

NEW

Slikstik[®]
Aluminium **+**



PROBABLY THE BEST SHAFT IN THE WORLD

- Ultra longlife 21st century material
- Retains shape and flexibility
- Ultra light anodised aluminium adaptor, choice of colours
- Perfect in-flight balance
- Easiest possible side-load action
- Flight held securely
- Built-in flight protector
- Choice of lengths



74431 74432 74433 74434 74441 74442 74443 74444

THREAD SKULL

Shafts are supplied blister carded 12 sets per pack

Soft Tips



TEKNIK[®]

79036

NEW MATERIAL

- Lasts up to 3 times longer than conventional tips
- Engineered profile allows secure locking

Checkout[®]

79030

ULTRA DURABLE

- Lasts up to 3 times longer than conventional tips
- Dynamic profile custom tuned for Unicorn electronic dartboards

- Tips are supplied:
- Red/black assorted
 - 200 tips per canister
 - 12 canisters per pack

NEW

PACK

CLEARLY BETTER



World leaders in dart packaging and presentation for over 60 years, Unicorn set the standard again.

Clearly Better, the Unicorn X pack will improve your dart sales because:

- no compromise design means complete set of darts is Clearly visible with flights factory fitted
- strong visual impact gives Clear shelf appeal
- customer can Clearly focus on the product, not on unnecessary graphics
- darts are Clearly ready to play
- materials and contoured shape are Clearly tactile
- Clearly rugged design means long life and customer satisfaction
- wide opening gives Clearly Better access
- Clearly large and flexible capacity adapts to player's requirements
- engineered X pack trident holds darts securely in transit ensuring stock arrives Clearly "factory fresh"
- polypropylene header is flexible, durable and keeps your stock in Clearly Better condition
- no packaging waste and Green Point are Clearly Better for the environment
- visionary design is Clearly available only from Unicorn



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A UNICORN GROUP COMPANY

Clutchguy designed by TGV, London
Printed in England 30 00 8000

2001
Supplement



the book
of darts

NEW



85125 FRED Counter Solo
Width 520mm Depth 315mm Height 310mm
Stylish rotating counter top unit
Accepts two FRED Half Width fittings

DOUBLE SIDED

NEW



85126 FRED Counter Double Top
Fits into 85125. Converts 85125 into double decker display
Width 520mm Depth 315mm Assembled Height 600mm
Accepts two FRED Half Width fittings

DOUBLE SIDED



NEW

85127 FRED Wall Fitting Unit
Width 380mm Depth 144mm Height 850mm
Accepts three FRED Half Width fittings
Fits into peg board or can be screwed to wall

Meet FRED™

by Unicorn. The Flexible Retail Display

- Puts YOU in control
- Fits in with YOUR store concept
- Modular design flexibility optimizes dart space
- Free standing or seamless integration
- Secure or full-access options

The Unicorn Flexible Retail Display - FRED - actively meets the demands of 21st Century retailing. FRED fittings are modular and seamlessly integrate with the majority of popular in-store systems.

Each FRED module is custom spaced with PerfectPitch™ to efficiently display specific Unicorn darts and accessories. PerfectPitch™ optimises space, maximises display clarity and appeal, producing increased sales.

By combining FRED modules, FRED works WITH YOU and FOR YOU to flex your dart space and content through the year.



Flexible security options help you target high-value items and balance shrinkage with the need for customer access.

FRED floor standing unit takes any combination of up to 10 FRED modules with integrated dartboard holder.

