



English / US Edition

# HANNECKE DISPLAY SYSTEMS DISPLAY SOLUTIONS

**HANNECKE**

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## CONTACT & SERVICE BOX

Service is important to us. As soon as you place an order with us, we handle your order personally and immediately, i.e. right from the start: our team in Northeim will assist you in selecting the right model, will track your order and will ensure that the goods are packaged correctly for delivery to the retail outlets. Our shipping agents ensure that goods are delivered anywhere in the world.

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# WELCOME TO THE WORLD OF HANNECKE.

## Dear Customer,

Thank you for your interest and welcome to Hannecke Display Systems. Many of you have been loyal customers of our company for many years, helping us to grow into the organization we are today: one of the leading suppliers of display systems. We would like to take this opportunity to thank you for the trust you are placing in us.

Our common interest is the "Presenting and selling at the Point of Sale". Our systems are intended to provide you with lasting support, both in opening up new sales channels and in expanding your position with existing customers. A fit-for-purpose display will enable you to achieve good trade positions, which in turn will be an asset in achieving the required recognition in the market.

The rapidly expanding sales channels constantly demand new ideas and ongoing innovation – and this also extends to display formats. A challenge that we gladly take on in the way that we work: perceptive in terms of conception, design that utilizes a mix of

materials, functionality in development and last, but not least: cost-effective in the production. We are proud to be carrying the label "Made in Germany" for more than 40 years.

We regard our international patents as a special recognition of our work: in addition to having been awarded the intellectual property rights, it is a testament to the level of technical innovation achieved and to the high standards and the successful design reached. Our company supplies everything in-house: development and production are working under one roof. This ensures added reliability in terms of quality, service and customer proximity. We support you from concept to completion: with the design idea to production, right down to the distribution of the displays to the retailers.

Let the following pages guide you into the world of Hannecke and find out more about us. We look forward to a creative and successful cooperation.

Your Hannecke Team

# HANNECKE – QUALITY MADE IN GERMANY.

Hannecke Display Systems specializes in the design, development and production of display systems for the sales-boosting presentation of books and related media, non-book products and consumer goods for many applications.

In terms of its variety our company has a unique supply range for the presentation of books, magazines, cards, audio books, CDs, DVDs, newspapers and brochures. Our patented display spinners are of particular importance and are well-known internationally.

What's more, many other types of displays, a shop-fitting system and a modular trade-fair system round off the range of services of our

company. All systems are versatile in their application and come in very attractive designs.

Quality is our principle. Original Hannecke Displays are developed and produced right here at our company location. This means we can directly influence all steps in the product development and are able to monitor the production process. This guarantees the consistent high quality of our displays and end products.

The frequent use of pure materials makes it possible to recycle or reuse reconditioned raw materials. This way we cut down on resources and do our bit to protect the environment.

500 m<sup>2</sup> exhibition space,  
we are looking  
forward to your visit

Hannecke Headquarter,  
Northeim / Germany

International awards,  
patents and  
patents pending







# OUR FLEXIBILITY RESULTS IN HOLISTIC SOLUTIONS.

The variety of formats and the structure of products require special ways of being displayed in retail outlets. The ways the goods are offered and the locations demand a high degree of flexibility and mobility of the displays. Thanks to our long-standing cooperation with publishers and the industry on one hand, and with retailers on the other, our production and supply ranges are offering great choice coupled with high practice-orientation. To ensure the sales-boosting presentation of your products we respond to any of your challenges with the right amount of flexibility, which enables us to provide you with the best solution for your project.

We offer our customers holistic solutions: from initial consultation to design concept right down to the production of custom-made displays for highly effective retail positioning. We pay particular attention to the individual characteristics of your products, sites of application and target groups, as well as regional and seasonal market conditions.

In addition to promotional effectiveness and appearance attention is also paid to the cost-effectiveness of a display unit. For this reason we have specialized in the production of permanent display units that have a life span similar to shop-fittings.

A Hannecke  
Development:  
DECOMOD®  
exhibition system

Latest CAD technology for innovative solutions

Consultation:  
extensive and  
competent

→ Consultation

→ Planning

→ Manufacturing and  
handling

→ Individualization

→ Distribution

**FACTS**

# CUSTOM-MADE DEVELOPMENTS AND TOP-QUALITY MATERIALS.

The knowledge gained from own experience and from talking with our customers, flows into our development processes. We make sure that material, coloring and shape are in harmony with your products at the Point of Sale.

Our production process features top-quality materials such as wood, metal and acrylics, using special technologies, e.g. electrostatic

powder coating or nylon coating. We create displays and fixtures of the highest standard: appealing and attention-grabbing designs to produce real and practical benefit. Durable and cost-effective for a long-lasting use in the stores.

