



For Him

Humour

Special Occasions

Birthdays

Clearthinking
from AXiOM

AXIOM IMPACT. MAXIMUM SALES

• Clear Thinking **from Axiom**

Clear Thinking from Axiom is an entirely new type of display system designed to give you...

- A much neater display of greeting cards
- Unique flexibility to change the number of rows of cards or the % of each card showing
- A whole new range of display ideas for tight spaces

Clear Thinking uses specially developed clear trays which guarantee that cards cannot slump forward.

The trays are clear but non-reflective & are practically unbreakable. They support taller cards better to stop them 'fanning out' at the top.

You can choose the number of tiers and the % of each card design you would like to show. This can be changed for seasonal ranges and promotions.

We can work out the optimum display format to suit any height, width or depth restrictions you may have.

The benefits of this system are so significant that we have patented it.



• wallbays



- **Clear Thinking from Axiom** provides a range of greeting card tiers to fit any depth, height or width restrictions you may have.
- It can be supplied to fit your existing slatted wall, slotted post and panel system or merchandising units, or we can supply those for you.
- We offer a complete solution if preferred, to include plinths, drawers or cupboards, slatted wall or slatted units, post and panel systems and lighting canopies, planned to fit your store layout.
- We provide a very broad range of colours and finishes or can match any existing scheme or corporate specification.

• wallbays



- **Clear Thinking** has already been adopted by numerous well-known retail groups and is significantly increasing sales where it has been used. It is changing the way retailers think about range planning between bays and across the seasons because of its flexibility.



- Axiom works from a clean piece of paper to develop a display solution for all greeting cards, gift-wrap, gift bags and related products to suit your specific needs.
- We can match your corporate image or create an entirely new and unique look for you.
- We have high density display solutions for maximising range volumes or low density “gallery format” displays to show full card facings.

• centre floor units



**From conventional to radical,
Clear Thinking from Axiom
can meet any brief including...**

- Gift breaks between card displays
- Gondola end displays
- Signage above & within the displays
- Variable tier formats
- Split tier options
- Modular systems for continuous display runs of cards from 2ft to 60ft
- Seasonal display formats





- Clever space saving centre floor designs can create a substantial increase in floor space for browsing or to provide an extra aisle.



• variable tier arrangements



- **Clear Thinking from Axiom** offers the unique ability to convert a conventional 13 tier card unit which shows 50% of each card design to 9 tier (which shows 75%) or 7 tiers (which shows 100%) simply by moving the clear trays to alternative slot positions.
- You can change the tray position allowing more space for larger cards towards the top or less space for smaller cards at the bottom. You no longer have to have a fixed display!
- Space saving options are available in 11 tier single or double sided (just 750mm deep overall), or 500mm deep. 600mm deep units provide 12, 13 or 15 tiers.
- Optional flap provides stock storage behind the tier sections.
- 600mm deep units provide a curved presentation to keep all cards customer facing
- All displays are uniquely designed to stop cards slumping forward.
- This unique system is patented.

• spinner units & mobile displays

Most retailers have the need for mobile or temporary units that can be introduced to suit the differing card display requirements that arise throughout the year. We offer several options within the **Clear Thinking** range which are ideal for this purpose.

These units can be used to display a combination of cards, roll or flat wrap, gift bags etc.

Spinners - Usually spinners are cheap, do little to display cards well and don't allow much variation in card sizes. Our spinners are different, stylish and space efficient, providing the optimum viewing area for a walk round display.

Mobile displays – Mobile displays are great for seasonal promotions and very effective at triggering impulse purchases of cards and related products. Our mobile displays are flexible and easy to change to reflect the time of year.



