

| PURE TECH

Ready to take on any challenge!



| PURE TECH

Robust – versatile – exceptionally flexible

■ **The most current requirements** for POS product presentation are as complex as they are demanding. This is especially true of the shelf systems deployed. Store operators quite rightly expect the individual elements to be long-lasting – despite being in continuous, intense use. Furthermore, different types of

goods must be able to be presented in the best possible way – including the most efficient utilisation of the shelving units for stocked items.



*// Quality, stability, flexibility:
pure tech sets new standards for POS shelving systems //*

It all comes down to the quality of the materials and their workmanship. In terms of robustness and stability, pure tech from Wanzl leaves nothing to be desired. What's more, store operators can rely on the high load capacity and minimal wear and tear of pure tech shelving units during every phase of assembly or rearrangement. And despite the rugged nature of the material, the

components are easy and quick to assemble. Another decisive advantage is that pure tech coordinates perfectly with every store environment, thanks to its flexibility, versatility and modular system. You, too, can benefit from this wide range of options at your POS!

/ EXEMPLARY PRODUCT PRESENTATION!

pure tech creates order and clarity at your POS

■ Clear orientation – optimal presentation:

pure tech makes it easy for POS operators to create a clean and tidy impression in their shopping areas. Because customers do not want to spend time searching around. They want to find what they are looking for easily. And when there is a wide range of products on offer, customers must be able to identify products rapidly to ensure they can quickly find the specific items they want.

pure tech shelving systems combine sturdiness with an unobtrusive design. Thanks to the use of wire and flat steel as the basic materials, the supporting construction remains almost invisible and the customer's full attention is drawn to the goods on display.

↓ ORDERLINESS IS KEY:

pure tech shelving systems create optimal conditions for orderly goods presentation.

At the same time, the intelligent construction of the pure tech solution permits optimum utilisation of the shelving capacity for stocking products. As a store operator, this gives you the advantage of less frequent transport of goods through the store, freeing up staff for other tasks.



// Your benefits – at a glance //

- High degree of robustness and longevity
- Minimal use of material
- High utilisation and load capacity
- Maximum flexibility

- **PURE TECH**
combines even the most
diverse range of products in
a single unit at the POS
- ↓ **EVEN LARGE
QUANTITIES OF ITEMS**
can be stored on the shelves



- ↑ **THE ELEGANT VERSION**
pure tech invites you to choose
a good bottle.





/ DESIGN AT ITS BEST!

pure tech stimulates sales with precision

■ Versatility is its greatest asset

pure tech shelving systems from Wanzl offer you every opportunity to present your range of goods in a contemporary way that is suited to the individual product. Wall and gondola units are all available in different heights, widths and depths.

Additional design possibilities are offered by different versions of gondola head units as shelves, top shelf or head frame end elements. This variety offers a level of adaptability and flexibility that can accommodate even the most complex spacial conditions in the store. Just how versatile the pure tech really is becomes especially apparent when the shelving system is complemented by additional presentation units and components from the wide product range from Wanzl Shop Solutions.

Combine with additional shop fittings, attach advertising in the corporate design of the store itself or store-brand products; integrate special light sources to spotlight particular goods. Make the most of the opportunities to get your customers enthusiastic about your products!





The use of wire as the basic material ensures transparency! Any gaps in your selection seem to disappear. If an item is missing from the range, the customers' attention is automatically drawn to the shelf below.

The focus is always on goods presentation, as the front of the wire shelves is only a few millimetres high, affording a clear view of your products. This also improves the illumination of the goods, as less of a shadow is cast.

Despite its delicate design, the wire boasts extremely high load-bearing capacity and robustness. Unlike with metal shelves, scratches or small dents are hardly visible on wire shelves.

/ Uncompromising customer focus

Organise large spaces with pure tech

■ **Especially those store operators** who offer a wide range of products in a large-scale store require solutions that are versatile in both use and application. pure tech shelving elements do not just meet the basic requirements here. They are also easy to combine with shop fitting components from the related systems 'wire tech' and 'wire tech 100', offering even more design options.





