

# WOODROW

...all about measuring since 1946

ASI/98160 PPAI/113309 SAGE/54471 UPIC/WOODROW

## PROMOTIONAL PRODUCTS 2023 CATALOG



CONVERSION TABLE			
FRACTION	DECIMAL	MILLI-METERS	METERS
1/16	0.0625	0.3906	0.0099
1/8	0.1250	0.7812	0.0198
3/16	0.1875	1.1719	0.0297
1/4	0.2500	1.5625	0.0394
5/16	0.3125	1.9531	0.0492
3/8	0.3750	2.3438	0.0591
7/16	0.4375	2.7344	0.0689
1/2	0.5000	3.1250	0.0787
9/16	0.5625	3.5156	0.0886
5/8	0.6250	3.9063	0.0984
11/16	0.6875	4.2969	0.1083
3/4	0.7500	4.6875	0.1181
13/16	0.8125	5.0781	0.1280
7/8	0.8750	5.4688	0.1378
15/16	0.9375	5.8594	0.1476
1	1.0000	6.2500	0.1575
1 1/16	1.0625	6.6406	0.1673
1 1/8	1.1250	7.0313	0.1771
1 3/16	1.1875	7.4219	0.1870
1 1/4	1.2500	7.8125	0.1968
1 5/16	1.3125	8.2031	0.2067
1 3/8	1.3750	8.5938	0.2165
1 7/16	1.4375	8.9844	0.2264
1 1/2	1.5000	9.3750	0.2362
1 9/16	1.5625	9.7656	0.2461
1 5/8	1.6250	10.1563	0.2559
1 11/16	1.6875	10.5469	0.2658
1 3/4	1.7500	10.9375	0.2756
1 13/16	1.8125	11.3281	0.2855
1 7/8	1.8750	11.7188	0.2953
1 15/16	1.9375	12.1094	0.3052
2	2.0000	12.5000	0.3150
2 1/16	2.0625	12.8906	0.3248
2 1/8	2.1250	13.2813	0.3347
2 3/16	2.1875	13.6719	0.3445
2 1/4	2.2500	14.0625	0.3544
2 5/16	2.3125	14.4531	0.3642
2 3/8	2.3750	14.8438	0.3741
2 7/16	2.4375	15.2344	0.3839
2 1/2	2.5000	15.6250	0.3938
2 9/16	2.5625	16.0156	0.4036
2 5/8	2.6250	16.4063	0.4135
2 11/16	2.6875	16.7969	0.4233
2 3/4	2.7500	17.1875	0.4332
2 13/16	2.8125	17.5781	0.4430
2 7/8	2.8750	17.9688	0.4529
2 15/16	2.9375	18.3594	0.4627
3	3.0000	18.7500	0.4726
3 1/16	3.0625	19.1406	0.4824
3 1/8	3.1250	19.5313	0.4923
3 3/16	3.1875	19.9219	0.5021
3 1/4	3.2500	20.3125	0.5120
3 5/16	3.3125	20.7031	0.5218
3 3/8	3.3750	21.0938	0.5317
3 7/16	3.4375	21.4844	0.5415
3 1/2	3.5000	21.8750	0.5514
3 9/16	3.5625	22.2656	0.5612
3 5/8	3.6250	22.6563	0.5711
3 11/16	3.6875	23.0469	0.5809
3 3/4	3.7500	23.4375	0.5908
3 13/16	3.8125	23.8281	0.6006
3 7/8	3.8750	24.2188	0.6105
3 15/16	3.9375	24.6094	0.6203
4	4.0000	25.0000	0.6302
4 1/16	4.0625	25.3906	0.6400
4 1/8	4.1250	25.7813	0.6498
4 3/16	4.1875	26.1719	0.6597
4 1/4	4.2500	26.5625	0.6695
4 5/16	4.3125	26.9531	0.6794
4 3/8	4.3750	27.3438	0.6892
4 7/16	4.4375	27.7344	0.6991
4 1/2	4.5000	28.1250	0.7089
4 9/16	4.5625	28.5156	0.7188
4 5/8	4.6250	28.9063	0.7286
4 11/16	4.6875	29.2969	0.7385
4 3/4	4.7500	29.6875	0.7483
4 13/16	4.8125	30.0781	0.7582
4 7/8	4.8750	30.4688	0.7680
4 15/16	4.9375	30.8594	0.7779
5	5.0000	31.2500	0.7877
5 1/16	5.0625	31.6406	0.7976
5 1/8	5.1250	32.0313	0.8074
5 3/16	5.1875	32.4219	0.8173
5 1/4	5.2500	32.8125	0.8271
5 5/16	5.3125	33.2031	0.8370
5 3/8	5.3750	33.5938	0.8468
5 7/16	5.4375	33.9844	0.8567
5 1/2	5.5000	34.3750	0.8665
5 9/16	5.5625	34.7656	0.8764
5 5/8	5.6250	35.1563	0.8862
5 11/16	5.6875	35.5469	0.8961
5 3/4	5.7500	35.9375	0.9059
5 13/16	5.8125	36.3281	0.9158
5 7/8	5.8750	36.7188	0.9256
5 15/16	5.9375	37.1094	0.9355
6	6.0000	37.5000	0.9453
6 1/16	6.0625	37.8906	0.9552
6 1/8	6.1250	38.2813	0.9650
6 3/16	6.1875	38.6719	0.9749
6 1/4	6.2500	39.0625	0.9847
6 5/16	6.3125	39.4531	0.9946
6 3/8	6.3750	39.8438	1.0044
6 7/16	6.4375	40.2344	1.0143
6 1/2	6.5000	40.6250	1.0241
6 9/16	6.5625	41.0156	1.0340
6 5/8	6.6250	41.4063	1.0438
6 11/16	6.6875	41.7969	1.0537
6 3/4	6.7500	42.1875	1.0635
6 13/16	6.8125	42.5781	1.0734
6 7/8	6.8750	42.9688	1.0832
6 15/16	6.9375	43.3594	1.0931
7	7.0000	43.7500	1.1029
7 1/16	7.0625	44.1406	1.1128
7 1/8	7.1250	44.5313	1.1226
7 3/16	7.1875	44.9219	1.1325
7 1/4	7.2500	45.3125	1.1423
7 5/16	7.3125	45.7031	1.1522
7 3/8	7.3750	46.0938	1.1620
7 7/16	7.4375	46.4844	1.1719
7 1/2	7.5000	46.8750	1.1817
7 9/16	7.5625	47.2656	1.1916
7 5/8	7.6250	47.6563	1.2014
7 11/16	7.6875	48.0469	1.2113
7 3/4	7.7500	48.4375	1.2211
7 13/16	7.8125	48.8281	1.2310
7 7/8	7.8750	49.2188	1.2408
7 15/16	7.9375	49.6094	1.2507