In all this our display units provide you with cutting-edge quality and performance, ensuring the greatest possible success.

## FACTS

- Wood
- Metal
- Acrylic glass
- Plastic

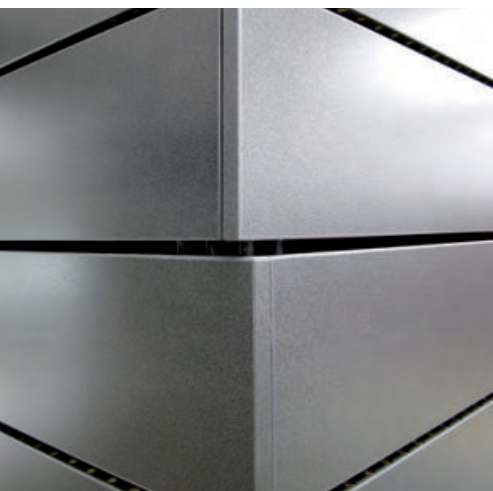
Diversity in materials and colours

Woodwork and finishing

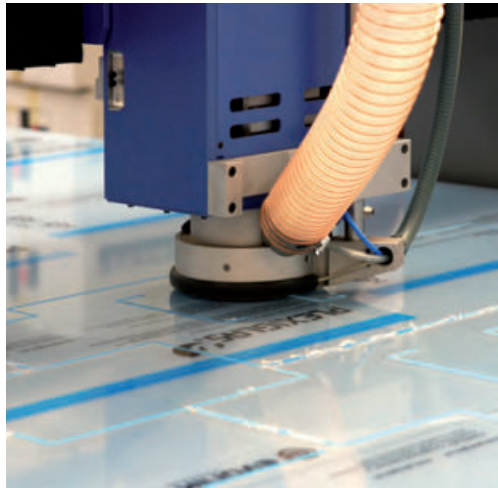
Acrylic glass processing

Metal processing









# SERIAL PRODUCTION MEETS HAND-MADE.

Hannecke develops its own systems. Modern CAD / CAM systems create the drafts, the designs and proposals which are subsequently developed into properly thought-out technical solutions.

We manufacture our display units by carefully selecting and using suitable materials: being economical with regard to material consumption, ensuring long-lasting use.

Hannecke Display Systems is well-endowed with an extensive production plant. Production lines include amongst other: CNC machinery for sheets made from wood, acrylic and plastic, for injection moulding, vacuum forming and heat-bending. The metal processing features tube bending and forming, welding and powder coating. The final display creation includes silk-screening, digital prints, assembling and safe packaging.

Powder coating for  
surface refinement

Quality control

In-house  
metal processing

CNC processing

- CNC machinery for sheets and moulded parts
- Acrylic glass and plastic processing
- Vacuum forming
- Injection moulding
- Tube bending technology
- Powder coating
- Screen printing

FACTS





HANNECKE DISPLAYS SERVE TO ENHANCE THE  
RECOGNITION OF PRODUCT RANGES AND  
STRENGTHEN BRAND RECOGNITION – THEY ARE  
SPACE-SAVING AND INCREASE SALES. WE  
HELP YOU TO SELL MORE IN ANY RETAIL SPACE.



# DISPLAY SYSTEMS

## SELECTIVE SOLUTIONS

### TAILORED TO YOUR

### NEEDS AT THE POINT

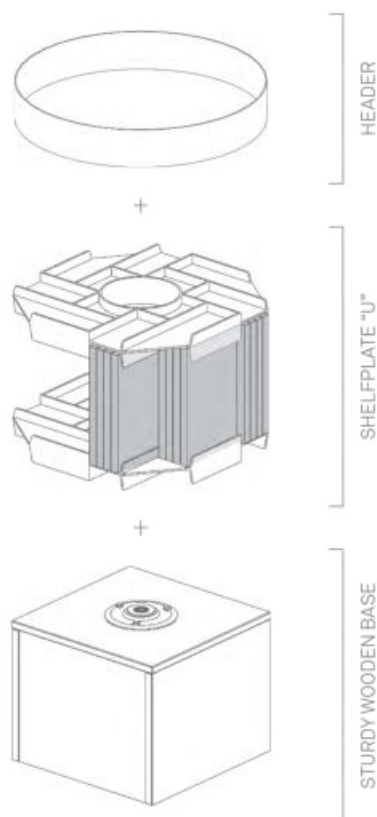
### OF SALE.



