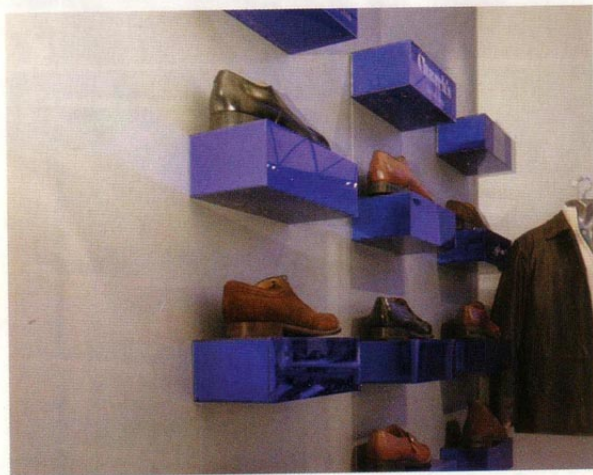


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▲ Magnetic merchandise RED 131

A study made by visual merchandiser Rare Basic has shown that quicker, easier display systems could boost profits from impulse sales by as much as 50 per cent. Magniq, a new magnetic display system from Rare Basic, enables products of almost any size to be mounted on walls or columns and was successfully trialed in Austin Reed and is being piloted in John Lewis and George at ASDA. The system relies on high-power, weight-bearing magnets with no fixings, allowing displays to be easily installed and repositioned, which means a more frequent display turnaround.