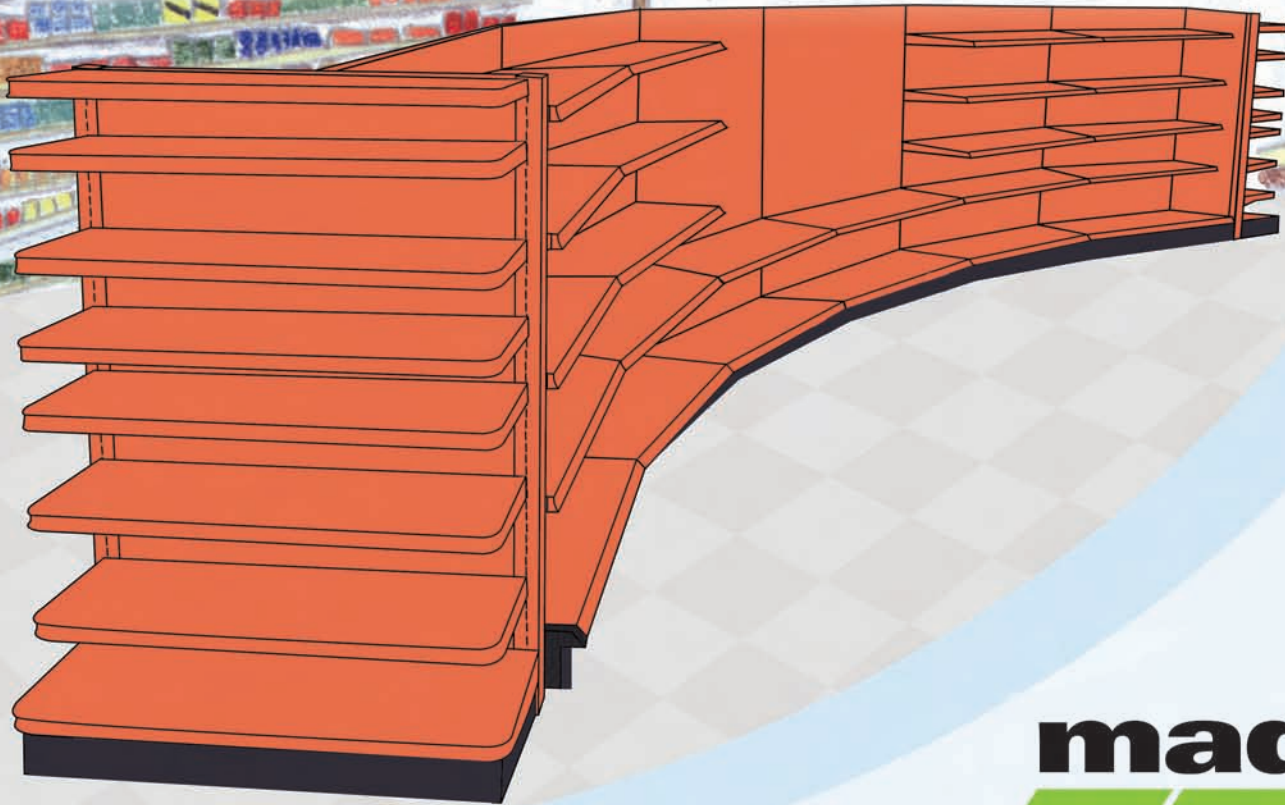


The New Trend in Product Merchandising

Madix Introduces Curved Gondolas



madix[™]
INNOVATION ON DISPLAY.

Consumers have changed the way they shop...

- Consumers are becoming more sophisticated, and they enjoy a more aesthetically pleasing store environment.
- With so many places to shop, consumers will be attracted to stores that have fun and creative shopping atmospheres.
- Shoppers will return to an appealing, engaging store that has a tasteful atmosphere.