# SPACER SYSTEM

## HIGH CAPACITY, SMALL FOOTPRINT.

The Spacer system can be adjusted to accommodate almost any book size and shows the books standing upright with a full view onto the title and the spine. The clear structure of the shelf plates underlines the series character of your collection in an attractive way of presentation. This system stands for a maximum of visible facings displayed within a slim diameter, using a minimum of floor space.



### SPACER SYSTEM

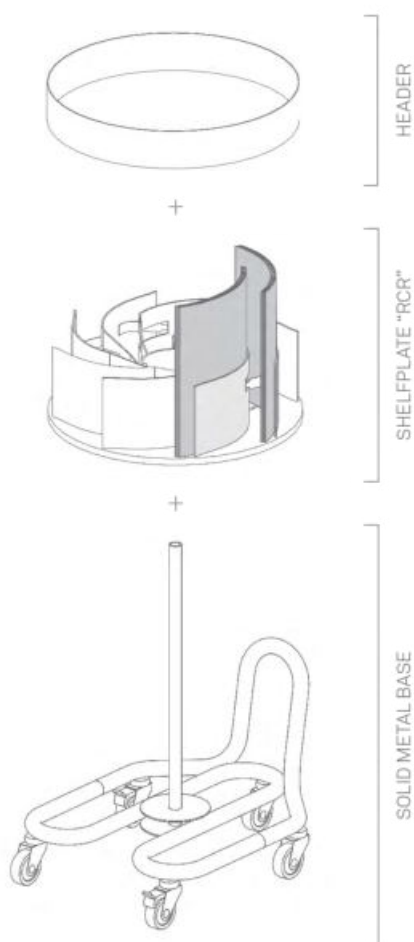
- Title in full view
- Product held by clear top and bottom plates
- Choice of over 20 different basic shapes
- Tier height adjustable
- Shelf depth adjustable to suit product width
- Easy to use, easy to reload



# SIDELOADER SYSTEM

## CLEAR VIEW ONTO EACH COVER.

The Hannecke Sideloader system was specially developed to present magazines and periodicals, leaflets and brochures. The patented, slightly curved pockets ensure that the products stand up straight. A spring in each pocket support thin brochures and single leaflets to keep in an upright position. Slightly curved and transparent front plates provide a clear view onto each cover.



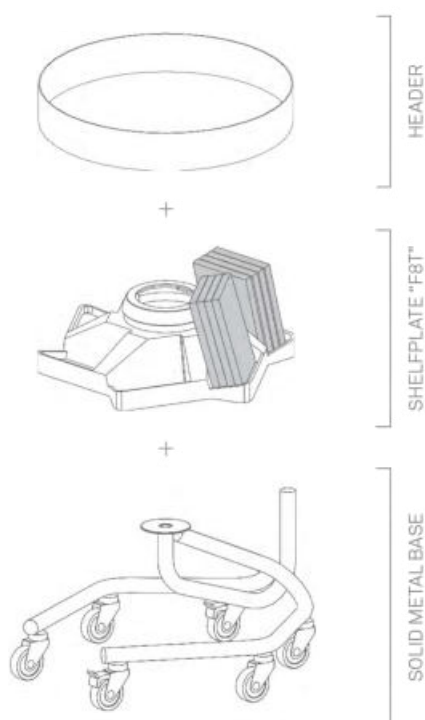
### SIDELOADER SYSTEM

- Maximum number of covers of large formats
- Suitable for all soft-covers and brochures
- Spring-loaded pockets
- Tiers adjustable in height
- Pockets adjustable in depth from A4 to A5 product width
- Models with 8 or 12 pockets per tier

# FRONTLOADER SYSTEM COMPACT IN FULL VIEW.

It is the expressiveness of how your books are presented with the Hannecke Frontloader system. The structure of the shelf plates show the books in a very attention-grabbing way: titles are shown in a slightly leaning position, offering the full view onto both the title and the spines.

The design make it fun to browse product in each pocket. Books with different heights can be placed in each pocket. Last but not least reloading the display is easy: trim sized books can even be re-filled in stacks.



