

# IMZ25

The display space that enhances products

IMZ 25

**IMZ25 Standard** is the product variant recommended for **fitting supermarkets and hypermarkets, food and non-food**. The wide range, complete with structural components, fittings, general and dedicated accessories, display cabinets and reserves, and lighting systems, allows **exhibition solutions for every merchandise category and product type**.

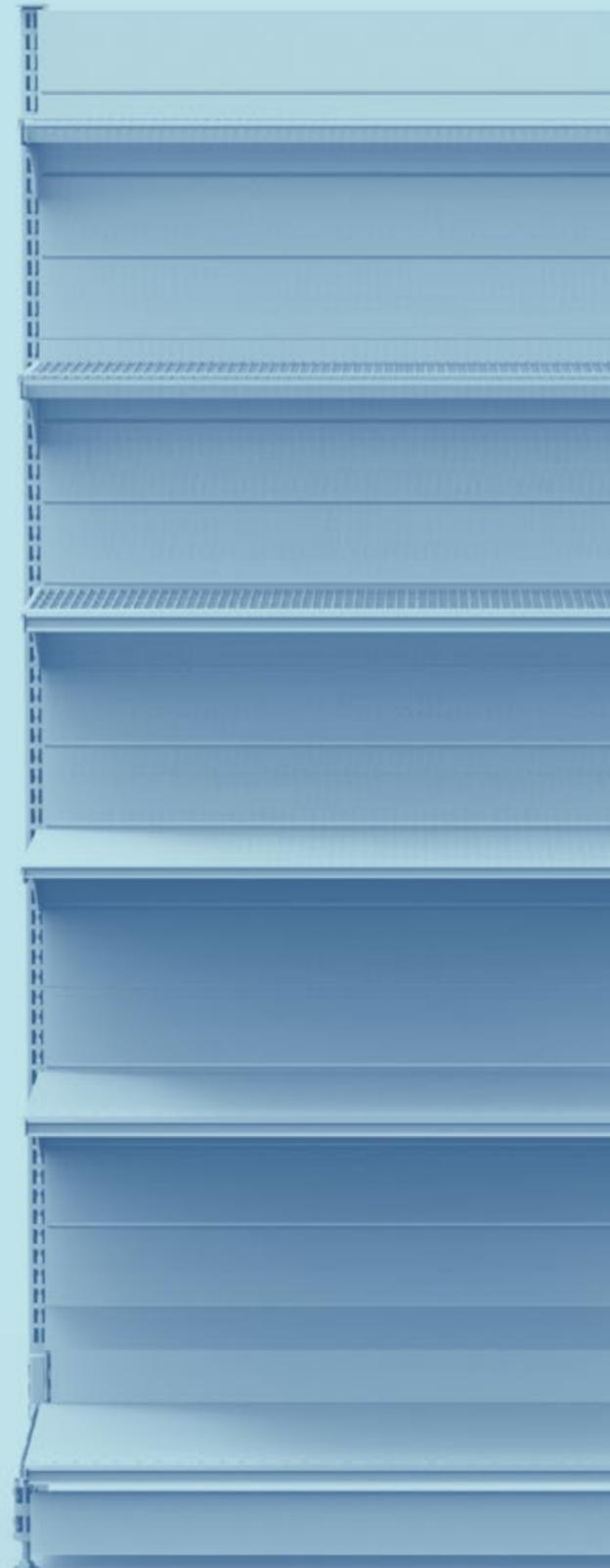
Our standard IMZ25 shelves are **robust** and capable of **high load capacities**.

The **modularity** of the elements offers maximum **flexibility** when furnishing a shop, taking into account the variety of items to be displayed, promotions and seasonality of the same.

The **accurate design** is intended to give the **greatest visibility to the goods on display**.

The elements can be configured in murals, gondolas or headboards, with standard components only or with the inclusion of **tailor-made customization** to enhance the products on sale or to reinforce the communicative image of the brand.

The IMZ25 Standard version is ideal for **furnishing any type of shop** and for **realising functional and identifying distribution formats** for large retail chains.



## Choose the most suitable configuration for your shelf

Strong, solid and robust

Available in **multiple configurations** the IMZ25 remains a basic product whose **load capacity is among the best on the market**. Thanks to the addition of structural components, such as 30x30 mm uprights or reinforcing rods, this feature is increased to the point where it can be a valid alternative to industrial-type shelving for use in the sales area.