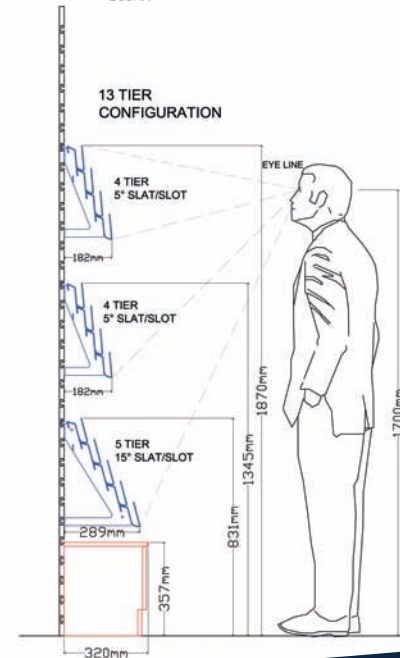
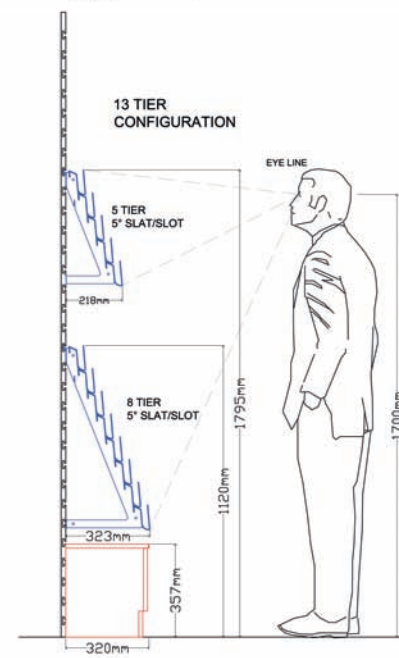
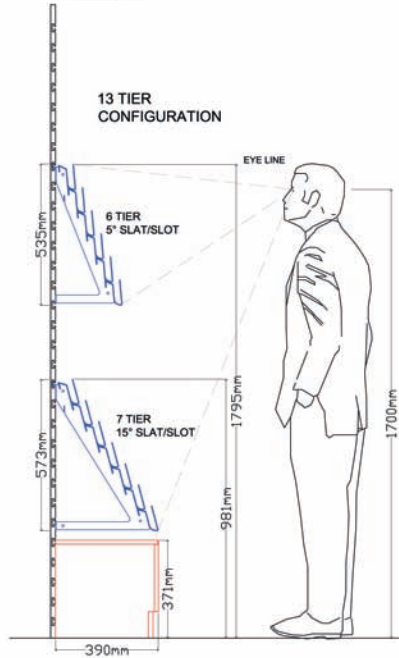
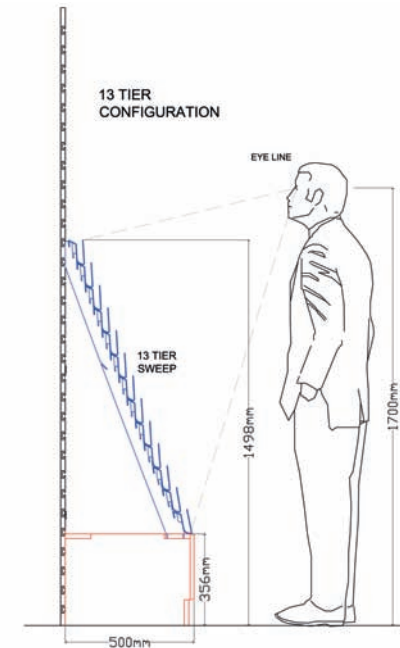
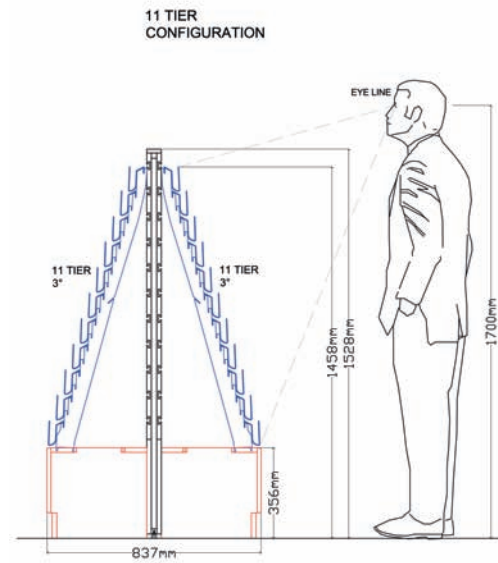
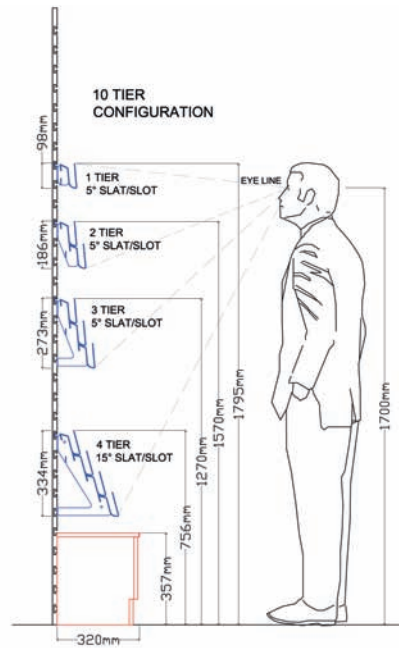
• viewing options

Whatever your height, width or depth restrictions round the walls or in the centre floor area we have a solution that will...