8	8.0000	50.0000	1.2605
8 1/16	8.0625	50.3906	1.2704
8 1/8	8.1250	50.7813	1.2802
8 3/16	8.1875	51.1719	1.2901
8 1/4	8.2500	51.5625	1.3000
8 5/16	8.3125	51.9531	1.3098
8 3/8	8.3750	52.3438	1.3197
8 7/16	8.4375	52.7344	1.3295
8 1/2	8.5000	53.1250	1.3394
8 9/16	8.5625	53.5156	1.3492
8 5/8	8.6250	53.9063	1.3591
8 11/16	8.6875	54.2969	1.3689
8 3/4	8.7500	54.6875	1.3788
8 13/16	8.8125	55.0781	1.3886
8 7/8	8.8750	55.4688	1.3985
8 15/16	8.9375	55.8594	1.4083
9	9.0000	56.2500	1.4182
9 1/16	9.0625	56.6406	1.4280
9 1/8	9.1250	57.0313	1.4379
9 3/16	9.1875	57.4219	1.4477
9 1/4	9.2500	57.8125	1.4576
9 5/16	9.3125	58.2031	1.4674
9 3/8	9.3750	58.5938	1.4773
9 7/16	9.4375	58.9844	1.4871
9 1/2	9.5000	59.3750	1.4970
9 9/16	9.5625	59.7656	1.5068
9 5/8	9.6250	60.1563	1.5167
9 11/16	9.6875	60.5469	1.5265
9 3/4	9.7500	60.9375	1.5364
9 13/16	9.8125	61.3281	1.5462
9 7/8	9.8750	61.7188	1.5561
9 15/16	9.9375	62.1094	1.5659
10	10.0000	62.5000	1.5758
10 1/16	10.0625	62.8906	1.5856
10 1/8	10.1250	63.2813	1.5955
10 3/16	10.1875	63.6719	1.6053
10 1/4	10.2500	64.0625	1.6152
10 5/16	10.3125	64.4531	1.6250
10 3/8	10.3750	64.8438	1.6349
10 7/16	10.4375	65.2344	1.6447
10 1/2	10.5000	65.6250	1.6546
10 9/16	10.5625	66.0156	1.6644
10 5/8	10.6250	66.4063	1.6743
10 11/16	10.6875	66.7969	1.6841
10 3/4	10.7500	67.1875	1.6940
10 13/16	10.8125	67.5781	1.7038
10 7/8	10.8750	67.9688	1.7137
10 15/16	10.9375	68.3594	1.7235
11	11.0000	68.7500	1.7334
11 1/16	11.0625	69.1406	1.7432
11 1/8	11.1250	69.5313	1.7531
11 3/16	11.1875	69.9219	1.7629
11 1/4	11.2500	70.3125	1.7728
11 5/16	11.3125	70.7031	1.7826
11 3/8	11.3750	71.0938	1.7925
11 7/16	11.4375	71.4844	1.8023
11 1/2	11.5000	71.8750	1.8122
11 9/16	11.5625	72.2656	1.8220
11 5/8	11.6250	72.6563	1.8319
11 11/16	11.6875	73.0469	1.8417
11 3/4	11.7500	73.4375	1.8516
11 13/16	11.8125	73.8281	1.8614
11 7/8	11.8750	74.2188	1.8713
11 15/16	11.9375	74.6094	1.8811
12	12.0000	75.0000	1.8910
12 1/16	12.0625	75.3906	1.9008
12 1/8	12.1250	75.7813	1.9107
12 3/16	12.1875	76.1719	1.9205
12 1/4	12.2500	76.5625	1.9304
12 5/16	12.3125	76.9531	1.9402
12 3/8	12.3750	77.3438	1.9501
12 7/16	12.4375	77.7344	1.9599
12 1/2	12.5000	78.1250	1.9698
12 9/16	12.5625	78.5156	1.9796
12 5/8	12.6250	78.9063	1.9895
12 11/16	12.6875	79.2969	1.9993
12 3/4	12.7500	79.6875	2.0092
12 13/16	12.8125	80.0781	2.0190
12 7/8	12.8750	80.4688	2.0289
12 15/16	12.9375	80.8594	2.0387
13	13.0000	81.2500	2.0486
13 1/16	13.0625	81.6406	2.0584
13 1/8	13.1250	82.0313	2.0683
13 3/16	13.1875	82.4219	2.0781
13 1/4	13.2500	82.8125	2.0880
13 5/16	13.3125	83.2031	2.0978
13 3/8	13.3750	83.5938	2.1077
13 7/16	13.4375	83.9844	2.1175
13 1/2	13.5000	84.3750	2.1274
13 9/16	13.5625	84.7656	2.1372
13 5/8	13.6250	85.1563	2.1471
13 11/16	13.6875	85.5469	2.1569
13 3/4	13.7500	85.9375	2.1668
13 13/16	13.8125	86.3281	2.1766
13 7/8	13.8750	86.7188	2.1865
13 15/16	13.9375	87.1094	2.1963
14	14.0000	87.5000	2.2062
14 1/16	14.0625	87.8906	2.2160
14 1/8	14.1250	88.2813	2.2259
14 3/16	14.1875	88.6719	2.2357
14 1/4	14.2500	89.0625	2.2456
14 5/16	14.3125	89.4531	2.2554
14 3/8	14.3750	89.8438	2.2653
14 7/16	14.4375	90.2344	2.2751
14 1/2	14.5000	90.6250	2.2850
14 9/16	14.5625	91.0156	2.2948
14 5/8	14.6250	91.4063	2.3047
14 11/16	14.6875	91.7969	2.3145
14 3/4	14.7500	92.1875	2.3244
14 13/16	14.8125	92.5781	2.3342
14 7/8	14.8750	92.9688	2.3441
14 15/16	14.9375	93.3594	2.3539
15	15.0000	93.7500	2.3638
15 1/16	15.0625	94.1406	2.3736
15 1/8	15.1250	94.5313	2.3835
15 3/16	15.1875	94.9219	2.3933
15 1/4	15.2500	95.3125	2.4032
15 5/16	15.3125	95.7031	2.4130
15 3/8	15.3750	96.0938	2.4229
15 7/16	15.4375	96.4844	2.4327
15 1/2	15.5000	96.8750	2.4426
15 9/16	15.5625	97.2656	2.4524
15 5/8	15.6250	97.6563	2.4623
15 11/16	15.6875	98.0469	2.4721
15 3/4	15.7500	98.4375	2.4820

