

WIRE TECH 100

Principally flexible



| Perfect presentation at the POS

With shelving systems from Wanzl



■ **To generate continuously high revenue in your store,** you need to be able to react flexibly and at all times to changing conditions and customer needs. And in doing so, you must ensure that the customer has the best possible overview of the range of products in store. In any case, you would like to benefit from the highest possible utilisation of the capacity of your product shelves, which reduces the need for transporting goods through the store. The availability of modular options for your shelving system is also crucial. The more possibilities there are, the more specific your strategy can be. Certain

items can be positioned in your customers' direct field of vision. And it goes without saying that the aesthetics have to be right. The way your products are presented must suit the products themselves – both in terms of visuals and the overall atmosphere in store.

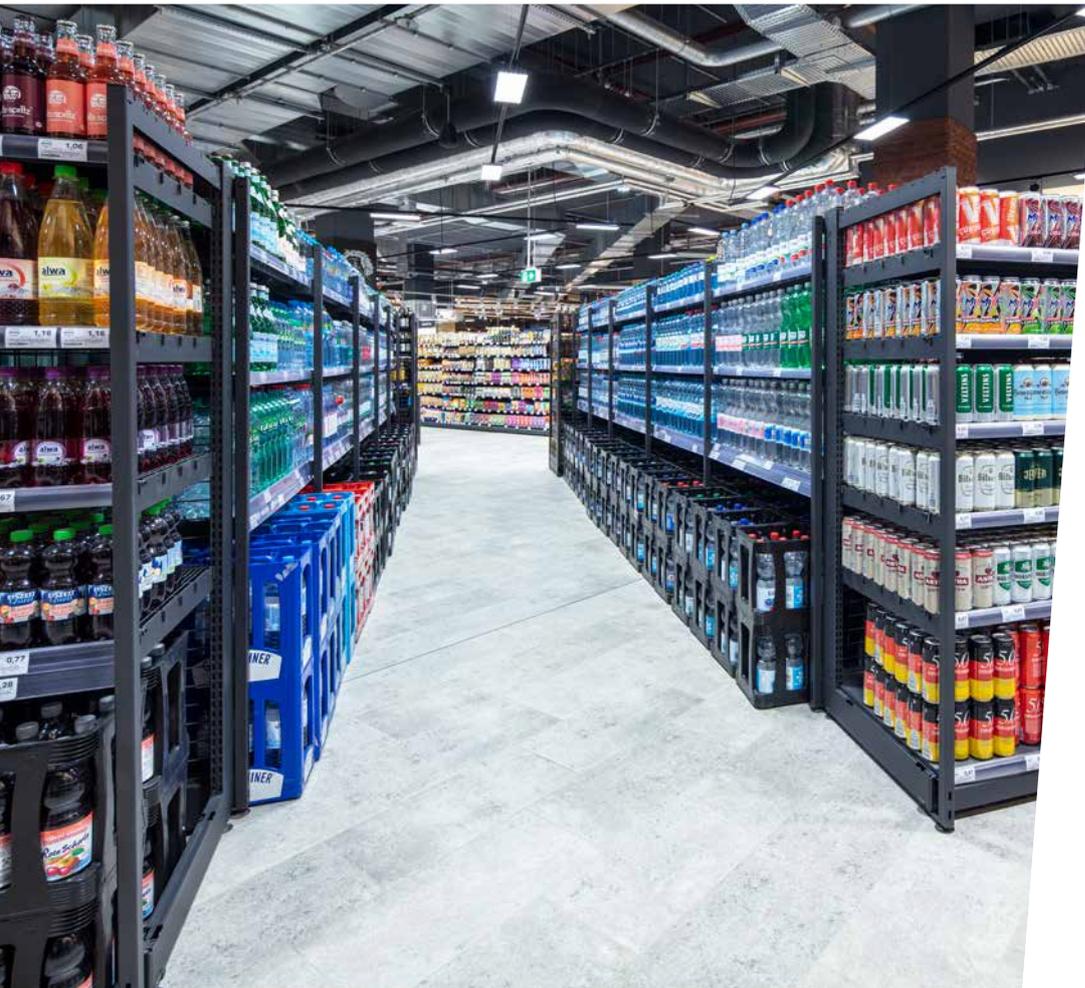
When you add up all these factors, the solution is clear: wire tech 100. The shelving system from Wanzl creates the conditions you need to combine transparency, a clear overview, product relevance and the right look for impressive goods presentation at the POS.

MAXIMUM CAPACITY UTILISATION

... greatest possible overview of goods

■ **The more space your shelving system offers,** the better you can utilise the capacity of your sales floor, which in turn reduces the need to transport goods through the store to restock shelves, freeing up staff for other tasks.

wire tech 100 was designed in such a way that the construction method and dimensions, load capacity and general load-bearing capacity offer maximum product volume with the lowest possible use of materials.