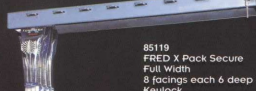
85109 FRED Floor Standing Unit
Width 750mm Depth 500mm Height 1750mm (to base of header)
Includes integrated dartboard holder and Unicorn header board
Accepts slat wall fixings
Double sided (depth 800mm) reverse wall will accept FRED Cue and Accessory fittings and second header display board (not included)



MAXIMISE SALES



85116 FRED Unicorn Header with slat wall fitting Full Width



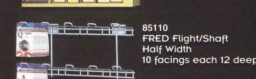
85119 FRED X Pack Secure Full Width
8 facings each 6 deep
Keylock



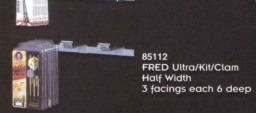
85113 FRED X Pack Half Width
4 facings each 4 deep



85115 FRED TEKNIK Secure Half Width
10 facings each 4 deep
Keylock



85110 FRED Flight/Shaft Half Width
10 facings each 12 deep



85112 FRED Ultra/Kit/Clam Half Width
3 facings each 6 deep



85111 FRED MegaPack/Clam Full Width
3 facings MegaPack
1 facing Clam/Kit
All facings 6 deep

OUR MAIN PICTURE SHOWS A SAMPLE FRED DISPLAY USING STANDARD SLAT-WALL. THE DISPLAY IS CONSTRUCTED USING COMBINATIONS OF FRED MODULES SHOWN ABOVE AND CAN BE GROWN OR SHRUNK VERTICALLY AND HORIZONTALLY TO MEET YOUR CHANGING RETAIL REQUIREMENTS THROUGH THE YEAR.

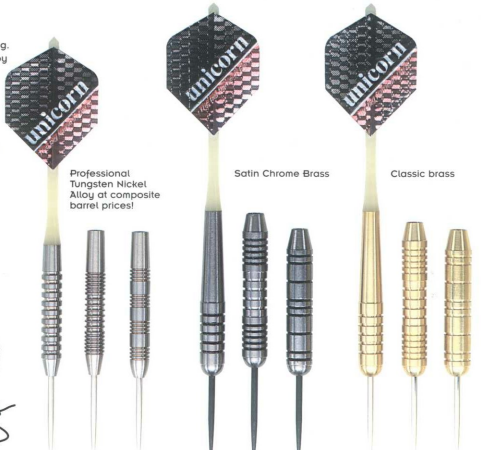
FRED MODULES: Full Width 750mm Half Width 375mm

NEW

Maestro Dart Range

Best value, tournament proven Unicorn engineering. Maestro darts and dartboards are recommended by Phil "The Power" Taylor, 8 times World Champion Steel Tip or Soft Tip, all MAESTRO darts feature:

- Precision engineered matched barrels
- SilkStik Plus ultra longlife side-load shafts
- Luxury, high-capacity Ultracase case
- Metallic O-rings



Professional Tungsten Nickel Alloy at composite barrel prices!

Satin Chrome Brass

Classic brass

- | | | | | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 06351 22g | 06352 23g | 06355 26g | 09180 22g | 09181 23g | 09184 26g | 09170 22g | 09171 23g | 09174 26g |
| 06353 24g | 06354 25g | 06357 28g | 09182 24g | 09183 25g | 09186 28g | 09172 24g | 09173 25g | 09176 28g |
| 06356 27g | | | 09185 27g | | | 09175 27g | | |



Maestro Dartboard



79381 Maestro Bristle Dartboard

- Official Tournament size bristle board
- SuperSlim wire fasteners for maximum playing area
- Staple-free bullseye
- Full colour retail display carton



SoftTouch
Tungsten Nickel Alloy

SoftTouch
Satin Chrome Brass

SoftTouch
Classic brass

- | | | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 02126 15g | 02127 16g | 02128 17g | 02467 15g | 02468 17g | 02477 15g | 02478 17g |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|



NEW

XL Dart Range



ALL NEW RANGE, HIGH ADDED VALUE

- Performance engineered
- Colour enhanced professional barrels
- Comprehensive range
- X Pack
- Complete with Free spare shafts



unicorn @once!
U1220 12 sets assorted

- | | | | | | | | | | | | |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| X25161 30g | X25160 29g | X25158 28g | X25157 27g | X25156 26g | X25154 25g | X25140 24g | X25134 23g | X25129 22g | X25108 21g | X25107 20g | X25103 19g |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|

X Pack Accessory Cases

CLEARLY BETTER. THE X PACK REVOLUTION CONTINUES. Now available in fashion colours, eye-catching fun designs and luxury real leather.