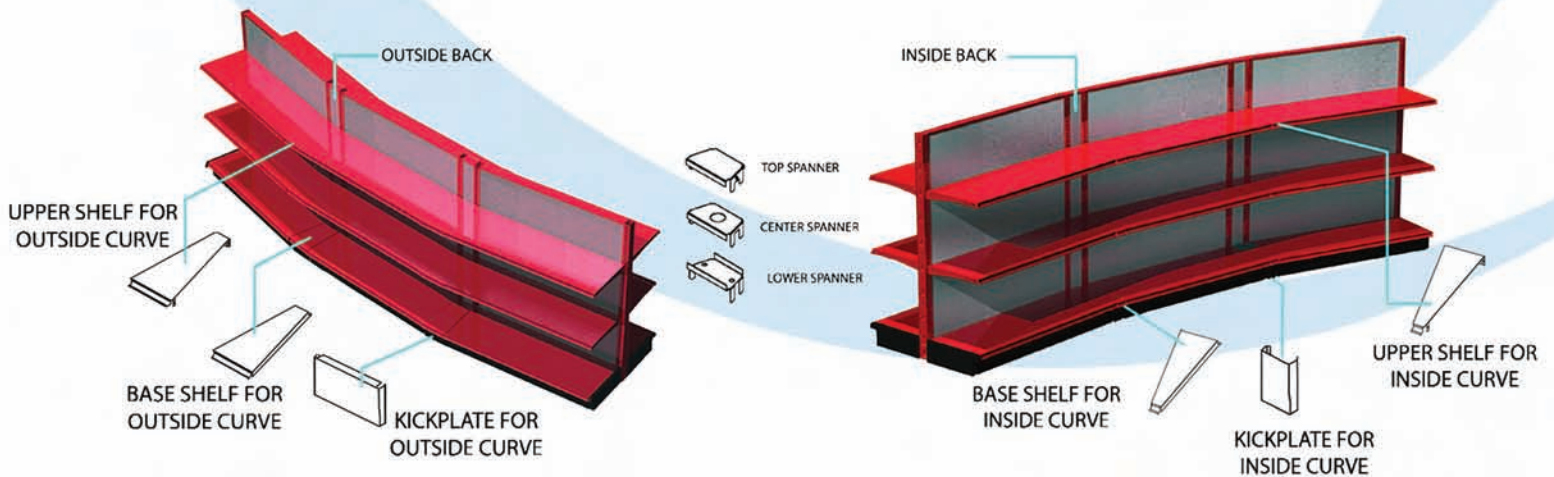
...And retailers the way they think...

- An effective and visually appealing retail space will increase profits, expand brand awareness, and create a loyal consumer base.
- Investing in unique store fixtures expresses a retailer's confidence in its merchandise.
- Using the Curved Gondola System, retailers may customize a store's design while using Standard Gondola/Wall parts.
- As a cost effective alternative to custom store fixtures, retailers can utilize the Curved Gondola to increase a store's traffic flow and draw positive attention to the store aisles.
- Madix customers enjoy the benefits of purchasing a cutting edge, quality fixture from a trusted manufacturer of Gondola/Wall Shelving.
- The design and functionality of the Curved Gondola is an effective, inexpensive way to create a new shopping environment.



Ordering Information:

- The Curved Gondola Spacer System is composed of only nine core parts.
- Each unit consists of the Madix Standard Gondola System and the corresponding Curved Gondola Spacer System component parts.
- Retailers can choose a 6' or 10' radius curve when connecting two Gondolas together using the Spacer System.
- "Filler" Shelves have a 75 lb. load capacity rating.
- The Spacer System is available in all Madix standard paint finishes and laminates.

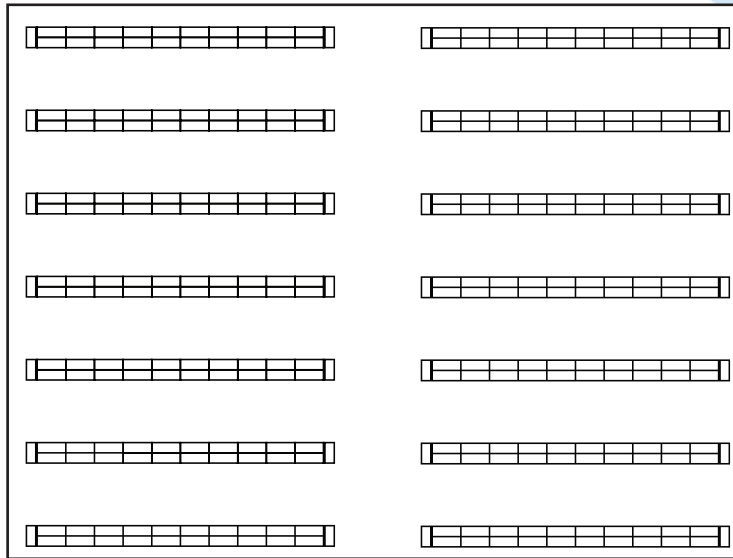


CREATE UNIQUE STORE FIXTURES USING STANDARD PARTS

TRANSFORM EXISTING OR NEW MADIX GONDOLAS

Layout Using Straight, In-Line Gondolas...