**The 4M and advanced 4M configurations** can handle high capacity products such as water and soft drinks while maintaining the same

attractive design within the point of sale. In the advanced 4M version the reinforcing upright disappears from view, providing a continuous facing in line with the rest of the shelving.

**For the discount** a range is proposed that combines high robustness performance with a simple line that tends to disappear, leaving the view of only the product packed in boxes.



Basic



4M



Advanced 4M



Discount

# TECHNICAL FEATURES

IMZ 25

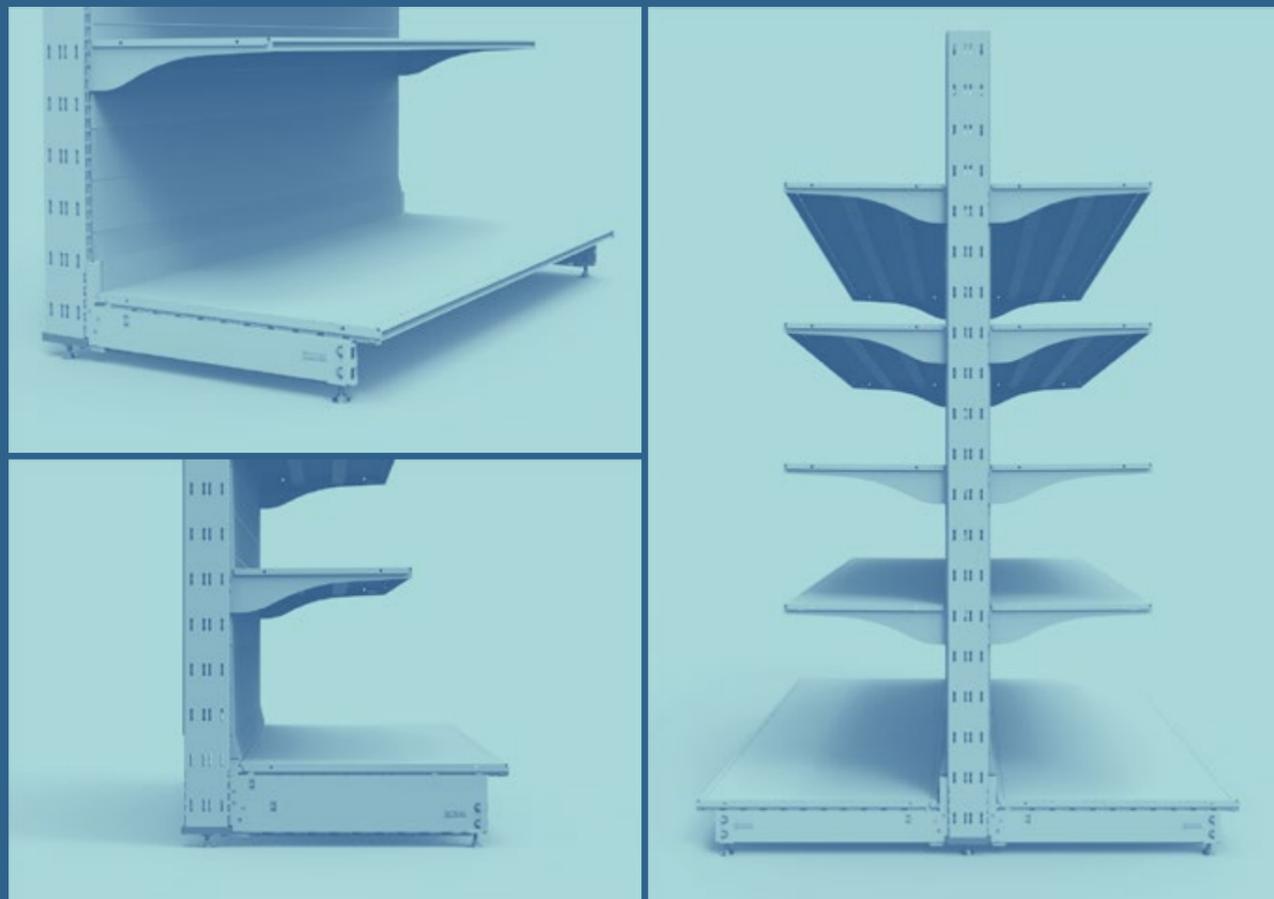
## Uprights and bases

**The 25 mm pitch slotted uprights** consentono una regolazione degli allestimenti che allow for an adjustment of the fittings that eliminates gaps between the elements, optimizing the display while maintaining the load capacity. The range has different depths and variable heights to choose from depending on the desired load capacity.