# WOODROW

...all about measuring since 1946

Woodrow Engineering Company was founded in 1946 in the Chicago area. Over the years, it has grown into the largest producer of professional scale rulers for the construction industry in the United States. In 1971, Woodrow Engineering Company moved to Door County, Wisconsin, the eastern peninsula cradled between the waters of Green Bay and Lake Michigan. We continue to operate here in Ellison Bay, a small town at the north end of the county.

For over 75 years, Woodrow Engineering Company has been manufacturing quality professional scale rulers. We offer the most complete selection of industry specific scales in the country. Woodrow's line of products specializes in advertising tools for the construction trades. From our professional scale rulers to our levels, we have the products that bring effective results.

## QUALITY

Depending on the product, there are up to 13 steps in production. Inspection at each step is the assurance of our high standards.

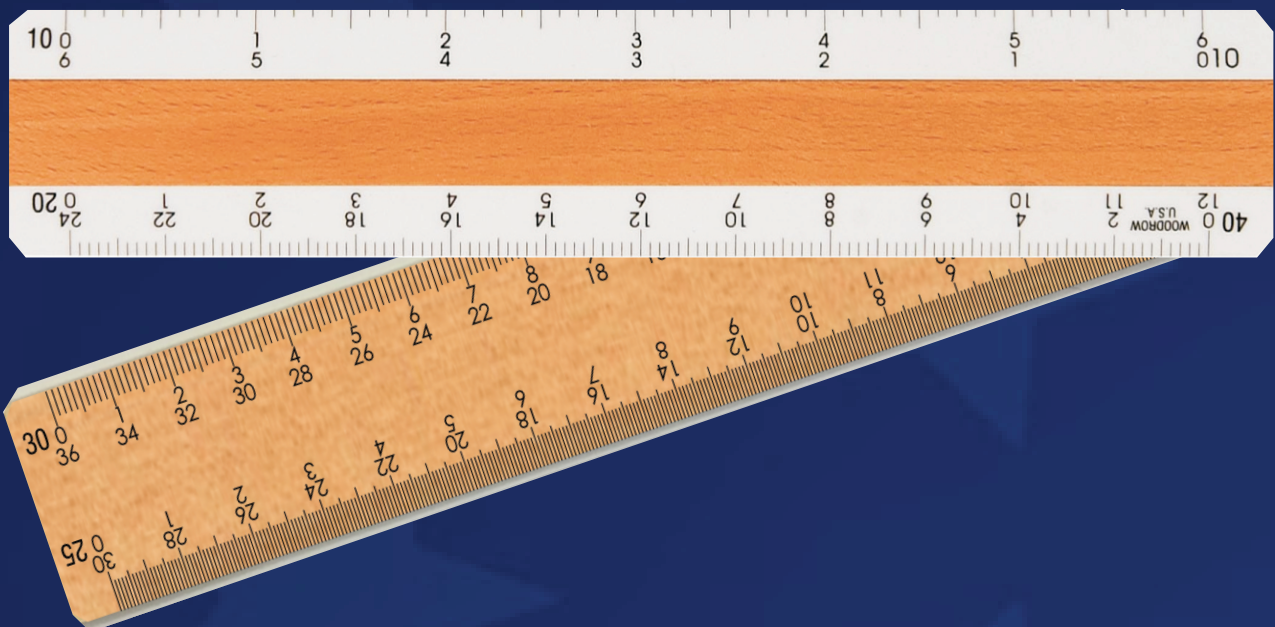
## SERVICE

Woodrow is a 2nd generation, family owned business, priding itself on knowledgeable, accurate, prompt and friendly service.

## REPEAT BUSINESS

The best measure of our high standards of quality and service is the great number of our customers who continually repeat their orders. Let Woodrow's advertising products build your business!

We sell through ad specialty dealers only and do not sell directly to end users.





# IMPORTANT ORDERING INFORMATION

Please provide vector artwork (not bitmap) to avoid extra charges, delays and errors.

## NO SET UPS!

**PRICES INCLUDE:** One standard color on one side.

### NO SET-UP CHARGE

**PRODUCTION TIME:** 2-3 weeks. All orders are email acknowledged with expected ship date. Orders of 5000 pcs or more may require more production time.

**RUSH SERVICES:** Call with specifics. 1 to 2 weeks is often possible.

**LESS THAN MINIMUM:** \$136.00(V)

**PROOFS:** Emailed Proof \$20.00 (V). Product proof \$136.00(V), PLUS \$53.00(V) per extra color or location. Changes to proof may incur extra charges.

**COLOR MATCHES:** \$30.00(V). Please specify coated numbers only. Exact matches NOT guaranteed.

**STOCK COLORS:** We print using PANTONE® Licensed Printing Inks. The following stock PANTONE MATCHING SYSTEM® COLORS are available. PANTONE Black C, PANTONE 185 C Red, PANTONE 208 C Maroon, PANTONE 172 C Orange, PANTONE Process Blue C, PANTONE 300 C Medium Blue, PANTONE 280 C Dark Blue, PANTONE 361 C Light Green, PANTONE 347 C Medium Green, PANTONE 341 C Dark Green, PANTONE 469 C Brown, PANTONE 424 C Grey, and PANTONE 109 C Yellow (not recommended unless outlined).

**SHIPPING:** UPS Ground. RUSH: UPS 2 Day or Next Day.

**SPLIT SHIPMENTS:** \$13.00(V) per destination.

**OVER AND UNDER RUNS:** Orders are considered complete with 5% over or under, and will be billed for over or underage shipped.

**COPY CHANGES AND CO-OP:** Contact factory with specifics for approval and pricing.

**HOLES:** \$31.00(V) set up plus \$.08 each.

**CLAIMS OR DAMAGE OR WORKMANSHIP:** Must be made to factory within 10 days of receipt of goods. All orders must be inspected upon arrival. Repair, Replacement or Credit will not be allowed for product that has been distributed and therefore is not returnable.

## ACCESSORIES

**VINYL RULER CASES:** Made of pliable .012 clear vinyl. Prices include ruler insertion.  
6" - \$.73(T), 12" - \$1.70(T), 18" - \$1.79(T)

**GIFT BOXES:** For 12 Inch Only

## PRODUCTS

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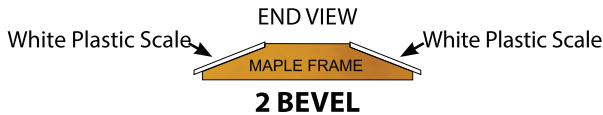
14 - 15



# Inches & Metric Rulers

2 Bevel Ruler Available in: 4", 6", 12" & 18"

Everyone needs a ruler to keep at their desk!  
Our 6" Inches and Metric Ruler is an inexpensive give-a-way  
for a large range of businesses to promote their products and services.



Functional, every day tools to promote any business!

Banks  
Investment Services  
Insurance Companies  
Mortgage Companies  
Manufacturers  
Real Estate Services  
Accountants  
IT Companies  
Removal Services  
Office Supply Stores  
Arts & Craft Suppliers  
Schools

## 0630A - 6" Inches & Metric 2 Bevel Ruler

Maple wood frame with white plastic scales in Inches in 32nds and Metric in Millimeters.  
Backside has a handy Fraction to Decimal to Metric Conversion chart.