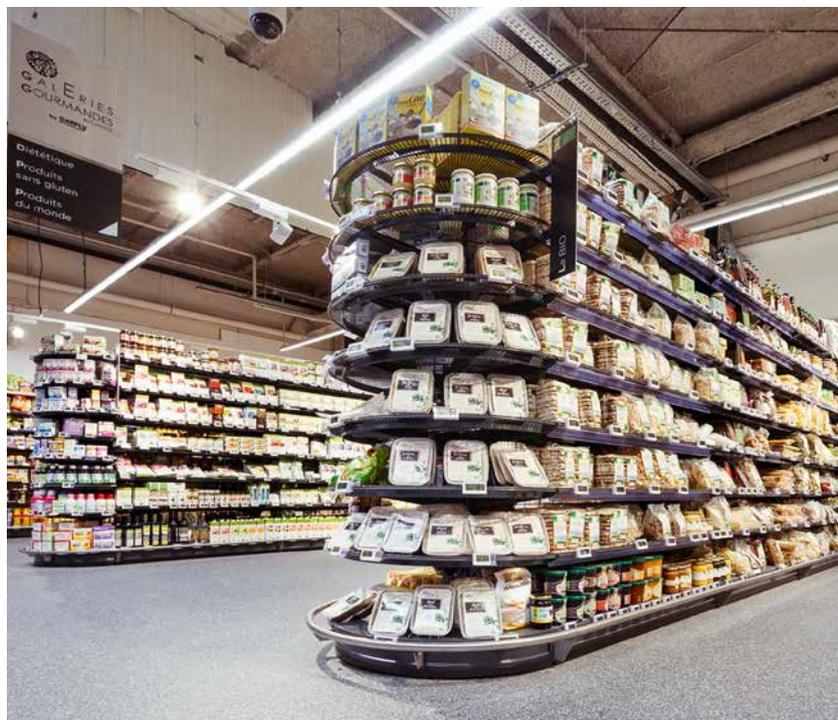
↑ **WELL-POSITIONED DRINKS SECTION:**
Customers can find what they are looking for at a glance.



↕ **GONDOLA END UNIT WITH FORERUNNER FUNCTION:**
Harmoniously combining product display and design.

*// The benefits for you –
at a glance //*

- Highly flexible goods presentation
- Maximum modular options
- Best possible capacity utilisation
- Adaptable aesthetics





ROOM TO MANOEUVRE FOR YOUR CUSTOMERS

Make use of an amazing variety of design options with wire tech 100

■ **Different items require different methods** of presentation. With a variety of design and adaptation options, wire tech 100 gives store operators the freedom they need to implement their own individual sales strategy. We provide you with a wide range of different surface, colour and material options to match the type of product and product area. This gives you every opportunity to offer your target group the best possible orientation in store and to create the right atmosphere for them, generating enthusiasm for your products.



↑ **BE IT EVERYDAY ITEMS OR LUXURY GOODS:**
wire tech 100 offers your customers a host of different design options for different product segments.

→ **FULL SHELVES NOT ONLY ENSURE** that your customers can access the goods they want; they also significantly reduce the frequency of goods transportation between the warehouse and the sales floor. wire tech 100 from Wanzl is designed around achieving the best possible capacity utilisation.

→ STOCK UP ON VITAMINS ON YOUR WAY THROUGH?

- The selection available at this "Vitamin Bar" is impressive and perfectly presented.



// The benefits for you – at a glance //

- Optimum goods visibility
- Impression of high-quality materials
- High light effect
- Extremely robust and durable



← EXCELLENT VISIBILITY:

As the front of the shelves is only a few millimetres high, wire tech 100 automatically draws customers' focus to the goods.

↓ EVEN IF THERE IS a wide variety of goods of all shapes and sizes on display:

wire tech 100 shelving systems create order and the best possible overview of the products.



| Provide powerful incentives to buy

wire tech 100 gives your customers the freedom that they need.

■ **Semicircular gondola end units act as dynamic end elements** to optimally stocked shelving units: Customers really like being able to select the right product from a wide range of options. At the same time, they want to be able to find the product they want quickly. So it is completely up to them to decide

how much of their valuable time in the store they spend in a particular section. wire tech 100 gives store operators every opportunity to combine a wide range of goods with the best possible orientation for customers in store. And to support these factors with effective sales stimuli.





