CONCEPTS
ims

Merchandising Equipment Catalogue

Welcome to the new IMS Merchandising Catalogue.

IMS offers a first class service, with many orders despatched within 24 hours of receipt.

The modular product ranges available offer strength, durability and flexibility. These systems are used by the professional shopfitting trade in supermarkets, DIY merchants, fashion stores, cash & carry's and many other environments.

These ranges are sourced from one of Europe's largest producers of commercial shelving (Tegometal), and all products are manufactured to the highest standard.

The costs associated with designing, purchasing and stocking bespoke shelving systems have become uneconomical. Therefore we have selected these products and this partner to ensure that all new products in this manual are fully interchangeable with the systems we currently have, and enable you to effectively merchandise your store in a more affordable manner.

As the majority of items are now standard stocked items they provide the added benefit of being available for a fast turnaround on orders. No more waiting weeks for one or two items!

The range of accessories that complement the new modular systems are also standard stocked items, so again this will reduce lead times on orders and they will also fit with existing systems.

There will now be a mixture of panels rather than just Slat, these will be Perforated and Plain panels along with Slat panels. This will provide greater flexibility in merchandising certain products (eg hand tools) and will allow you greater flexibility on what products you have in what areas of the store.

Product Information

Bay Widths
Bay widths are: 1000mm and 1250mm.

Shelf Depths
Depths: 300mm, 370mm, 470mm

Base Leg
Base leg height: 1400mm and 2200mm
Dimensions are the same as the shelf depths
Base Leg colours are White

Back Panels
There are 3 types of back panel available in 2 main module sizes 1000mm and 1250mm:
Plain: height 200mm and 400mm
Peg: height 400mm only
Slat : height 500mm only

How to order

Simply select what you need from the catalogue and then complete an Order Form. You can either photocopy the Order Form on the rear of this catalogue and fax to IMS, or send an email to: david.imsconcepts@gmail.com

IMS will then supply you with a quotation including delivery charge, noting any items which are not in stock. All delivery charges are calculated by the weight, dimensions and postcode of the purchased goods.

On receipt of your quotation, if you wish to proceed with the order, please raise a Purchase Requisition for your requirements which will be subject to the normal authority release levels and approval from your Regional Director. Please advise IMS of the Purchase Order Number and they will then action your requirements.

Should you have any specific requirements or need any help please contact David Edwards at IMS.

IMS Concepts
18 Bankfield Grange
Off Saddleworth Road
Greetland HX4 8AJ
Tel: 01422 377385
Email: david.imsconcepts@gmail.com
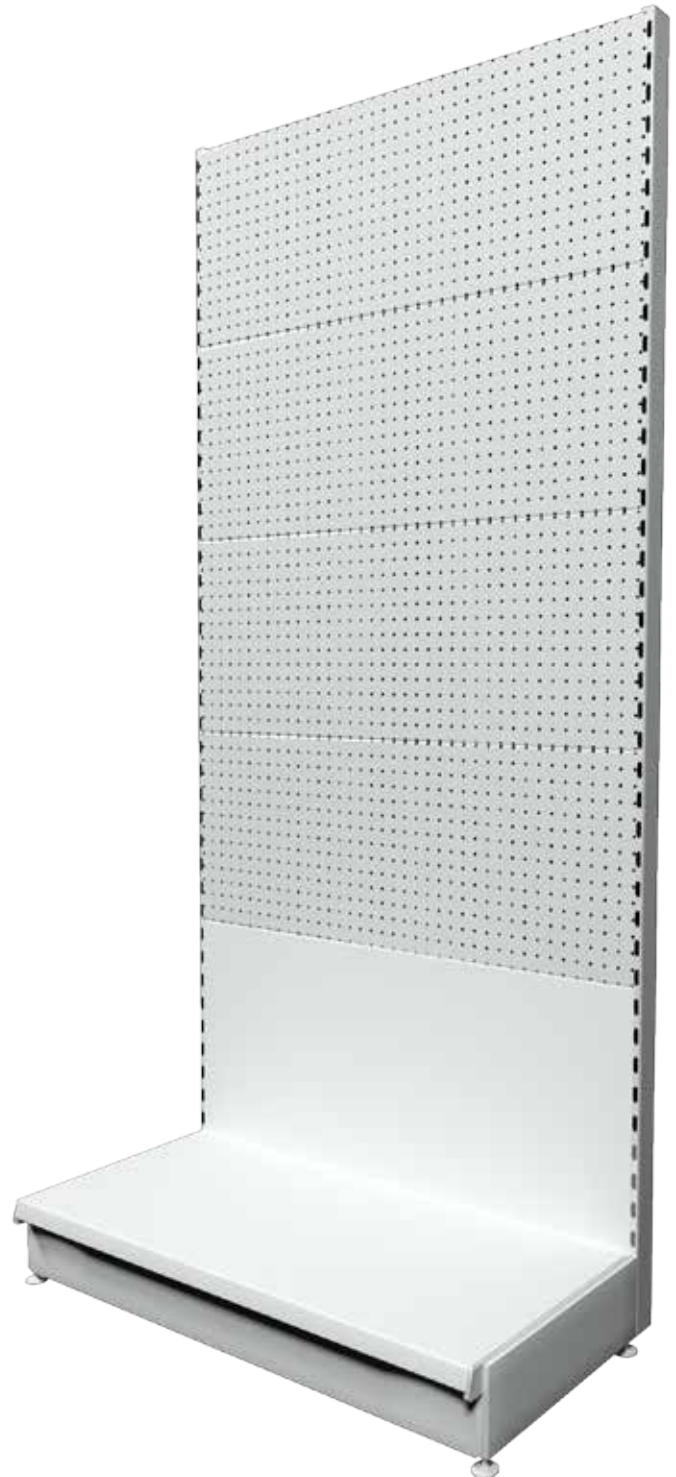
What is merchandising and why should we do it?