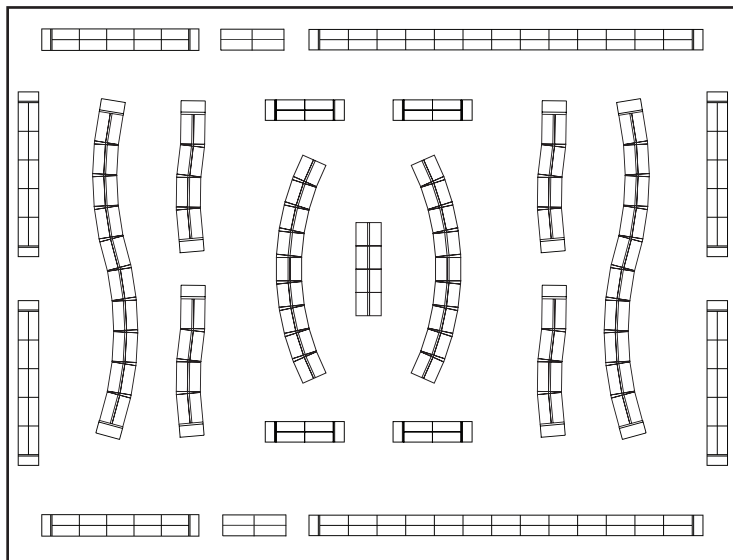
Before



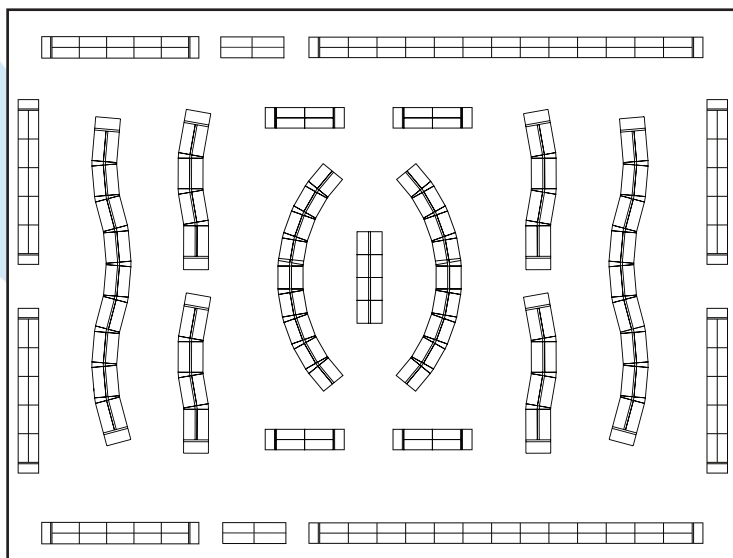
Layout Using New Madix Curved Gondolas...

Using 6° Radius

After



Using 10° Radius



Other Featured Products



Lighted Step Back Shelves

- Maximize visibility by illuminating new or high-margin merchandise.
- Put more than just price information in front of your customers. Use the added space for signage to better explain the merchandise on the shelves.
- Shelf assembly includes:
 - One Slimline Light Fixture Kit
 - Built in signage display of 4" (102 mm) or 6" (152 mm)
- Used in Madix Gondola/Wall Shelving.

Lighted Upper Shelves

Madix puts a positive light on merchandise with its new Lighted Upper Shelves for Gondola/Wall Shelving.

- Good lighting increases sales.
- Highlight point-of-sale merchandise.
- The new shelves save electricity and produce little heat.
- Lighted shelves do not have to readjusted or refocused.
- Available in many sizes, colors, and surface options—tempered glass, clear, or frosted acrylic.



Metal Radius & Concave Shelves

- Transform your shelving layouts from conventional to contemporary.
- Change straight Gondola runs to curves without total replacement.
- Attract attention to your retail store aisles.
- Create a stylish serpentine shelving run by alternating the Concave Shelves and Kickplates with Radius Shelves and Kickplates.
- Designed to fit in Madix Gondola/Wall Shelving.
- Available in all Madix standard finishes.
- Patent Pending.



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