Rare Basic's MagnIQ aims for speedy changeover

The MagnIQ flexible wall system launched recently by Rare Basic is based on metal panels and a large range of magnetic components and is capable of bearing weights anywhere from 5kg to a shopfit supporting in excess of 75kg.

MagnIQ says it developed the system in the light of its own survey among 50 top retailers and visual merchandising managers. Its findings showed that retailers felt they could run over 25 per cent more promotions and display changes if units could be re-merchandised quickly.

Some 34 per cent of retailers, meanwhile, complained that they had insufficient time to re-dress fixtures.

"We wanted to offer retailers the opportunity to create their own individual merchandise displays that could be changed instantly to react quickly to current trends – a system with no identity, without the need for tools, fixings or skill," explains Rare Basic director Gay Spanton-Briggs.

The metal component of the system is available in different finishes or can be covered with graphics, fabric or wallpaper, and panels can be fixed on walls, columns and ceilings.