## FRONTLOADER SYSTEM

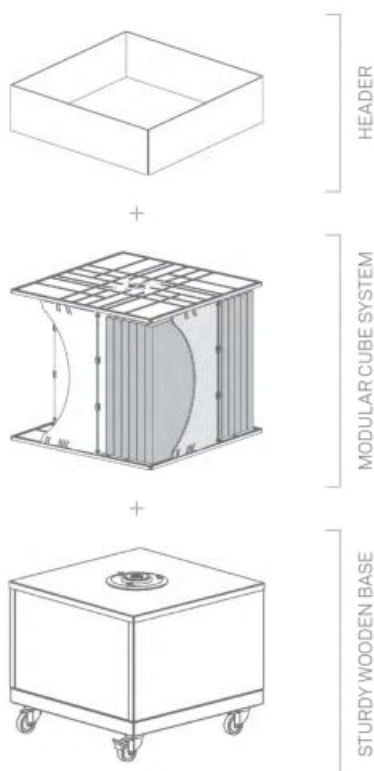
- Different formats can be placed into each pocket
- Browsing the books in each pocket
- Choice of more than 10 different basic shapes
- Shelf plates available in pure colors or in clear acrylic
- Labelling or print on each pocket possible
- Quick and simple refilling of shelf plates



# easiKit® CUBE SYSTEM FLEXIBLE AND MODULAR.

The easiKit® display system comes in a most brilliant transparent appearance. Deviating from the conventional way of bonding acrylic components with glue, easiKit® components simply click together. Clear dividers hook into basic plates – all made from high resistant material, more or less unbreakable.

Various available sizes of dividers can be arranged in different positions and create pockets in multiple dimensions. The easiKit® display cubes built this way can grow to any size of display tower.



Applications, prices and more information on the flexible easiKit display cubes!

## easiKit® SYSTEM

- Create counter top or freestanding floor displays
- High degree of flexibility with modular display cubes
- Can grow with your needs
- Versatile use
- Adjustable to almost any format
- High resistable material

# INDIVIDUAL SYSTEMS AND DISPLAYS.

## ► DISPLAYS WITH FACE-OUT PRESENTATION

In completion to our standard range of spinners and their individualization, some product mix or merchandise demand a special and custom-designed appearance, for example at the time of launching of a new product line.

In accordance with your campaign and tailored to your needs we offer competent assistance and support you in word and deed, right down to the distribution to the retailers.



BESTSELLER DISPLAY CART

This display cart highlights the 12-16 top titles of the month. It offers high capacity for a selection of bestselling editions. The header sign includes space for your exchangeable Top Seller list. A robust metal frame and two wheels make the display cart easy to move, whether you sell inside or in front of your shop.



DISPLAY RACK FOR PACKAGED PRODUCT

Floor display with an open-format presentation of packaged merchandise. Clear or colored display trays are adjustable in height, with option of print or scanner rails for signage on the front plate of each shelf and a device for exchangeable header cards.

## INDIVIDUAL SOLUTIONS:

- For manufacturers and for retailers
- Development in line with your marketing concept
- Attention-grabbing product presentation
- For consumer goods and all kinds of media

## ► DISPLAY SPINNERS FOR SPECIAL FORMATS, BLISTER PACKS AND BOXES

WOODEN DISPLAY SPINNER  
FOR VERSATILE PACKAGES

The wooden spinner system offers to adapt a variety of devices for presentation, adjustable and exchangeable: acrylic boxes made to order, metal hooks and wooden shelves, arranged purely or in composition. The wooden display can come in various colors to match your brand or Corporate Design.

HIGH CAPACITY SPINNER  
FOR BLISTER PACKS

The innovative display spinner allows hooks in variable quantities to be arranged on a height adjustable basic shelf plate. Due to the new design of curved hooks, a large volume of blister packs can be displayed on a moderate diameter. The result produces an optimum visibility onto all of the product being displayed.

PERFORATED PLATE SPINNER  
FOR ACCESSORIES

The four-sided display spinner consists of perforated metal plates, which allow metal hooks of various sizes to be adapted to the display: flexible in their position to accommodate any product size and format. The metal display can be powder coated in a choice of colors, the round header will be made to your specification.

# ACRYLIC DISPLAYS.

► TAILOR-MADE FOR YOUR REQUIREMENTS



LECTERN “BUTTERFLY”

The frosted acrylic glass emphasize elegance and lightness of this lectern. Made from one piece, produced with our patented “Cut and Fold®” process, a distinct and unique appearance is achieved. A useful highlight for your interior space.



MAGAZINE AND  
NEWSPAPER STAND

A selection of fast selling newspaper and magazines displayed full face, with an appropriate capacity. The display is easy to move and due to the acrylic glass adapts to any shop environment.



DISPLAY BIN

The attractive volume makes this display bin a special sales-boosting space in your shop. The side panels made of transparent acrylic glass bring the articles into full view. It has the ideal grasp height for consumer-friendly removal of the product. A head panel provides space for exchangeable promotion posters.





### SINGLE BOOK PRESENTATION

Increased exposure for individual titles on tables and counters and in the shop window. The stand's base leaves space for copies to be stored underneath.