Side slots allow the attachment of structural elements to complete the offer to customers with round and half-round header sections.

**The bases, offered in two heights of 100 mm and 150 mm**, are assembled in an innovative way through the seaming of sheets without the use of welding, to guarantee the production process and therefore the ability to withstand high loads.

The base range includes depths varying from 250 mm to 800 mm at 50 mm intervals to cover all space requirements within a shop.



# TECHNICAL FEATURES

IMZ 25

## Back panels

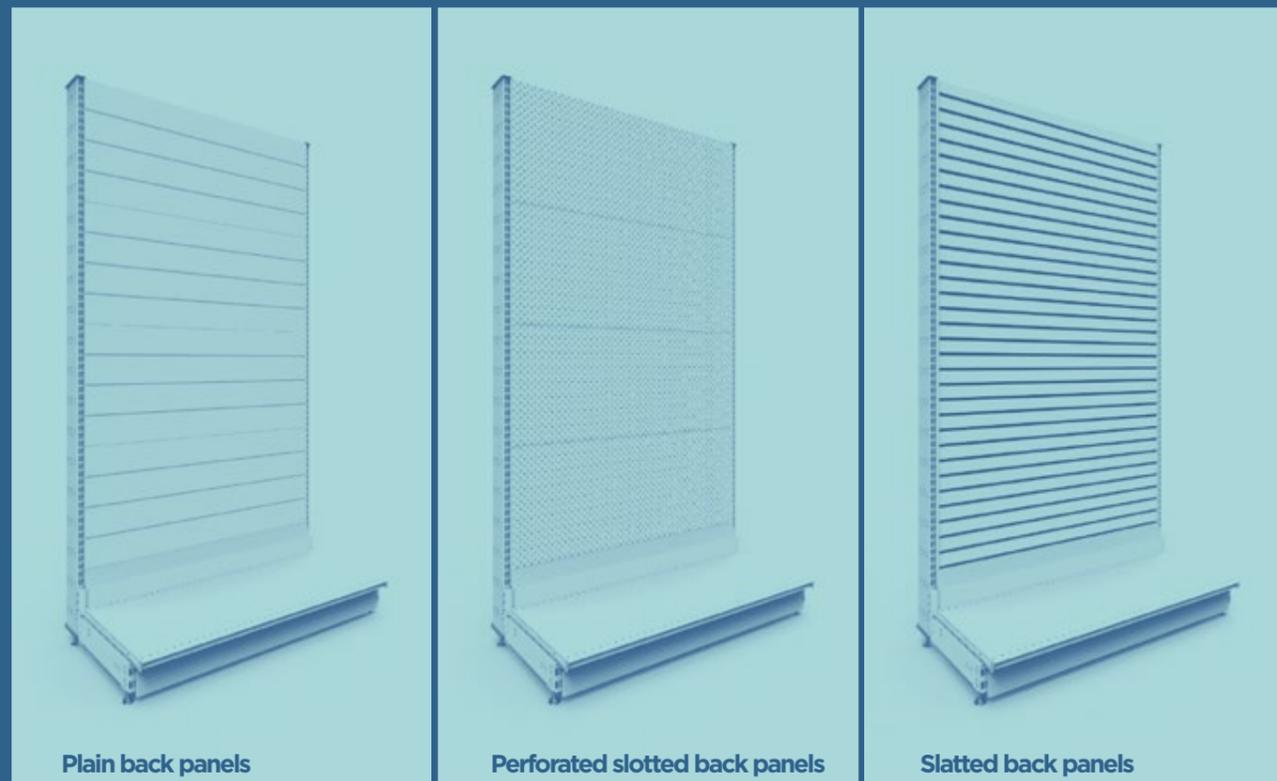
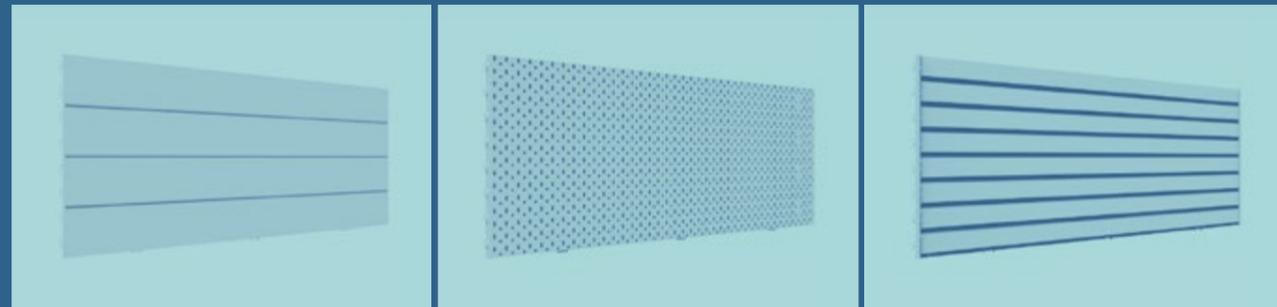
The **IMZ25 Standard back panels** have the dual function of stiffening the structure and characterising it with the use of different materials to create the format required by the customer.

