

PERMANENT IN-STORE DISPLAYS

Eye-catching displays

In a retail world where more and more products compete for the consumer's attention, Optirack™ provides the framework for an attractive in-store theatre. With modular solutions for canopies, light boxes and graphic panels, Optirack™ offers almost endless possibilities to tailor solutions to a specific product family.

Having all processes in-house, provides us with the ability to create solutions that take into consideration all aspects of the product presentation - from each individual product facing, to the general visual ambience.



FACTS

The Benefits

Stand-alone units or solutions integrated into existing uprights.

Easy to mount - easy to install.

Full set of options for visual enhancement.

Merchandising and Communication solutions can be integrated directly with the shelving.



The racks are designed so they can be flat-packed. Back plates are self-locking, and no tools are needed to assemble the units.



Multi-tier racking

The wall display enhances visual presentation through its crystal-clear shelving and modular approach. Up to 10 levels can be displayed on a full height bay, while still allowing ample room for each title to be seen.

Flexible shelving options

The system consists of self-locking, high impact acrylic shelving, metal backs and uprights. Where uprights already exist, the universal bracket permits the system to be retro-fitted to existing shelving systems. Magazine dividers and under-shelf lighting are available as options.



The solution is supplied flat-packed and designed for self-installation. One full bay takes less than 5 minutes to install.



HIGH IMPACT ACRYLIC RACKING



MTM-10-

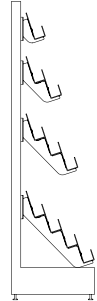
10 tier wall display for magazines

Semi-modular universal wall racking comprising of 10 tiers, making this the perfect clear solution for your magazine display. This bay is the only clear system that permits the display of 10 tiers of magazines, while still providing easy shopping on upper levels.

It also ensures that all your magazines are displayed showing the full face providing excellent visibility of the masthead - Maximising Sales.

This system is available in all bay widths with a choice of two pocket depths: 65 mm and 100 mm.

Size: 1950 mm height.

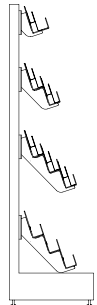


MTME-15-

15 tier wall display for multi-media

Semi-modular universal wall racking comprising of 15 tiers, providing the perfect clear solution for your Multi-Media display. In addition to excellent presentation for your CD's, DVD's and Video's the system also boasts excellent capacity handling. This system is available in all bay widths with a choice of two pocket depths: 65 mm and 100 mm.

Size: 1950 mm height.



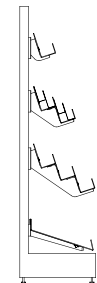
MTS-9-

9 tier wall display for stationery

Semi-modular universal wall racking comprising of 9 tiers, providing the perfect clear solution for your Stationery display. This tried and tested system allows you to mix and match the shelves to find your best configuration. The system is ideal for Photo Frames, Pads, Envelopes, Maps and Guides.

This system is available in all bay widths and with a choice of two pocket depths: 65 mm and 100 mm.

Size: 1850 mm height.



MTC-10-

10 tier display for cards

The clear 10 tier card system is ideal for gondolas, enhancing your card display and allowing for full visibility due to the clarity of the plastic. This system utilises powder coated universal brackets designed to fit all uprights. It is available in any width ranging from 600 mm up to 1300 mm.

Size: 1300 mm height.