Front: Inches in 32nds & Metric in MM



Back: Conversion Chart

## 1230A - 12" Inches & Metric 2 Bevel Ruler

Maple wood frame with white plastic scales in Inches in 1/16ths and Metric in Millimeters.  
Backside has a handy Fraction to Decimal to Metric Conversion chart.



Front: Inches in 16ths & Metric in MM



Back: Conversion Chart

## 1830A - 18" Inches & Metric 2 Bevel Ruler

Maple wood frame with white plastic scales in Inches in 1/16ths and Metric in Millimeters.  
Backside has a handy Fraction to Decimal to Metric Conversion chart.



Front: Inches in 16ths & Metric in MM



Back: Conversion Chart



# 4 Bevel Metric Reduction Rulers

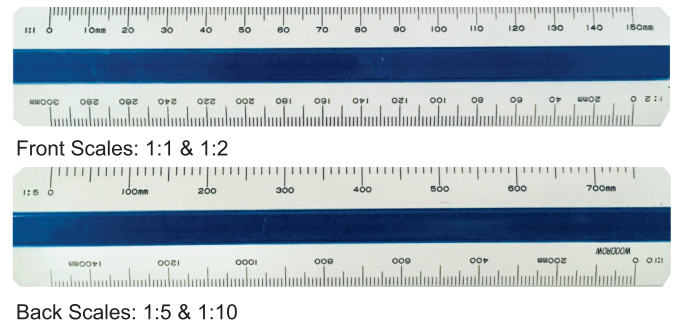
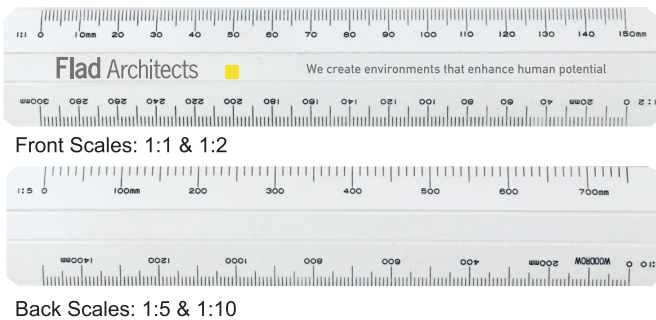
Ideal for Businesses Working with Metric Prints

Food Service Equipment Companies  
Restaurant Supply Companies  
International Construction Companies

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## 6PF3 & 6PF3B - 6" Metric Plastic 4 Bevel Ruler

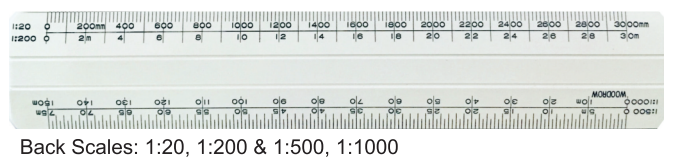
Molded of non-yellowing, white ABS plastic. Graduations are die-cut, molded for consistent accuracy.  
Each ruler is inserted into a poly sleeve. Available as all white #6PF3 or with blue center #6PF3B.



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## 6PF4 - 6" Metric Plastic 4 Bevel Ruler

Molded of non-yellowing, white ABS plastic. Graduations are die-cut, molded for consistent accuracy.  
Each ruler is inserted into a poly sleeve.



# 4 Bevel Plastic Metric Reduction Rulers

Ideal for Businesses Working with Metric Prints

Food Service Equipment Companies

Restaurant Supply Companies

International Construction Companies

## 6PF5 & 6PF5B - 6" Metric Plastic 4 Bevel Ruler

Molded of non-yellowing, white ABS plastic. Graduations are die-cut, molded for consistent accuracy.

Each ruler is inserted into a poly sleeve. Available as all white #6PF5 or with blue center #6PF5B.



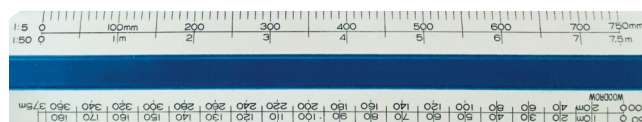
Front Scales: 1:1, 1:100 & 1:20, 1:200



Back Scales: 1:5, 1:50 & 1:250, 1:2500



Front Scales: 1:1, 1:100 & 1:20, 1:200



Back Scales: 1:5, 1:50 & 1:250, 1:2500

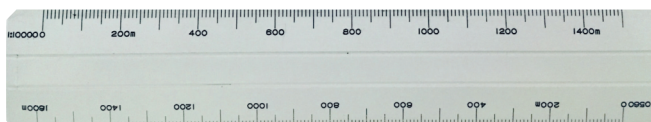
## 6PF6 & 6PF6B - 6" Metric Plastic 4 Bevel Ruler

Molded of non-yellowing, white ABS plastic. Graduations are die-cut, molded for consistent accuracy.

Each ruler is inserted into a poly sleeve. Available as all white #6PF6 or with blue center #6PF6B.



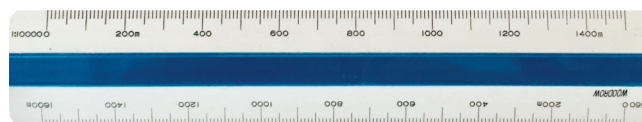
Front Scales: 1:250 & 1:2500



Back Scales: 1:10000 & 1:10560



Front Scales: 1:250 & 1:2500



Back Scales: 1:10000 & 1:10560

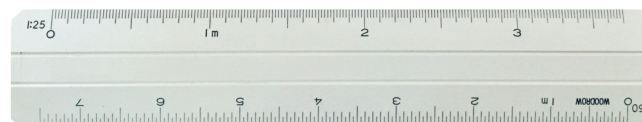
## 6PF7 - 6" Metric Plastic 4 Bevel Ruler

Molded of non-yellowing, white ABS plastic. Graduations are die-cut, molded for consistent accuracy.

Each ruler is inserted into a poly sleeve.



Front Scales: 1:1 & 1:20



Back Scales: 1:25 & 1:50



# Architectural Rulers



**Architectural Scale Rulers are targeted to the people these businesses need to reach.**  
**Take advantage of marketing to the building trades while the construction industry is HOT!**

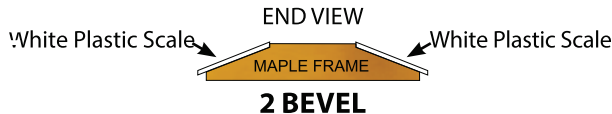
Roofing Contractors  
 General Contractors  
 Plumbing Contractors  
 Window Manufacturers  
 Air Conditioning Contractors

Masonry Contractors  
 Cabinet Makers  
 Patio & Deck Builders  
 Carpenters  
 Lumber Yards

Flooring Contractors  
 Walk-In Cooler & Freezer Mfrs.  
 Plastering Contractors  
 Fire & Safety Alarm Mfrs.  
 Store Fixture Suppliers

Swimming Pool Contractors  
 Construction Material Suppliers  
 Water Proofing Contractors  
 Steel Fabricators & Erectors  
 Roof & Floor Truss Mfrs.