The design with horizontal ribbing and the wide choice of finishes follows this logic, adapting to the stylistic trends of the market and the specific customer.

The range is completed with products that respond to different merchandise display

requirements. The **slotted** and the **slatted** backs are suitable for holding accessories for blistered items, the backs **with socket holes** and those with **rail** to house the components that supply the power for the front lighting and the **lighted back panel** to create a backlit focus to highlight the goods displayed on the shelves.

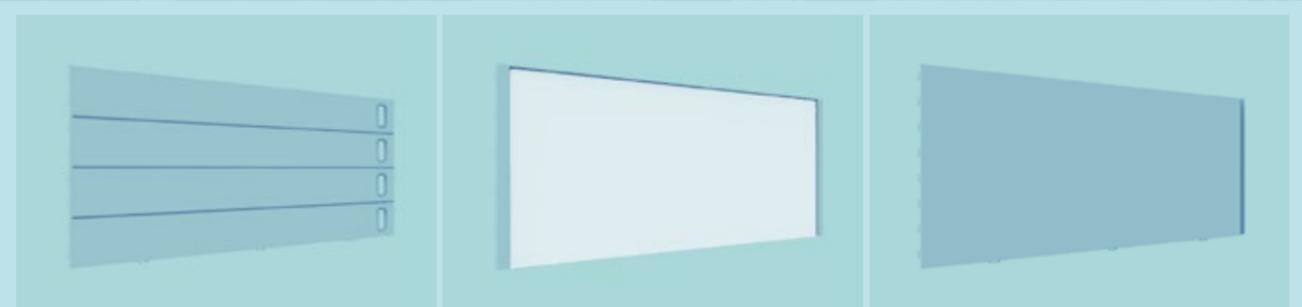
Each type of back panel is interchangeable, allowing easy variations and combinations of merchandise even within the same section, thus creating multiple displays.



Plain back panels

Perforated slotted back panels

Slatted back panels



Back panels with socket holes

Lighted back panels

Rail back panels

# TECHNICAL FEATURES

IMZ 25

## Shelves

The shelves represent the **strength of the Standard IMZ25** system as, although they have adopted the criterion of making the front thickness compact and barely visible, they have maintained a **loading capacity “of yesteryear”** when robustness was preferred to aesthetics. The studies carried out on the material to be used and the number of reinforcements made it possible to maintain the load capacities of the previous racking lines despite the reduction in thickness by 10 mm.

**The wide range** includes shelves in sheet metal, in grating, in wire with and without a price rod, in glass with and without a reinforcing frame

and in wood in order to embrace all the possible demands of customers and their designers and brand specifications. The range also includes the 17 mm thick sheet metal shelf, mainly used for the perfumery department, where the extremely thin appearance prevails over robustness as maximum loads are limited.

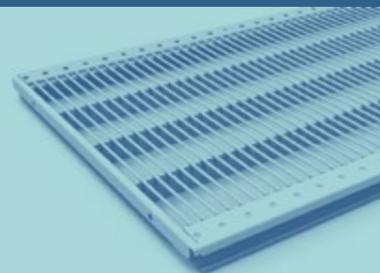
**There is a wealth of specialized accessories** to accompany the display of products: from price racks to side rails, from dividers to lighting to item-specific lighting for all possible product categories within a shop.



