

Creative Spotlight - Wire & Metal Displays



This modular motorcycle apparel and accessory display is constructed from metal, tubing and wire. The grid center tower allows for the t-bar, dual prong and single bar hangers to be positioned in various positions. The metal ovals on the front of the hangers are branded with product logos. The powder coated MDF sign frame, allows for a 2-sided interchangeable sign and the powder coated MDF base has roller ball casters. All metal parts have a durable powder finish. For more information, contact Nashville Display, 306 Hartman Dr., Lebanon, TN 37087.



Marv-o-lus Mfg. Co offers this versatile 24-Hook Spinner Rack for holding all different types of merchandise. The 6-hook tier has 9" of hanging space between hooks, at the widest point. The hooks are 5-3/4" long. The maximum weight capacity is 50 lbs. The unit has a bright zinc finish. The dimensions are 63"H x 18" For more information, contact Marv-o-lus Mfg. Co., 220 North Washtenaw Ave., Chicago, IL 60612.



Flair Display created this "Hi Wines" 6 Case Rack, a multiple material display that features a wire frame. There is an angled shelf which shows off the bottles of wine and an interchangeable metal sign channel. The header shows a litho sheet laminated to a hardboard panel. Side panels feature humorous sayings to catch the consumer's attention ending with the phrase "The Wine Speaks Volumes". The Hi Wines Six Case Rack was created by Flair Display, 3920 Merritt Avenue Bronx, NY 10466.



Trion Industries, Inc. offers its versatile Expandable Wire Tray™ in a bar merchandiser application displaying candy and gum. EWT adjusts from 5" to 8" wide to tailor lane width to the specific product merchandised. The expandable wire tray may be used for almost any product size and package style and is adaptable to virtually any display. Optional accessories include clear plastic or wire front product stop, automatic, self-facing spring feed and individual or shelf-length label holder systems. For more information contact Trion Industries, 297 Laird Street, Wilkes-Barre, PA 18702.



Midway Displays offers its new Bucket Display, which has a metal center pole and base. This display is ideal for displaying small items such as candy, hardware, pet toys, sporting goods and more. A variety of pole heights and bases is available. A silk screen logo may be put on the base. For more information, contact Midway Displays, 6554 S. Austin Avenue, Bedford Park, IL 60638.



Cornerstone Display Group rolled out a nationwide "Lane Blocker" program throughout the Safeway chain. The Lane Blocker was constructed from powder-coated and color-matched wire and steel, casters, 5-color SBS printed graphics and laminated wood. The display was developed to cross promote Sony DVDs and Kraft single-portion salty snack foods. Spring-loaded pushers keep the DVDs neatly organized and the snack food trays allow consumers to locate the selected snack. For more information, contact Cornerstone Display Group, 13834 Del Sur Street, San Fernando, CA 91340.



Fobus Holsters required a display to offer to independent sporting goods retailers nationwide. This display is used either on the counter or on pegboard. The unit combines offset printed laminated signs over a powder coated wire frame. There is a literature pocket on the front of the display for brochures. This display was designed and manufactured by Metaline, Displays with a Twist, 101 North Feltus Street, South Amboy, NJ 08879.



Wire and metal counter racks and floor stands designed and produced for General Mills, have a modular design allowing for various packaged products. The design permitted shelves to be added or taken out when needed. In addition, motion mats were also added to each shelf allowing the product to be front faced at all times. With the modularity and increased merchandising space, these racks are able to display some of General Mills most popular packaged products. For more information, contact Cannon Equipment, 15100 Business Parkway, Rosemount, MN 55068.