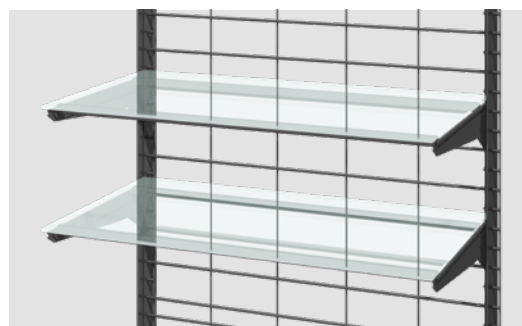
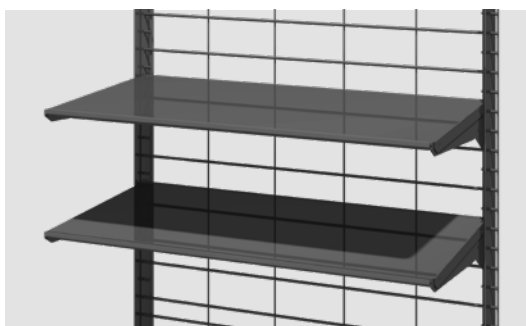
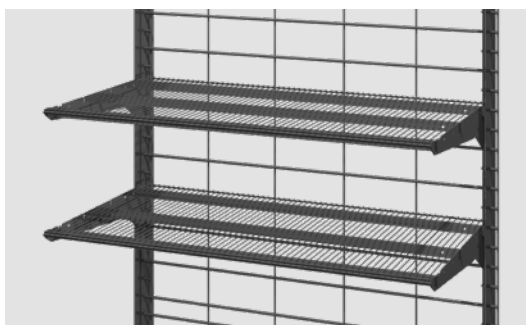
*// Carefully considered construction – diversity in design:
you can benefit from our decades of experience and know-how //*

The shelving system that adapts to your needs!

■ **Be it a gondola or wall unit:** pure tech shelving systems are all based on the same principle. The wide-meshed grid panel is welded directly to the flat steel without pillar supports and serves as a stable supporting frame for the

shelves. As an alternative to the wire shelves, it is also possible to opt for shelves made of metal, glass or wood.

This allows store operators to design the shelving system at their POS exactly how they need it.



THE WONDERFUL WORLD OF WIRE

pure tech gives your customers a clear view to the product

■ **Store operators love shelving systems** that place their goods centre stage. Maximum visibility ensures that products are recognised immediately, which increases the likelihood that a customer will make a purchase. The construction of pure tech shelving systems is

based on precisely this principle. The use of wire shelves allows the goods to be positioned without gaps. The distances between the shelves is based on a 25 mm grid, which allows product density to be increased: more goods at the same height or the same goods at a lower shelf height.



↑ WIDE PRODUCT RANGE IN THE SNACKS SEGMENT

Wire spacing of up to 15 mm for wire shelves increases transparency.





// Your benefits – at a glance //

- Less material used – maximum visibility
- Highly robust thanks to use of wire as basic material
- Assembled within a few minutes
- Positioning of goods on the shelves without gaps



The trick with the click

■ **pure tech** features the user-friendly click system for Wanzl wire shelves. This allows the units to be assembled or rearranged within a matter of minutes.



↑ 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.



SLIM AND STRONG

pure tech makes light work of heavy lifting

■ **Surprising?** Despite being made of wire and the freely selectable attachment of the shelves, pure tech has already proven itself to be a serious load bearer in thousands of applications. Free-standing units are capable of carrying up to 750 kg. This is enough to present even the heaviest products safely and intact to your customers!



Large load capacity
up to 750 kg *

* Depends on shelf
depth and attachments

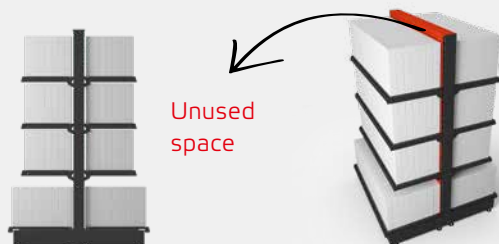
More sales space with pure tech

with centrally mounted panel



Less sales space with conventional shelf

with front-mounted panel



More efficient use of space

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

Through the use of centrally mounted back panels, pure tech increases the available sales space by up to 13 percent, **meaning more space for more goods and increased sales!**

Selected fixtures

Axis dimensions



625 axis



1000 axis



1250 axis



1333 axis

Gondola end elements



180° end element



Straight end element



Head frame end element

Back panels



Lattice



Wood



Textile back panel

Shelves



Wire shelf



Glass shelf



Wooden shelf



Sheet metal shelf



LED lighting

Lighting systems

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