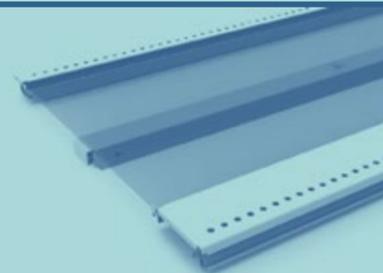
25 mm sheet metal shelf



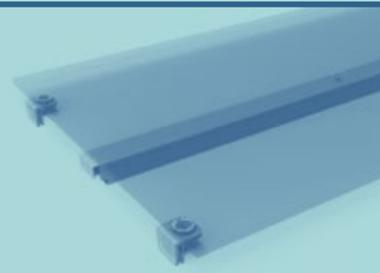
17 mm sheet metal shelf



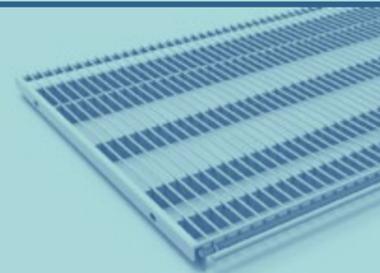
Grid shelf



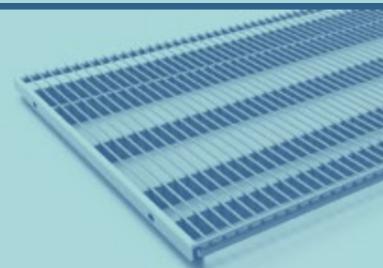
Framed glass shelf



Frameless glass shelf



Wire shelf with rod



Wire shelf without rod

# LIGHTING SYSTEMS

IMZ 25

## Shelves, back panels and canopies

The lighting system of the IMZ25 Standard represents a complete solution capable of handling the totality of shelf-side situations. **The lights are either LED with built-in power supply and 220/110 V output or external power supply with 24 V output.**

**In the first case the back panels are fitted with sockets, in the second case the connection to the power supply unit is made by means of a magnetic track, which can be shortened to the required length on site and positioned in the groove provided on sheet metal shelves**

or directly on the back panel for other types of shelves.

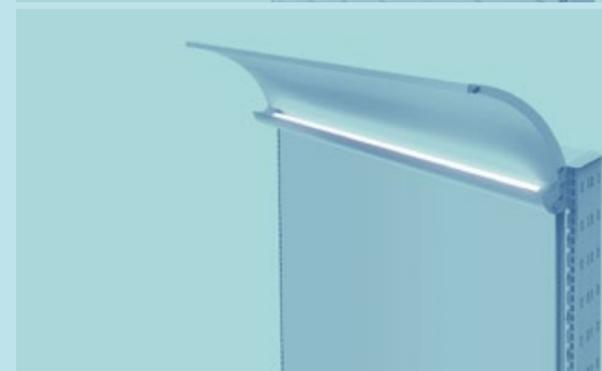
Thanks to the magnetic cable holders, connection cables can be placed inconspicuously under the shelf. Junction or power supply boxes are positioned in the inner compartment between the back panels or underneath the base shelf with special brackets.

The lighting assemblies are fitted with magnetic brackets for attachment to the steel shelf, and screws in the case of wooden shelves.



**To create visual impact and focus of small and medium dimensions** it is possible to use the **lighted back panel**, compatible with all other types of back panels, where a high-efficiency LED panel has been designed for maximum yield in terms of light beam diffusion.

Also part of the IMZ25 lighting system are **Wall-Washer and New Wall-Washer** ceiling lights, which can be attached to the shelving and are a valid alternative to shop lighting to “focus” on a series of elements to be highlighted.



# DISPLAY CABINETS and STORAGE CASES **IMZ** 25 MAXLUX

Design, transparency and functionality integrated in the shelf

The extreme neatness of the design and the perfect finish make the MaxLux showcases a fundamental complement in the furnishing of points of sale. **The display cabinets can be installed in any location equipped with the IMZ25 Standard system, adopting the existing structure as a base.** This plus allows the continuity of the display, permitting the use of the range of accessories for back panels, bars and all types of shelves.

**The modules of the MaxLux system** can be placed side-by-side or, optionally,

communicating with each other; they can be suspended, mounted on a cabinet with drawers or sliding doors, or on a base shelf. All crystals are tempered, and fully comply with current safety regulations. Lighting is conventional with LED lamps to meet energy-saving directives.

**MaxLux is a display cabinets suitable for every type of display** from cameras to telephones, from watches to electro-medical equipment. Now your product is all in view, there are no obstacles or obstructions to the maximum visibility of the exhibits.