**Is your client looking for custom scales? No problem! See page 18 or give us a call.**



**0610A - 6" Architectural Wooden 2 Bevel Ruler**  
 Maple wood frame with two white plastic scales on the front side and all wood backside with scales printed directly on the wood.



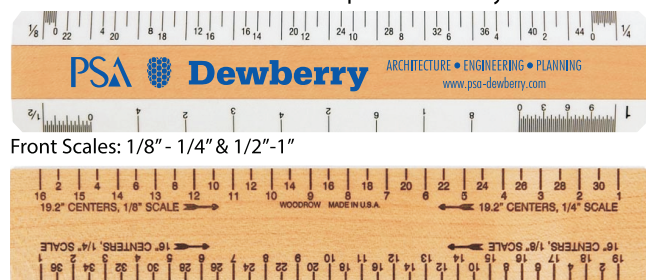
Back Scales: 3/8" - 3/4" & 1-1/2"-3"

**0610AJ - 6" Architectural Wooden 2 Bevel Ruler**  
 Maple wood frame with two white plastic scales on the front side and all wood backside with scales printed directly on the wood.



Back Scales: 16" Centers, 1/8" - 1/4" & 3/8" - 3/4"

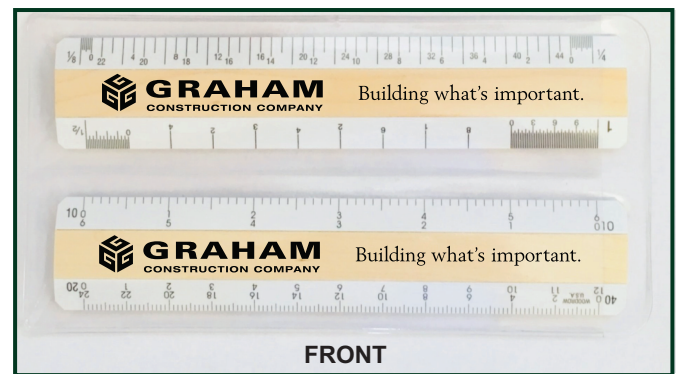
**0610AJJ - 6" Architectural Wooden 2 Bevel Ruler**  
 Maple wood frame with two white plastic scales on the front side and all wood backside with scales printed directly on the wood.



Back Scales: 16" Centers, 1/8" - 1/4" & 19.2" Centers, 1/8" - 1/4"

## Model 0610SET - 6" 2 Bevel Rulers

6" Architectural & Civil Engineering 2 Bevel Rulers in a double pocket clear vinyl case  
 Architectural double bevel ruler with plastic laminated scales  
 Price includes one standard color, one location imprint with rulers inserted in a double pocket .012 clear vinyl case



Front scales: 1/8"-1/4" & 1/2"-1"

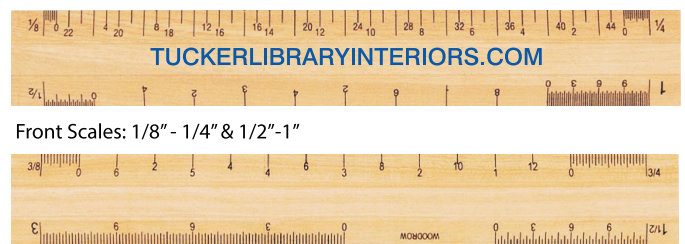
Back scales: 3/8"-3/4" & 1 1/2"-3".

Front scales: 10ths-10ths & 40ths-20ths

Back scales: 50ths-25ths & 30ths-60ths

## 6WA - 6" Architectural Wooden 4 Bevel Ruler

Professional quality at an affordable price. Made from lightweight Jalneem wood. Scales are pad printed on front and back.

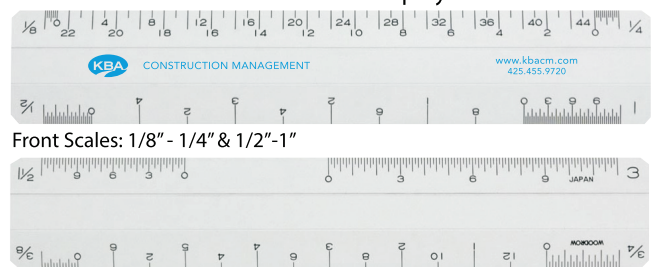


Front Scales: 1/8" - 1/4" & 1/2"-1"

Back Scales: 3/8" - 3/4" & 1-1/2"-3"

## 6PF1 - 6" Architectural Plastic 4 Bevel Ruler

Molded of non-yellowing, white ABS plastic.  
 Graduations are die-cut, molded for consistent accuracy.  
 Each ruler is inserted into a poly sleeve.



Front Scales: 1/8" - 1/4" & 1/2"-1"

Back Scales: 1-1/2" - 3" & 3/8" - 3/4"

# Civil Engineering Rulers

State & local governments are spending billions on infrastructure & commercial construction.

Civil Engineering Scale Rulers are the perfect promotional tools for the construction trades.

Pave the way to our professional scale rulers so these types of businesses can effectively promote themselves, influence decision makers and gain a share of this spending!

Building Contractors  
Highway & Road Builders

Asphalt Contractors  
Paving Companies

Real Estate Developers  
Telephone Companies

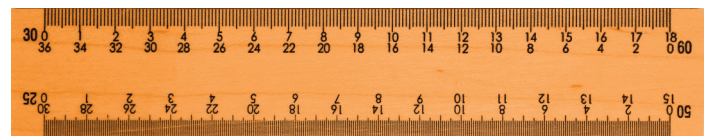
Pipe & Sewer Contractors  
Gas & Electric Companies

## 0610E - 6" Civil 2 Bevel Ruler

Maple wood frame with two white plastic scales on the front side and all wood backside with scales printed directly on the wood



Front: 10ths - 10ths & 40ths - 20ths



Back: 30ths - 60ths & 50ths - 25ths

## 6WC - 6" Civil Jalneem Wood 4 Bevel Ruler



Front: 10ths - 10ths & 40ths - 20ths



Back: 30ths - 60ths & 50ths - 25ths

## 6PF2 or 6PF2B - 6" Civil Plastic 4 Bevel Ruler

Molded of non-yellowing, white ABS plastic. Graduations are die-cut, molded for consistent accuracy.