### TIERED DISPLAY FOR SMALL ITEMS

Counter top display with three pockets in a tiered arrangement. A divider builds four compartments in each pocket to display particularly small product such as booklets, collector's items or gift cards.



### ZIGZAG DISPLAY

This display presents books and packaged product both ways: face-and spine-out. It can be used stand-alone on a counter or as an insert on any standard shelf board. Several models are available from stock to accommodate pocket books, trade formats or DVD.



### ÉTAGÈRE

The slightly sloped shelves of the three-tier display encourage articles to slide to front when one is removed. Shelves are slightly set-off and make it easy for consumers to access the merchandise.



### WAVE DISPLAY

This counter top display is custom made in a unique shape and design. The colored base takes clear acrylic inserts in a tiered arrangement. The design of the display highlights the character of notebooks and valuable stationary product.



### CASH TRAY

Positioning a stack of the latest magazines or a hot-selling title right where the traffic is: at the cash desk. The acrylic cash tray offers full view onto the product and leaves reasonable space to stack copies for sale with easy access from the front.

BOOKTIQUE®  
COMPETENCE IN  
SHOP-INTERIOR.







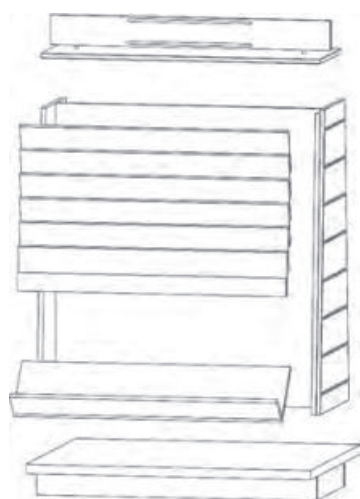
THE HANNECKE BOOKTIQUE® IS A MODULAR SHOP FITTING SYSTEM, OFFERING A WIDE RANGE OF FURNITURE MODELS. WITH BOOKTIQUE® WE CAREFULLY PLAN AND DESIGN YOUR SHOP INTERIOR. WE OFFER COMPLETE INSTALLATIONS TO EQUIP YOUR ENTIRE RETAIL SPACE.

# BOOKTIQUE® FURNITURE MODULES FOR RETAIL

Booktique® offers proven solutions and modules for the presentation of books, magazines, toys, stationary and gift product. Pre-configured fixtures enable you to expand your existing interior.

At the same time Booktique® can be customized in color and be completed with individual highlights to ensure your shop retains its unique identity.

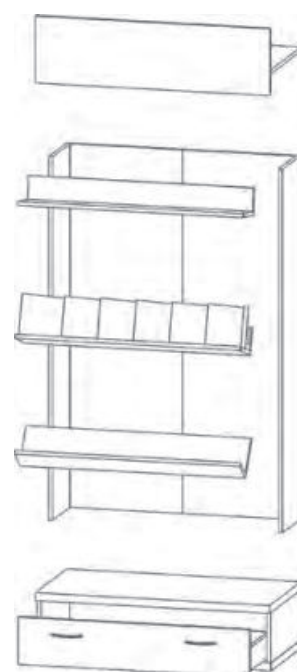
Based on your location and your retail concept, we offer to consult you and create a design layout for your shop floor, followed by production, handling and installation.



## BOOKTIQUE® FURNITURE MODULES

- Wall elements
- Gondolas and Island fixtures
- Stacking tables
- Shop window solutions
- Cash counters and Info points