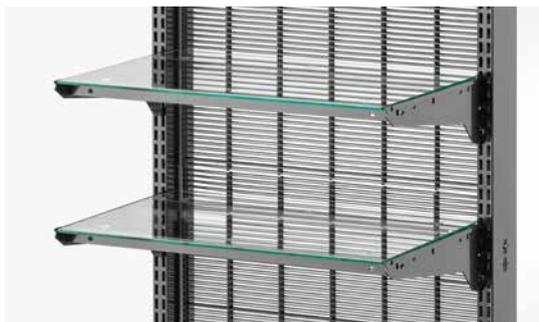
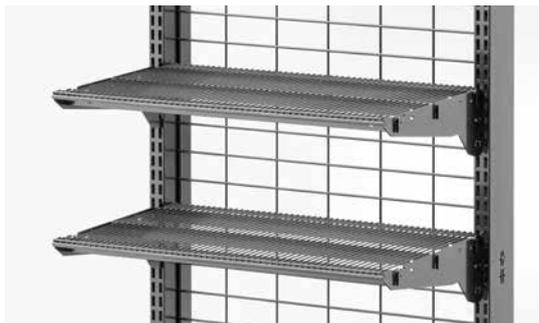
// Quality and variety: you will find what you're looking for in our range //

wire tech 100: adaptable for more design freedom

■ **Back panel, shelf or plinth elements:** wire tech 100 adapts to your needs and the requirements of your store – not the other way around. The distances between the shelves are based on a 25 mm grid, allowing shelf heights to be adapted perfectly to the size of the products.

And the best thing is that wire tech 100 plinth elements and wire shelves are also compatible with the related Wanzl shelving systems wire tech and pure tech – and vice versa.

This allows you to benefit from a modular system with maximum design freedom!



DESIGNED WITH ATTENTION TO DETAIL

wire tech 100: saving space creates flexibility

■ **Effective gondola and wall unit combinations**, use of different head unit elements, a variety of back panel, shelf and plinth combinations and always a choice between different sizes: wire tech 100 gives you the flexibility that you need to implement your goods presentation concept – and saves you a whole lot of space in the process!

A further advantage is that packaging sizes are usually based on the dimensions of Euro pallets. So we aligned our shelves to the Euro dimensions 400/600 mm.



↑ ↑ **SHELF SPACE IS VALUABLE**
wire tech 100 utilises the space to the max and opens up entirely new options.

→ **SHELVING ELEMENTS COMBINED WITH A SINGLE PURPOSE:**
to draw attention to items that maximise your profit.



→ **MINIMAL PROFILE HEIGHTS** make price labelling easier and ensure an almost completely unobstructed view of the items on the shelf.



// The benefits for you – at a glance //

- Fully lattice back panel
- Easy clip attachment
- Welded connection between base and pillar
- Easy to assemble

The trick with the click

■ **The wire tech 100 click system** is designed to make the shelving units easy to assemble and quick to adapt when new products are being stocked.



↑ **MAKE IT EASY FOR YOURSELF!**

Wanzl shelving systems offer smooth connections between components coupled with high shelf stability. Just a few clicks is all it takes to connect the wire shelf to the bracket and engage the brackets in the pillars.



| EFFICIENT IN EVERY WAY

Are you looking for a change?
wire tech 100 can easily adapt to your new vision!

■ **Modern, on-trend shelving systems** are defined, first and foremost, by their ability to adapt – including to the space they are in. With the wire tech 100 shelving system from Wanzl, you are on the safe side, both now and in the future. Different depth dimensions for axis lengths and for gondola and wall units, including different height dimensions: This means that even when rearranging or redesigning your store layout, you are always able to adapt the dimensions and orientation of the shelving elements to the new concept.

More sales space with wire tech 100
with centrally mounted back panel



Less sales space with a conventional shelf
with front-mounted back panel



Increased space efficiency

Highest possible capacity utilisation with consistently high presentation quality: this is what store operators want from a shelving system.

By using “centrally mounted back panels” wire tech 100 increases the available sales space by up to 13 percent.

This means more space for more goods and increased sales.

Save time wherever possible.

■ **wire tech 100 is quite possibly one of the** easiest and quickest POS shelving systems to assemble in the world. The shelving system can be completely assembled in a matter of minutes, even by someone with no experience, and does not require a single tool! This not only makes assembling and rearranging the shelving system much faster, but also saves time and personnel, who you can certainly put to better use somewhere else.



Selected fixtures

Axis dimensions



625 axis



1000 axis

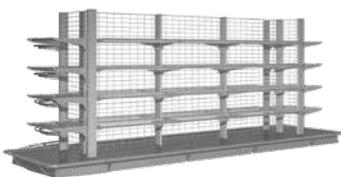


1250 axis

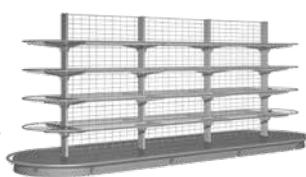


1333 axis

Gondola end elements



Top shelf end element



180° end element

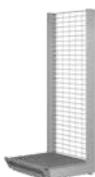


Straight end element



Head frame end element

Back panels



Lattice



Wood



Fine mesh



Sheet metal



Magnetic film

Shelves



Wire shelf



Glass shelf



Wooden shelf



Sheet metal shelf

Lighting systems



LED lighting

wanzl

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Dimensions in mm, specifications approximate, colours similar to RAL, design subject to changes.
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