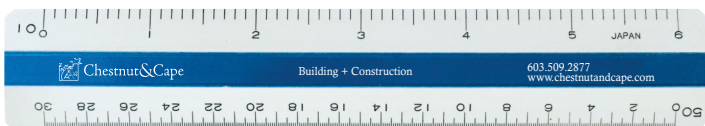
Each ruler is inserted into a poly sleeve. Available as all white #6PF2 or with blue center #6PF2B.



Front: 10ths & 50ths



Back: 20ths & 40ths



Front: 10ths & 50ths



Back: 20ths & 40ths





# Levels and Miscellaneous

## 9YTL - 9" Torpedo Level

Popular 9" Three Vial Torpedo Level

Made of sturdy electrically non-conductive plastic.

Price includes one standard color imprint in one of the tow available locations

**Help your clients build brand awareness  
with these industry specific measuring devices!**

Take advertising to a new level with our 9" Torpedo!  
Ideal for machine & parts manufacturers,  
property service companies and general contractors.



Front

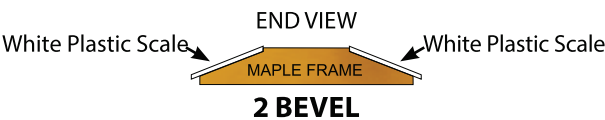


Back

A great give-a-way for full service machine shops and tool & die companies!

## 0615A - 6" Mechanical 2 Bevel Ruler

Maple wood frame with Inches in 1/10ths sub.div.  
to .020 and Inches in 1/32nds. Backside has a handy  
Fraction to Decimal to Metric Conversion chart.



Front: Inches in 1/32nds & Inches in 1/10th Sub. Divided to .020

CONVERSION TABLE				WOODROW MADE IN U.S.A.	
FRACTIONAL INCH	DECIMAL INCH	MILLI- METERS			
1/32	0.03125	0.7937			
1/16	0.0625	1.5875			
3/32	0.09375	2.3812			
1/8	0.125	3.1750			
5/32	0.15625	3.9687			
3/16	0.1875	4.7625			
7/32	0.21875	5.5562			
1/4	0.25	6.3500			
9/32	0.28125	7.1437			
5/16	0.3125	7.9375			
11/32	0.34375	8.7312			
3/8	0.375	9.5250			
13/32	0.40625	10.3187			
7/16	0.4375	11.1125			
15/32	0.46875	11.9062			
1/2	0.50	12.7000			
17/32	0.53125	13.4937			
9/16	0.5625	14.2875			
19/32	0.59375	15.0812			
5/8	0.625	15.8750			
21/32	0.65625	16.6687			
11/16	0.6875	17.4625			
23/32	0.71875	18.2562			
3/4	0.75	19.0500			
25/32	0.78125	19.8437			
13/16	0.8125	20.6375			
27/32	0.84375	21.4312			
7/8	0.875	22.2250			
29/32	0.90625	23.0187			
15/16	0.9375	23.8125			
31/32	0.96875	24.6062			
1	1.00000	25.4000			

Back: Conversion Chart

# Architectural Scale Triangular Rulers

All our triangular scale rulers are made of white high impact styrene with black engraved gradations.

Triangular Scale Rulers are upscale, precision drafting tools that are an ideal promotional item for your executive clients. These high quality rulers are used by architects, engineers, builders, landscapers, electricians and other professionals.

The perfect tool for using in the field or office that will be treasured and used for many years!

## TA 4 - 4" Triangular Architectural Ruler



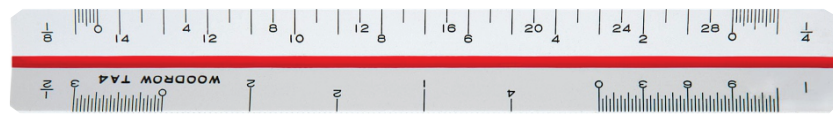
Side 1: Inches in 32nds



Side 2: 3/4" - 3/8" & 3/32" - 3/16"



END VIEW



Side 3: 1/8" - 1/4" & 1" - 1/2"

Each ruler inserted in a black backed-clear front, vinyl pouch with strapped flap

**HANDY 4" & 6" TRIANGULAR  
POCKET RULERS FOR  
USE IN THE FIELD!**

## TA 6 - 6" Triangular Architectural Ruler



Side 1: Inches in 32nds



Side 2: 3/4" - 3/8" & 3/32" - 3/16"



END VIEW



Side 3: 1/8" - 1/4" & 1" - 1/2"

Each ruler inserted in a black backed-clear front, vinyl pouch with strapped flap

## TA 12 - 12" Triangular Architectural Ruler

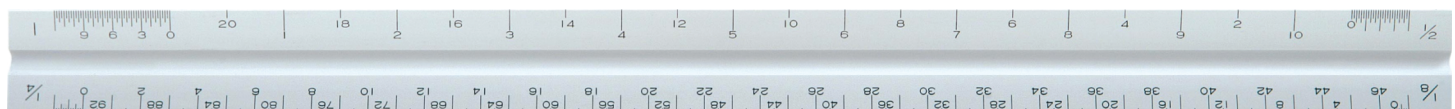
Handsome lacquer coated maple wood panel is imprinted and securely inserted for an effective display.  
Each ruler is inserted in a protective poly sleeve.



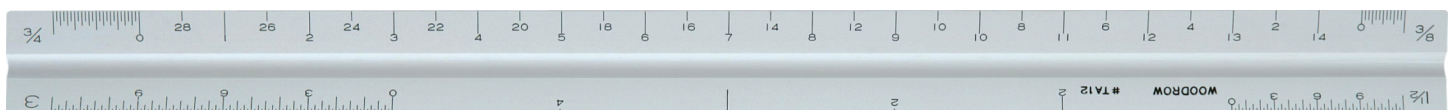
END VIEW



Side 1: Inches in 16ths & 3/32" - 3/16"



Side 2: 1" - 1/2" & 1/8" - 1/4"



Side 3: 3/4" - 3/8" & 1 1/2" - 3"



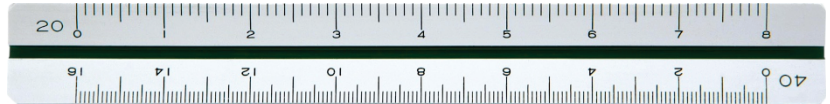
# Civil Scale Triangular Rulers

## TE 4 - 4" Triangular Civil Engineering Ruler

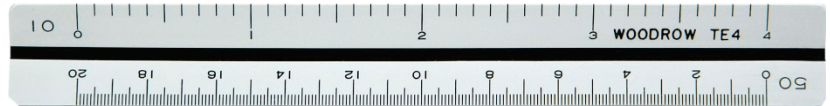
White high impact styrene with black engraved graduations. Color coded center stripe. Imprinted by pad process. Each ruler inserted in a black backed-clear front, vinyl pouch with strapped flap.



