



| WIRE TECH

Maximum utilisation – maximum design freedom

*// wire tech – shelving systems from Wanzl
provide maximum utilisation and high
load capacity //*

/ HIGH-QUALITY FLEXIBILITY

wire tech – attention-grabbing Wanzl
shelving systems

- **Customers' attention is guided to the range of products on offer**
- **Allows a quick overview of extensive product ranges**
- **Unrestricted access to the chosen items**

– all these factors depend on the shelf system that the shop operator chooses to present their range of goods at the POS. The demands associated with this are equally high. The appearance should be as high-quality as possible, but the shelving should also be adaptable to offer maximum freedom of design at the POS. On top of this, the structures must be able to withstand high loads and be easy to transport.

The wire tech shelving system from Wanzl is the perfect match for these requirements. Decades of experience in shop design and shopfitting, in creating and producing warehouse and logistics systems are reflected in Wanzl wire tech and ensure that shop operators have a product that is easy to handle and grabs customer attention.





UNPRECEDENTED FREEDOM TO DESIGN

Implement unique display ideas, exactly as envisaged, with wire tech.

■ **The best indicator** of high quality and the practical benefits of modular shelving systems is their use and adaptability at the POS itself. Here, wire tech shows exactly how equipped it is to face all challenges. The premium shelving system is designed in such a flexible way that it can also be used to implement extraordinary display ideas, just as intended. Selectable depth, axis and height dimensions allow the shelves to be dimensioned according to the space and product.

A range of end aisle display types allow flexibility in excessively tight spaces at the POS and increase the impact factor of specifically selected items or special offers. In addition to design freedom, efficiency comes first. Maximum transparency, high product pressure and the enormous load capacity of the shelf constructions enable the best possible utilisation of sales premises.



↑ **CHANGING SHAPES THAT CATCH THE EYE:** The free-standing gondola with rounded end attracts the full attention of potential purchasers.

→ **OPTIMUM PRODUCT PLACEMENT – MAXIMUM PRODUCT PRESSURE:** Free-standing gondola units from wire tech provide the customer with a brilliant overview of the shop's range.

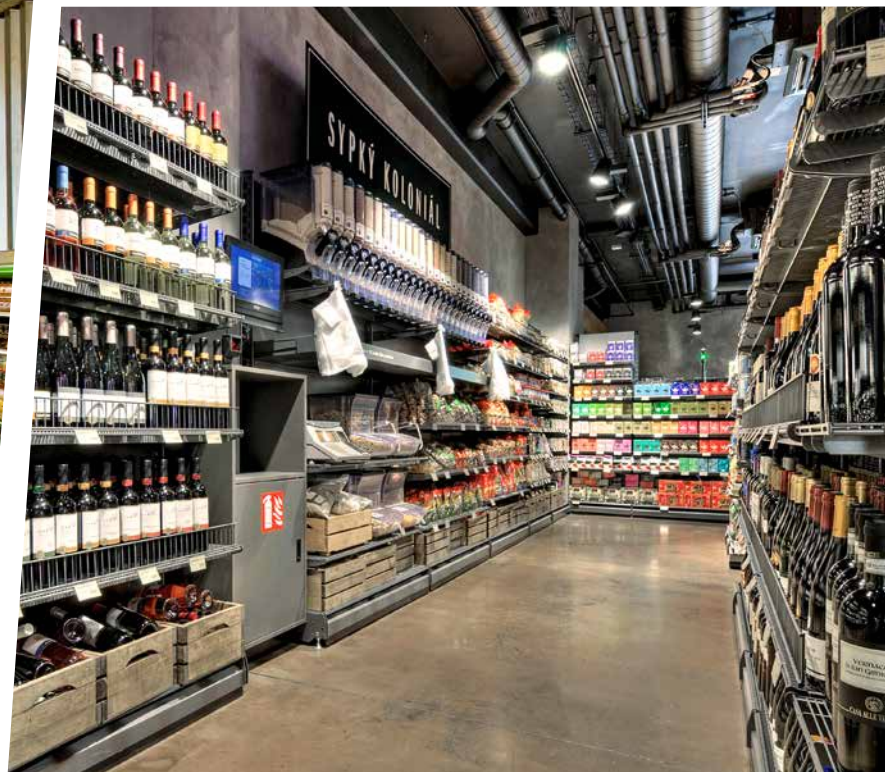




← **PRODUCT RANGES –
APPEALINGLY DISPLAYED:**
Free-standing gondola unit with
semi-circular end shelves.