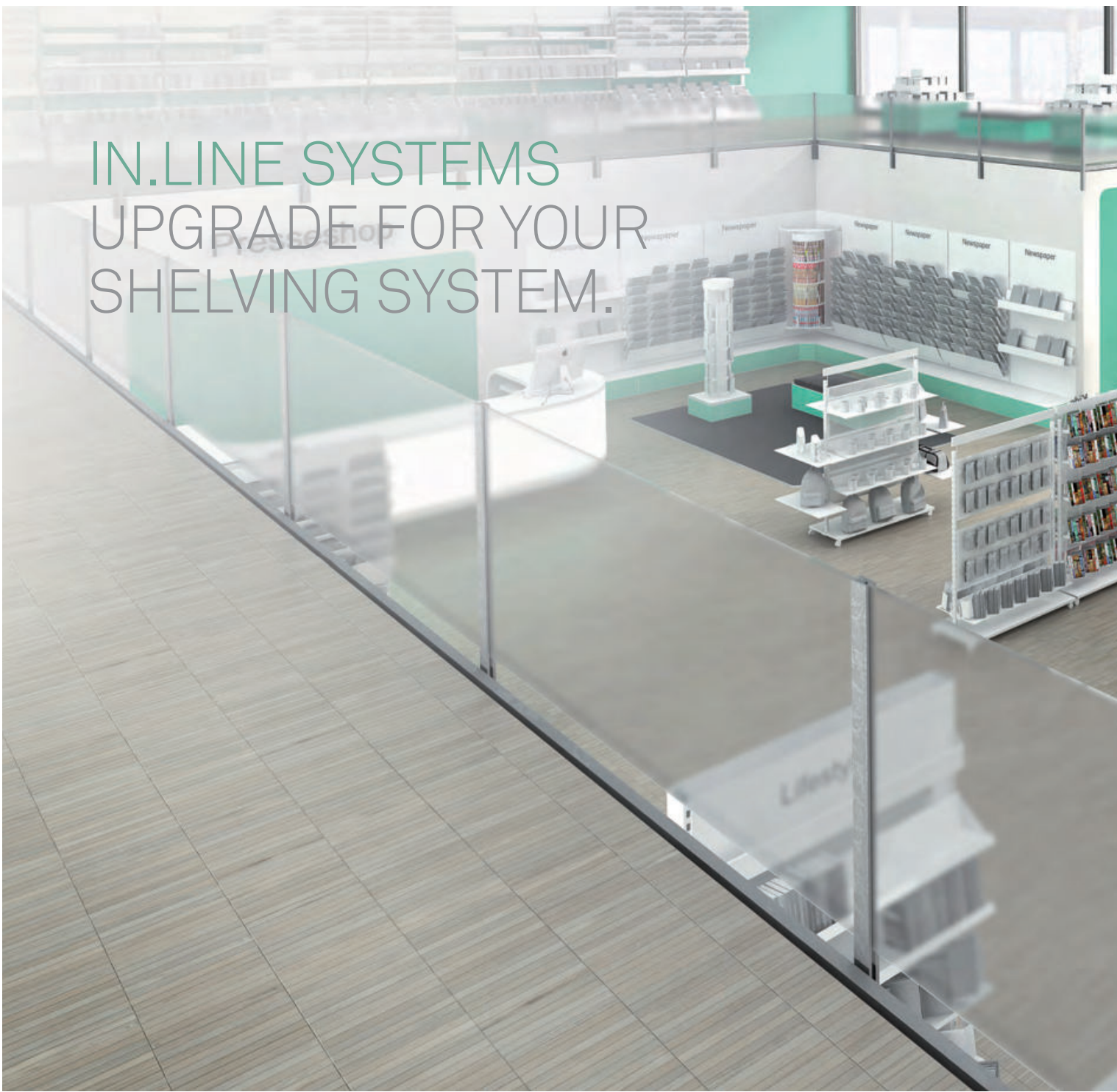


## BOOKTIQUE® SHOP-INTERIOR COMPETENCE

- Shop-in-the-Shop solutions
- Expanding the existing shop interior
- Modules for books, magazines, games, stationary and gift product
- Planning from concept to completion

- Design, Layout and graphic visuals
- Production, delivery and installation

# IN.LINE SYSTEMS UPGRADE FOR YOUR SHELVING SYSTEM.





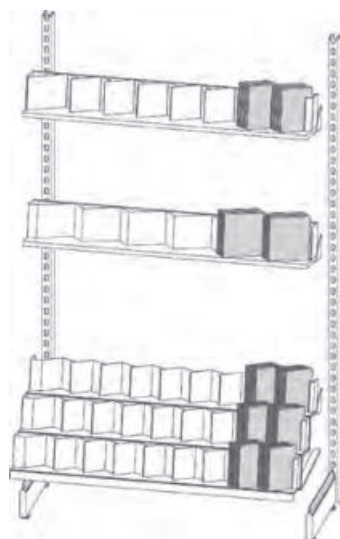


HANNECKE IN.LINE SYSTEMS OFFER INTELLIGENT ADD-ONS FOR YOUR EXISTING SHELVING. BESIDES STANDARD STOCK COMPONENTS, WITHIN THIS RANGE YOU WILL FIND FREE STANDING AND MOBILE GONDOLAS, WHICH ARE A USEFUL SUPPLEMENT FOR YOUR SHOP INTERIOR.