Side 1: 30ths



Side 2: 10ths & 50ths



Side 3: 20ths & 40ths

## TE 6 - 6" Triangular Civil Ruler

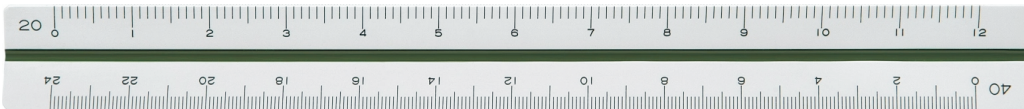
White high impact styrene with black engraved graduations. Color coded center stripe. Imprinted by pad process. Each ruler inserted in a black backed-clear front, vinyl pouch with strapped flap.



Side 1: 30ths



Side 2: 10ths & 50ths

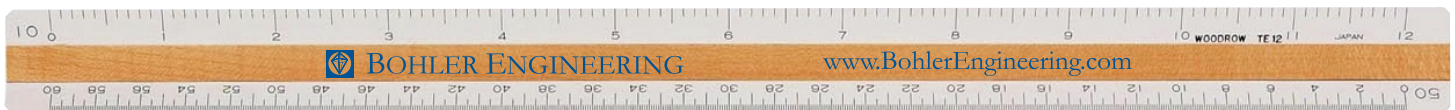


Side 3: 20ths & 40ths



## TE 12 - 12" Triangular Civil Ruler

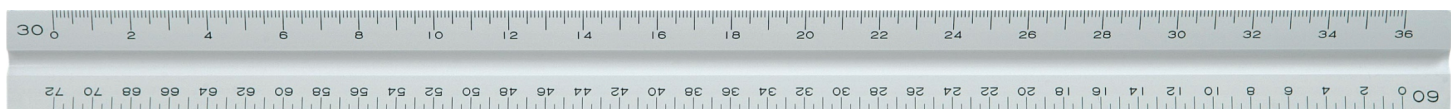
White high impact styrene with black engraved graduations. A handsome lacquer coated maple wood panel is imprinted & securely inserted for an effective display of the advertising message. Each ruler is inserted in a protective poly sleeve.



Side 1: 10ths & 50ths



Side 2: 20ths & 40ths



Side 3: 30ths & 60ths

# Optical Suppliers Rulers

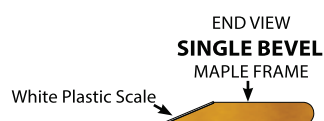


Our Optical Rulers specifically target optical suppliers, lens manufacturers, designer frame companies and eye care professionals.

Set your sights to tap into the Optical Market and expand your business!

Optical Rulers feature a maple wood frame with white plastic scales

## 0668MM - 6" Optical Ruler



Back: Inches in 32nds printed on the wood backside.

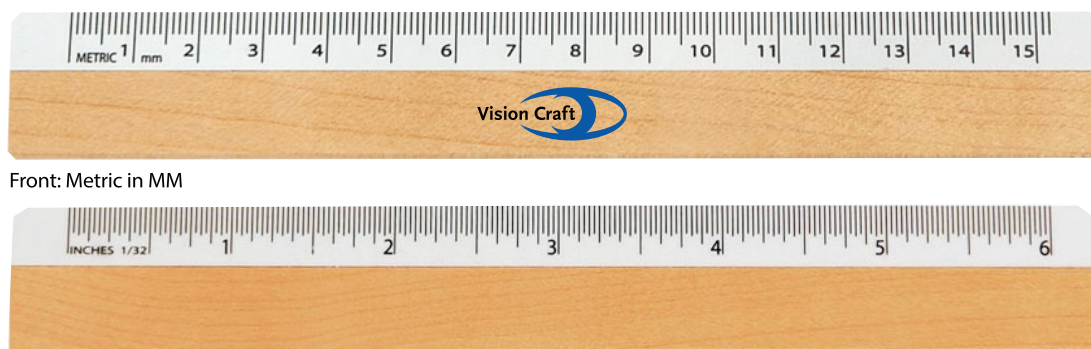
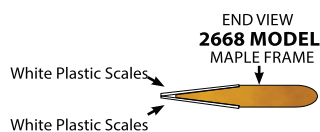
## 0768MM - 7" Optical Ruler



Back: Inches in 16ths

## 2668MM - 6" Optical Ruler

Maple frame with a white plastic scale on the front in Metric and a white plastic scale on the back in 32nds on the backside.



Back: Inches in 32nds



# CUSTOM SCALE AVAILABILITY

**FOUR BEVEL RULERS:** Any combination of white wall scales below can be selected at no extra charge. Be sure to clearly show substitutions on your order. Custom selections not available on 6PF models.

**SINGLE & DOUBLE BEVEL RULERS:** Front side white wall scales may be changed at no extra charge.

**Triangular Rulers:** Custom scales are not available.

Custom Back Scales (single & double bevel rulers)	25	50	100	250	500	1000	8V		
	8.08	4.28	2.38	1.24	.86	.68			
X - INDICATES THE SCALE IS AVAILABLE IN THE RULER SIZE				White Plastic Scale Wall Only			Wood Back Scales Only		
				6"	12"	18"	6"	12"	18"
#1. Inches in 1/16ths					X	X	X	X	X
#1a. Inches in 1/32nds	X						X	X	X
#2. 6-12PT. Pica						X			X
#3. Agate Line Scale						X		X	X
#4a. Inches in 1/10ths - Open End .020		X			X		X	X	X
#4b. Inches in 1/10ths - Full Sub. Div. to .020	X						X		
#4c. 10ths & 10ths Civil Engineering, Double Numbered	X	X					X	X	X
#5. 1/8" - 1/4" Architectural Reduction	X	X			X		X	X	X
#6. 1/2" - 1" Architectural Reduction	X	X					X	X	X
#9a. 30ths & 60ths Civil Engineering, Double Numbered	X	X					X		
#10a. 40ths & 20ths Civil Engineering, Double Numbered	X	X					X	X	
#11a. 50ths & 25ths Civil Engineering, Double Numbered	X	X					X	X	
#14. 8 and 10 Point Scale								X	X
#15. Metric (MM)	X	X					X		X
#16a. Inches in 1/8ths						X	X	X	X
#16b. Inches in 1/4ths							X	X	X
#17. 3/8" - 3/4" Architectural Reduction	X	X					X	X	X
#18. 1 1/2" - 3" Architectural Reduction	X	X					X	X	X
#19. 16" On Center 1/8" - 1/4" Architectural Reduction		X					X	X	X
#22. Fraction to Decimal to Metric Conversion Chart							X	X	X
#25a. 19.2" On Center 1/8" - 1/4" Architectural Reduction							X	X	X
#26. 24" On Center 1/8" - 1/4" Architectural Reduction								X	X
#27. Center Point Scale							X	X	X
#28. 1:100 - 1:50 Metric Reduction	X						X	X	X
#29. 1:20 - 1:10 Metric Reduction	X						X		X
#30. 1:50 Metric to Feet Conversion	X						X		
#31. 1:100 Metric to Feet Conversion	X						X		
#32. 1:5 Metric to Feet Conversion	X						X		
#33. 1:10 - 1:20 Metric to Feet Conversion	X						X		
#34. 1/16" Architectural Reduction							X		X
#39. 1/16" - 1/32" Architectural Reduction	X						X		
#40. 1:5 - 1:50 Metric Reduction	X						X		
#41. 1:10 - 1:100 Metric Reduction	X						X		
#42. 1:20 - 1:200 Metric Reduction	X						X		
#43. 1:500 - 1:1000 Metric Reduction	X						X		
#44. 1:1250 - 1:2500 Metric Reduction	X						X		
#45. 1:100 - 1:200 Metric Reduction		X					X		
#46. 1/16" - 1/8" Architectural Reduction		X					X		
#47. 1:25 - 1:500 Metric Reduction	X						X		
#48. 1:50 - 1:100 Metric Reduction	X						X		
#49. 1:200 - 1:400 Metric Reduction	X						X		
#50. 1:1000 - 1:2000 Metric Reduction	X						X		
#51. 1:250 - 1:500 Metric Reduction	X						X		