// Your benefits – at a glance //

- Can be flexibly adapted
- Optimum utilisation
- High loading capacity
- Intelligent modularity
- Simple assembly



↔ **CLEAR INSIGHTS:**
wire tech shelving systems combine
high utilisation with a maximum spatial
adaptability.



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BIO

/ FOCUSING ON THE CUSTOMER'S ATTENTION

wire tech combines brand and shop-oriented presentation

■ **Shop operators know** that different articles and product groups require differentiated, brand-oriented and shop-oriented presentation at the POS. This is the only way to grab customers' full attention.

Product dimensions and types, packaging methods and exclusivity – these are all parameters that go into strategically optimising the placement of goods. The wire tech shelving system from Wanzl provides the best possible conditions for every product environment.



↑ FOOD, HEALTH AND HYGIENE ARTICLES, HOUSEHOLD OR PERSONAL CARE ITEMS:

In drugstores, the range of goods is often especially diverse. The flexible ways of deploying wire tech makes an enormous difference here.

↑ ↑ NARROW IS NICE:

Even at minimal depths, free-standing wire tech systems enable high shelf utilisation. This also allows customers to benefit from maximum freedom of movement.



→ **EXCLUSIVE PRESENTATION – INTELLIGENT STORAGE:**

If you want to position your goods as clearly as possible while saving space, Wanzl shelving systems are the answer.

↓ **THOSE WHO SEEK, FIND (AND QUICKLY!).**

Here, the products on offer are tea and coffee, beautifully displayed by wire tech. Individual shelf ends shield the items at the side.



← **WITH SO MUCH OVERVIEW, YOU HAVE TO DOFF YOUR HAT.**
wire tech is also the perfect way to model fashion items.

↓ **WAYS TO SLAKE YOUR THIRST, PRESENTED IN A TEMPTING WAY:**
wire tech gives premium products powerful exclusivity.



| GOING ON APPEARANCES CAN BE A GOOD THING....

As varied as your product range: wire tech provides diverse shelving options

■ **Wanzl shelving systems** provide the perfect frame for every product range. In addition to the large number of different sizes and models, shop operators also have a large selection of finishes

made of different materials, with different colours and textures. This creates entire shopping worlds with an optimal crossover between the product environment and display.





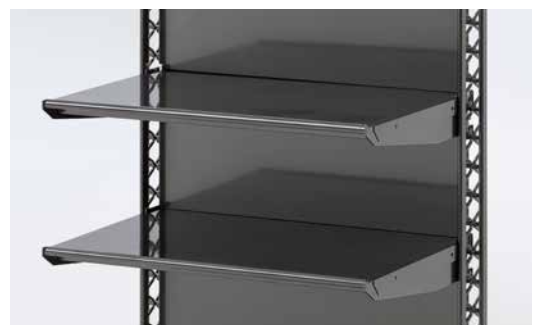
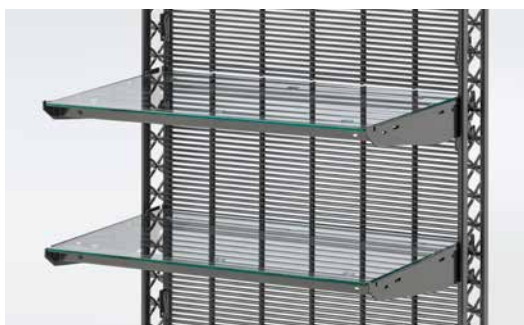
*// wire tech builds the perfect bridge between
the product environment and product display //*

Strong materials – high-quality finish

■ **What now applies to packaging** has long been the case for product placement. Quality is best reflected in a high-quality environment. Whether that consists of wire or sheet metal, with a wooden or glass base material,

wire tech offers a variety of different design options.

**Already have a vision for your display?
We'll provide you with the perfect solution!**



| ALWAYS 'WIRED'

wire tech: The maximum display options,
with minimum use of materials

■ **"As many products as possible, as little material as necessary!"**

wire tech shelving components are proof that high load capacity and filigree design, an atmospheric mood and efficiency in the load-release of goods can be the perfect combination.