# IN.LINE SYSTEMS UPGRADE FOR YOUR SHELVING SYSTEMS.

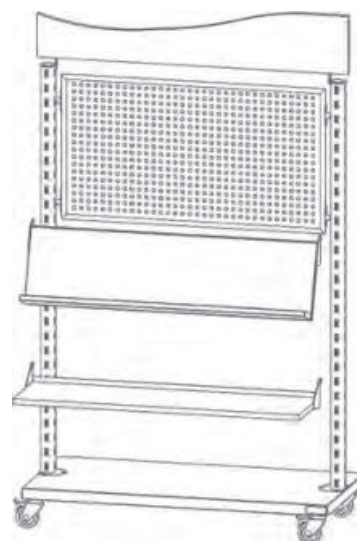
Hannecke In.Line systems have been developed to suit a broad range of applications: Traditional presentations such as built-in spinners, zigzag shelves and tiered inserts enable you to improve your presentation and display your merchandise without the hassle of having to rebuild your shelving. Available from stock in standard diameters. We are happy to receive your inquiry for deviating diameters and colors.



## IN.LINE SYSTEMS DISPLAY MODULES

- Large variety of shelves and displays for books, magazines, DVD and other media product
- Universal Hannecke hook adapts to any standard shelving and slotted metal uprights
- Standard diameters available from stock
- Other dimensions and colors made to order

## ► FREESTANDING IN.LINE GONDOLAS

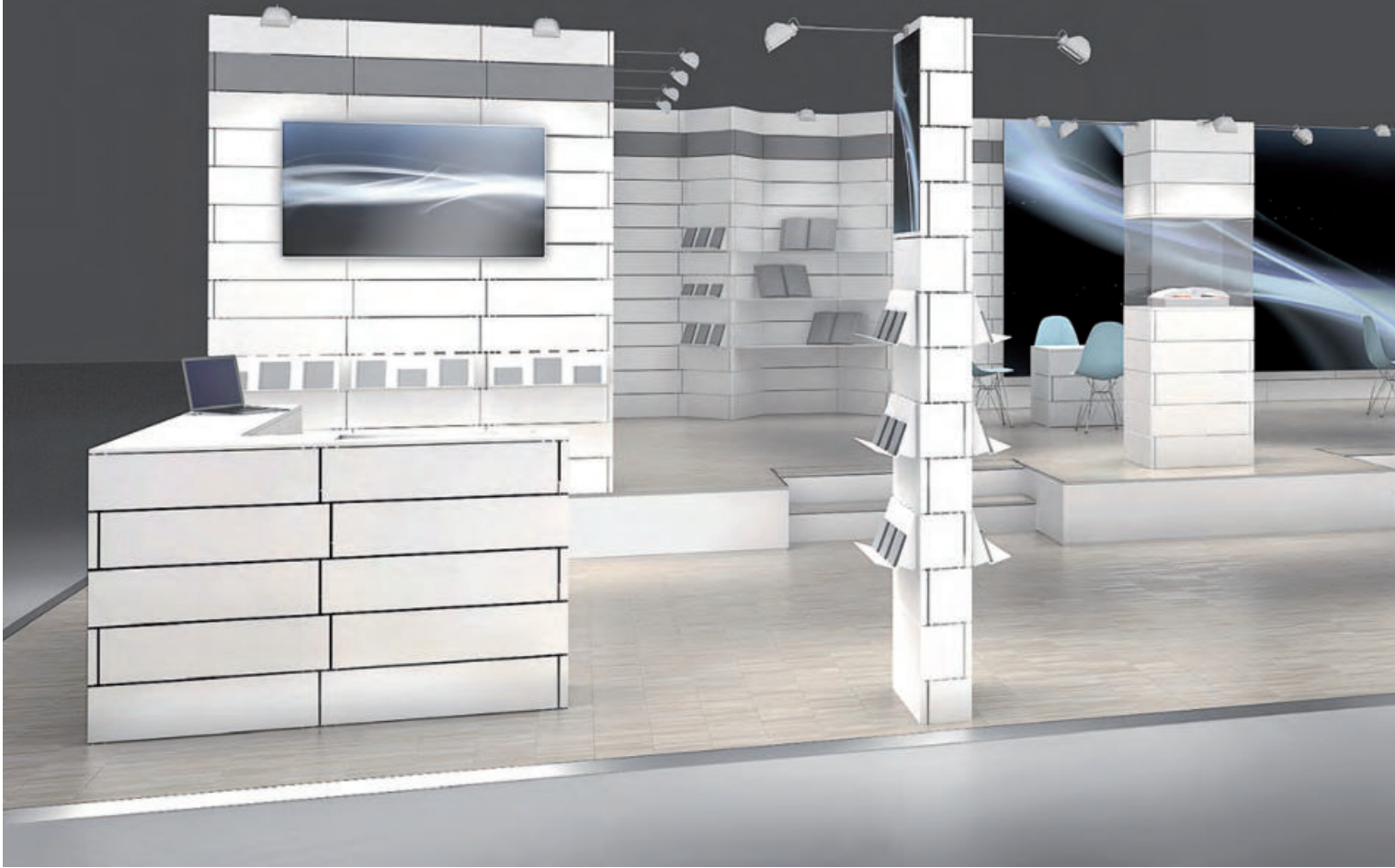


Mobile gondolas – extremely flexible for versatile applications. All of the shelving simply hang in the slotted metal uprights, fully adjustable in height. You can add-on or exchange the various display shelves when required to accommodate other merchandise. This way you can quickly react to seasonal business, or emphasize special arrangements and collections.