## PRICING

INCHES/METRIC RULERS - Price includes one standard color in one location - <b>NO SET-UPS</b>											6R
Model Number	25	50	100	250	500	1000	2500	5000	Picture Page#	Made in USA	Imprint Area
<b>0630A</b>	19.90	12.00	8.10	5.73	4.92	4.55	*	*	4	X	7/16" x 5 3/4"
<b>1230A</b>	24.02	15.75	11.57	9.13	8.30	7.88	*	*	4	X	1/2" x 12"
<b>1830A</b>	24.95	16.70	12.58	10.10	9.27	8.87	*	*	4	X	1/2" x 18"
<b>ALL 6PF'S</b>	23.48	15.81	11.97	9.67	8.88	8.50	*	*	5 & 6		1/4" x 5 3/4"

ARCHITECTURAL RULERS - Price includes one standard color in one location - <b>NO SET-UPS</b>											6R
Model Number	25	50	100	250	500	1000	2500	5000	Picture Page#	Made in USA	Imprint Area
<b>0610A</b>	19.90	12.00	8.10	5.73	4.92	4.55	*	*	7	X	7/16" x 5 3/4"
<b>0610AJ</b>	19.90	12.00	8.10	5.73	4.92	4.55	*	*	7	X	7/16" x 5 3/4"
<b>0610AJJ</b>	19.90	12.00	8.10	5.73	4.92	4.55	*	*	7	X	7/16" x 5 3/4"
<b>6PF1</b>	23.48	15.81	11.97	9.67	8.88	8.50	*	*	7	X	1/4" x 5 3/4"
<b>6WA</b>	22.62	13.18	8.45	5.63	4.68	4.20	*	*	7	X	1/4" x 5 3/4"

CIVIL ENGINEERING RULERS - Price includes one standard color in one location - <b>NO SET-UPS</b>											6R
Model Number	25	50	100	250	500	1000	2500	5000	Picture Page#	Made in USA	Imprint Area
<b>0610E</b>	19.90	12.00	8.10	5.73	4.92	4.55	*	*	8	X	7/16" x 5 3/4"
<b>400EWD</b>	25.88	16.00	11.50	8.42	7.37	6.85	*	*	8	X	7/16" x 5 3/4"
<b>6PF2/B</b>	23.48	15.81	11.97	9.67	8.88	8.50	*	*	8		1/4" x 5 3/4"
<b>6WC</b>	22.62	13.18	8.45	5.63	4.68	4.20	*	*	8		1/4" x 5 3/4"

ADDITIONAL COLORS/LOCATION - Price is per ruler - <b>NO SET-UPS</b>									8V		
Second Color/Additional Imprint				25	50	100	250	500	1000	2500	5000
				5.31	3.04	1.91	1.24	0.99	0.90	*	*

Thank you for your order!



## PRICING

LEVELS & MISC. RULERS - Price includes one standard color in one location - NO SET-UPS											6R
Model Number	25	50	100	250	500	1000	2500	5000	Picture Page#	Made in USA	Imprint Area
9YTL	2.97	2.97	2.97	2.97	2.97	2.97	*	*	9	X	Top: 5/16" x 5 1/2" Front: 7/16" x 1 1/8"
0615A	22.62	13.18	8.45	5.63	4.68	4.20	*	*	9	X	7/16" x 5 3/4"

ARCHITECTURAL & CIVIL ENGINEERING TRIANGULAR RULERS *											6R
Price includes one standard color in one location - NO SET-UPS											
Model Number	25	50	100	250	500	1000	2500	5000	Picture Page#	Made in USA	Imprint Area
TA 4 & TE 4	19.25	13.80	11.07	9.43	8.88	8.62	*	*	10 & 11		3/16" x 4"
TA 6 & TE 6	20.53	15.08	12.35	10.73	10.17	9.93	*	*	10 & 11		3/16" x 5 3/4"
TA 12 & TE 12	25.38	19.92	17.22	15.57	15.02	14.77	*	*	10 & 11		1/4" x 12"
12" Only Each Additional One Color Imprinted Panel	9.47	6.59	5.13	4.26	3.99	3.84	*	*			8T

\* Quantities of 1,000 or more require extra production time

OPTICAL RULERS - Price includes one standard color in one location - NO SET-UPS											6R
Model Number	25	50	100	250	500	1000	2500	5000	Picture Page#	Made in USA	Imprint Area
2668MM	21.83	13.70	9.65	7.25	6.40	6.00	*	*	12	X	3/8" x 5 3/4"
0668MM	19.92	12.03	8.10	5.75	4.95	4.57	*	*	12	X	3/8" x 5 3/4"
0768MM	21.45	13.27	9.15	6.72	5.90	5.50	*	*	12	X	3/8" x 7"

ADDITIONAL COLORS/LOCATION - Price is per ruler - NO SET-UPS									8V		
Second Color/Additional Imprint				25	50	100	250	500	1000	2500	5000
				5.31	3.04	1.91	1.24	0.99	0.90	*	*

*Thank you for your order!*

A large, stylized graphic of the American flag is positioned on the right side of the cover. The flag is shown in a dynamic, flowing manner, with the red and white stripes curving and swirling downwards. The blue field with white stars is visible at the top right corner. The background of the entire cover is a dark blue field filled with a repeating pattern of small, light blue stars. A vertical red stripe runs along the left edge of the cover.

# WOODROW

...all about measuring since 1946

Effective thru June 30, 2023  
ASI/98160 • PPAI/113309  
SAGE/54471 • UPIC/WOODROW