NEW



All X Pack accessory cases are supplied 6 per pack



NEW

Premium

NOW WITH QUALITY WALLET FOR ADDED CONSUMER APPEAL.



30750 12 sets assorted packs 6 sets each 22g, 24g, 26g, 28g patterns

Premium Precision Brass Darts

- Refer to symbols
- Select shape
- Quote item number

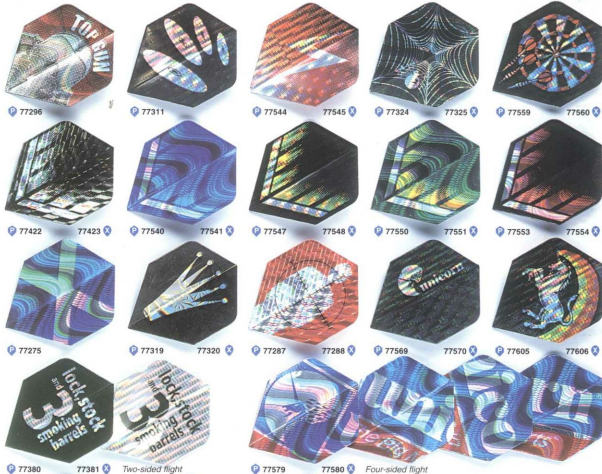


NEW

Unicorn flight designs are unique and are only available from Unicorn
Flights are supplied blister carded, 12 sets per pack

Hi-Lites®

Striking hologram metallic polyester dart flights



Checkout®

Nylon textured flights
Super tough and extra durable



Polyflite®

Top quality, best value one piece polyester flights in choice of shapes



Metallic®
Polyflite®
Dart Flight

NEW

AC Accessories Range

SUPER VALUE.
INNOVATIVE PRODUCT, NEW PACKAGING AND DESIGN.
IDEAL FOR GIFT AND IMPULSE PURCHASES

AC accessories and FlightMate are supplied blister carded 12 sets per pack

Tip Extractor



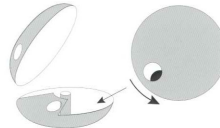
Extracts broken soft tip dart points from the dart quickly and easily without causing damage to the barrel.

Flight Protectors



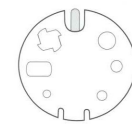
Clips over the top of the dart flight to protect the flight from damage by following darts.

PointMate



Handy pocket-sized replacement soft tip container with twist open action. Holds approximately 150 tips. Lid is removable for easy refilling.

Universal Dart Tool



Tightens soft tip points. Tightens shafts. Opens and closes aluminium shaft slots.



76120 FlightMate

- Neatly stores new or used flights
- Holds up to 12 flights



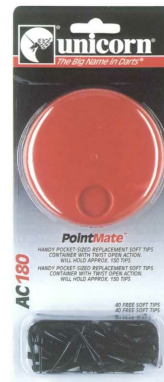
POCKET-SIZED SOFT TIP HOLDER WITH 12 SETS OF 3 DART FLIGHTS
POCKET-SIZED HARD TIP HOLDER WITH 150 SET OF 3 DART FLIGHTS



- 76140 AC140**
- 2 sets flights
 - 8 flight protectors
 - Universal dart tool
 - Soft tip extractor
 - 40 spare soft tips



- 76160 AC160**
- Slimline case
 - 2 sets flights
 - 8 flight protectors
 - 1 set XL shafts



- 76180 AC180**
- Pointmate container
 - 40 spare soft tips



- 76200 AC200**
- 2 sets flights
 - 8 flight protectors
 - Universal dart tool
 - 1 set XL Aluminium shafts
 - 2 sets XL shafts