLELITE AA



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

UPC: 5060063223124

ITEM#: TU308

COST: \$8.65 / MSRP: \$15.95 / CASE PACK: 12 PIECES

TU580 BARE



Strong yet lightweight, the BareKnife is the ultimate stripped back minimalist design.

UPC: 5060063224022

ITEM#: TU580

COST: \$10.45 / MSRP: \$19.95 / CASE PACK: 12 PIECES

TU577 BEERHUNTER



The perfect essential combination—handy bottle opener & occasional knife.

UPC: 5060063221519

ITEM#: TU577

COST: \$10.20 / MSRP: \$19.95 / CASE PACK: 12 PIECES

TU307 STASHLITE



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

UPC: 5060063223117

ITEM#: TU307

COST: \$8.35 / MSRP: \$15.95 / CASE PACK: 12 PIECES

TU262 FIRESTASH



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

UPC: 5060063221441

ITEM#: TU262

COST: \$8.75 / MSRP: \$16.95 / CASE PACK: 12 PIECES

TU242 MICROTOOL



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

UPC: 5060063221298

ITEM#: TU242

COST: \$6.80 / MSRP: \$12.99 / CASE PACK: 12 PIECES

TU207 CARDSMART



30 tools in 1 credit card sized multi tool.

UPC: 5060063225265

ITEM#: TU207

COST: \$6.45 / MSRP: \$12.99 / CASE PACK: 12 PIECES

TU241 CASHSTASH



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

UPC: 5060063221267

ITEM#: TU241

COST: \$5.25 / MSRP: \$10.95 / CASE PACK: 12 PIECES

TU244 BULLETSTASH



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

UPC: 5060063223032

ITEM#: TU244

COST: \$7.05 / MSRP: \$12.99 / CASE PACK: 12 PIECES

TU248 TWISTICK



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

UPC: 5060063221359

ITEM#: TU248

COST: \$6.25 / MSRP: \$12.99 / CASE PACK: 12 PIECES

TU247 KEYTOOL®



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

UPC: 5060063221342

ITEM#: TU247

COST: \$6.45 / MSRP: \$12.99 / CASE PACK: 12 PIECES

TU215 NAILCLIP KIT



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

UPC: 5060063220864

ITEM#: TU215

COST: \$9.15 / MSRP: \$19.99 / CASE PACK: 12 PIECES

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

COST: \$10.45 / MSRP: \$19.99 / CASE PACK: 12 PIECES



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

- TU571 SKELETONKNIFE
- TU200 FIXR
- TU180 SEVEN
- TU198 CLIPSTICK
- TU258 TELESCOPIC PEN
- TU197 MULTIPLIER

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. HardCase/ gift box 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, we like for our customers to get the most from their experience with us. These special giveaway products are our way of saying, 'Thank you!' Place your order now to get these great giveaway products!



TRUE GIVEAWAY

\$200 Order:

- 1 Set* of TRUE Socks!

\$400 Order: (choose one)

- 1 TRUE Shirt!!!
- 1 Set* of TRUE Socks!

\$500 Order:

- 1 Set of TRUE Socks,
1 TRUE Shirt and TRUE Banner!!!

\$750 Order: (choose four)

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

GIVEAWAYS

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



THE GIVEAWAY OFFER IS VALID UNTIL DECEMBER 31, 2020 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