Improve the display of cards for more impact
Create more aisle space for browsing
Eliminate blind spots
Eliminate dark areas

- The result is a better sales response.
- Split tier options include 1 tier, 2, 3, 4, 5, 6, 7 or 8 tiers in any combination
- Continuous tier presentations are available in 7, 9, 11, 12, 13 or 15 tiers

You can choose your own tier combinations or we can make suggestions given the dimensions of your retail space.





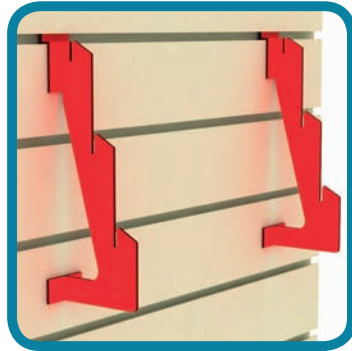
• fixing options

You can either fit Clear Thinking card tiers to your existing slatwall or slot & post system or we can provide these for you.

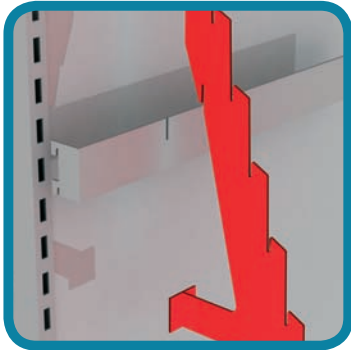
Clear Thinking will fit...

- Standard slatwall
 - Most slotted post systems
 - Against plain walls
 - Above drawer bases or plinths supplied by us
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- **Display trays are closed off at the ends by oval or shaped ends**
 - **No nuts & bolts or tools required**
 - **Easily removed for flat pack back room storage**

..... Into Slatwall



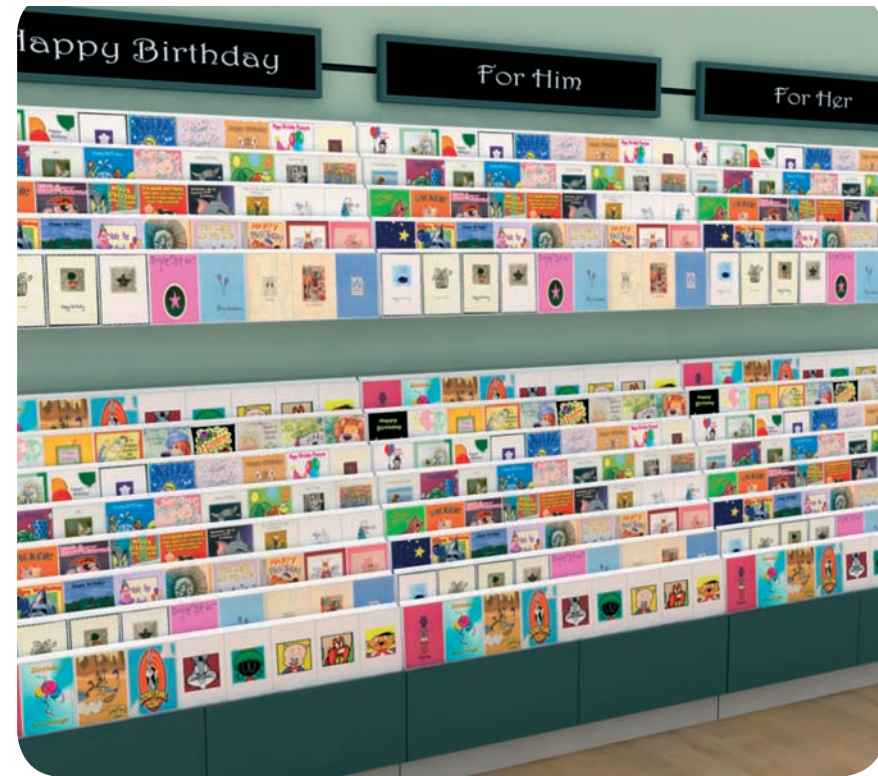
..... Into Slotted Column



..... Into Drawer Bases or Plinths



- viewing options



Split tiers can be provided with a 5° or 15° back slope to ensure cards are customer facing and take up minimum depth.



Axiom also offers an entire range of shelves, eurohooks, boxed card trays, tag holders, gift bags, rails and accessories for all card related products. We can also supply standard and bespoke counters, gift displays, dressers and glass cabinets.

Contact us for details on 0161 681 1371.



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