It doesn't matter if it's foodstuffs, care products, tools or building materials for everyday use. With wire tech, you benefit from a system that is almost invisible while displaying your items. The product-oriented setting of heights, distances and depths allows for offer-oriented placement. More display room in less space is just not possible!



↑ **"AS IF IT WERE MADE TO MEASURE!"**

With the use of wire shelves, gaps in the product range disappear. The customer's attention is drawn to items on the shelf below.





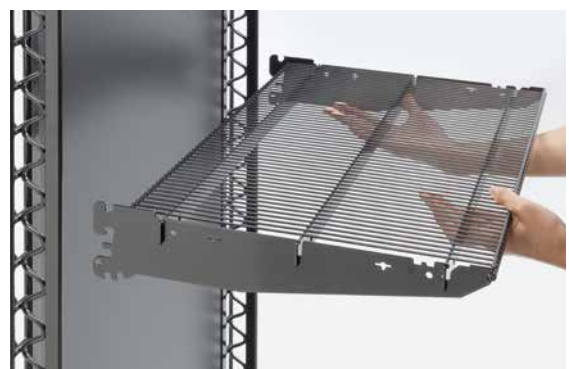
// Your benefits – at a glance //

- Reduced materials – maximum utilisation
- Easy installation – consistent stability
- High surface resistance and robustness due to the use of grid elements



The trick with the click

■ **The wire tech click system** for Wanzl wire shelves is designed for a consistently uncomplicated assembly and the fastest possible adaptation capability as part of new product presentations.



↑ MAKE IT AS EASY AS POSSIBLE FOR YOURSELF!

Wanzl shelving systems provide smooth connections between the components, with a high degree of shelf stability. With just a few clicks, the console and wire shelf can be connected to each other and the consoles can be linked into the columns.



*// Up to 13 percent more sales
space with wire tech //*

| A SYSTEMATIC PATH TO SUCCESS

Benefit from your design choices and configure your shelving system as desired

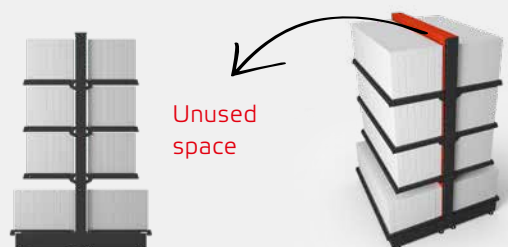
■ **With wire tech, Wanzl** creates the perfect building blocks for shop operators to equip, convert, set up and redesign storage and shelf space. The desired height and width of the shelving system can be “configured” by selecting the different axle dimensions; the end of the gondola unit can be chosen in a similar way, with multiple options. The connections between back walls and shelves provide a range of materials, coating and colour variants.

More sales space with wire tech

with centrally mounted back panel



Reduced use of floor space in comparison to a conventional shelf with a suspended back wall



More efficient use of space

The highest possible utilisation with consistent presentation quality:

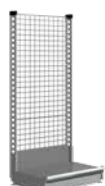
That's what shop operators want from a shelf system.

By using "central back walls", wire tech increases the sales space on offer by up to 13%.

More space for product means more sales!

Selected fixtures

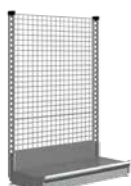
Axis dimensions



625 axis



1000 axis



1250 axis



1333 axis

Gondola end elements



180° end element



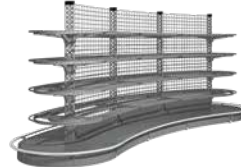
Angular end element



Straight end element



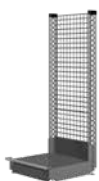
Head unit end element



Convex/concave

Design

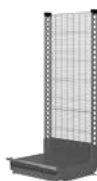
Rear panels



Lattice



Wood



Blister



Sheet metal



Magnetic foil

Shelves:



Wire shelf



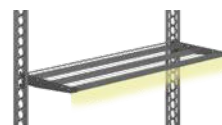
Glass shelf



Wooden shelf



Sheet metal shelf



LED lighting

Lighting systems

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