### IN.LINE GONDOLAS FREE-STANDING GONDOLAS

- For books, magazines, DVD, non-book product
- Flexible by hanging various display modules
- Slim design of frame, available in different heights
- Presentation on both sides
- Mobility due to large castors with locks
- Other colors and finish on request

# DECOMOD® SYSTEM FOR TRADE FAIRS AND EXHIBITIONS.







DECOMOD® – THE MODULAR PANEL SYSTEM FOR TRADE FAIRS AND EXHIBITIONS GIVES YOU THE ULTIMATE DESIGN FREEDOM WHEN IT COMES TO REALIZING YOUR OWN IDEAS. IT MAKES IT EASY TO CREATE PRODUCT PRESENTATION, RECEPTION AREAS OR AN ENTIRE EXHIBITION STAND.

# DECOMOD® MODULAR PANEL SYSTEM.

The main strength of DECOMOD® is its flexibility. It finds use in many fields of application: Starting with a small decorative wall right to an entire exhibition stand.

DECOMOD® elements are durable wooden panels, which come in various colors. The parts are easily put together – without any tools. From a very few basic types of panels you create built-to-purpose configurations, such as walls, towers, counters, cabinets and many other. When dismantled DECOMOD® becomes compact for space-saving transportation and temporary storage.

By its design and set-up DECOMOD® offers horizontal slots, to adapt displays and devices. Choose from a large variety of acrylic displays to present merchandise, brochures and signage.



## DECOMOD® CREATE YOUR INDIVIDUAL APPEARANCE

- In-house exhibitions, conferences
- For reception areas and in show rooms
- Entire and fully equipped stands at trade fairs
- Consultation, planning and service for exhibitions
- Space-saving transportation and storage

Set-up Principle



Flat packaging



Acrylic slatwall displays



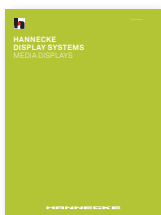
## DECOMOD® SETS FOR MULTIPLE USE

- Modular design, expandable system
- Flexible: adapts to any available space
- Large variety of acrylic slatwall displays
- Built-to purpose sets: walls, counters, cabinets
- Quick and easy assembling without tools



# MORE.

**THANK YOU FOR YOUR ATTENTION! MORE INFORMATION IS AVAILABLE  
ON THE FOLLOWING TOPICS:**



## **MEDIA DISPLAY – DISPLAY SPINNERS AND STANDARD P.O.S. DISPLAYS**

Based on numerous examples this catalog shows you all models available for immediate dispatch. All models are organized in categories of media product, described in detail and depicted. Make your decision by performance parameters and function of the display and the location of use. Please contact us for individualization or any kind of assistance.

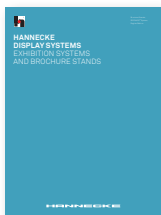


## **SHOP FURNITURE – FIXTURES, TABLES, IN.LINE SHELF SYSTEMS**

Find out more about an enhanced presentation of books, magazines and merchandise in retail and in self-service locations. Many images show sample fixtures and configurations. Detailed illustrations help you to decide on the suitable solution, which meets your needs. All of the articles shown and described are available from stock.

## **BOOKTIQUE® – THE SHOP FITTING SYSTEM**

Introducing Hanneckes modular shop fitting system for retail locations for books, magazines, toys, stationary and gift product. Learn more about our skills in planning and creating layouts for your retail space. Many sample illustrations show pre-configured furniture elements.



## **EXHIBITION SYSTEMS AND BROCHURE STANDS**

It is of paramount importance to display your well-designed brochures, valuable catalogs and print documentations in a prime position. Display spinners and floor displays for leaflets make the most of your product information.

## **DECOMOD® – EXHIBITION PANEL SYSTEM**

Based on the practical examples given, find the stand sets that are most suitable for your purposes: whether it's for the presentation of merchandise at in-house exhibitions, temporary display walls at conference or at reception.

# CONTACT.

## CONTACT ADDRESSES



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**HANNECKE**