What is it? Well it's the silent sales person. Good merchandising improves sales, improves margin, improves customer satisfaction and above all breeds brand customer loyalty.

A few simple rules

The maximum exposure area is in what we call "eye line". If you can see it without moving your head up and down this is eye line. So look for products which are attractive and can be placed into eye line i.e. Clothing, Tools and Power Tools.

Blocking

When we read, we read left to right, but when looking for products we often scan the products but miss the individual item we need. So don't run products across a shelf or a peg metal back panel, run them up and down, in the same way as this page has been setout. This allows the eye and the brain to work together to locate products individually as well as on block.

Traffic flow generators.

Not all of your products are ones that everyone wants to see or buy. So use the ones which will generate foot fall around your centre so that people pass the items they may not need today or did not know you sold, i.e. Refrigeration close to Tools, Rail Equipment close to Gas Equipment.

Do not forget the three main traffic flow generators - the counter, the toilet and the drinks machine.

It's not difficult to understand, for example, hand tools should flow into power tools, power tools into drill bits, drill bits into grinders, from grinders well I will leave the rest to you.
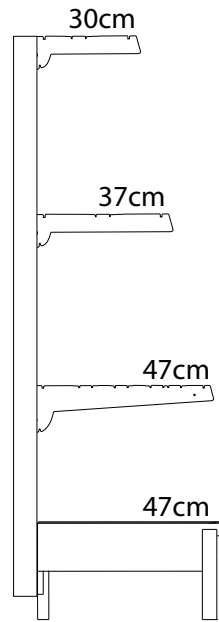
One big thing which all trade counter operations forget is seasonality. We basically have three seasons in merchandising, winter spring and summer. You should be constantly changing your merchandising mix and product ranges to suit the seasons, i.e. T-shirts and polo shirts for the summer, put the padded coats away until winter arrives.

I hope these few notes have given you some ideas for merchandising your store, but please feel free to ring David on 01422 377385 if you have any specific issues.

Happy merchandising.
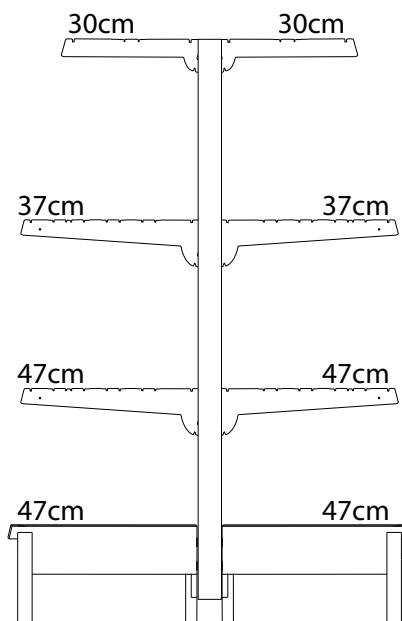
David Edwards
IMS Concepts

1 Meter Gondola Bay

30cm

37cm

47cm

47cm

Product Code	Product Description
GB001	Starter Bay
GB002	Continuation Bay
	1 x Pegmetal
	2 x Plain Back Panels
Base Shelf:	47 cm
Mid Shelf:	1 x 47 cm
	1x 37cm
Top Shelf:	1 x 30 cm
Height:	140 cm
Width:	100 cm

Jura White

1 Meter Gondola Bay Back to Back

30cm   30cm

37cm   37cm

47cm   47cm

47cm   47cm

Product Code	Product Description
GB003	Starter Bay
GB004	Continuation Bay
	2 x Pegmetal
	4 x Plain Back Panels
Base Shelf:	47 cm
Mid Shelf:	4 x 47 cm
Top Shelf:	2 x 37 cm
Height:	140 cm
Width:	100 cm

Jura White

1 Meter Wall Bay

Product Code	Product Description
WB001	Starter Bay
WB002	Continuation Bay
	3 x Pegmetal
	2 x Plain Back Panels
Base Shelf:	47 cm
Mid Shelf:	3 x 47 cm
Top Shelf:	1 x 37 cm
Height:	220 cm
Width:	100 cm

Jura White

37cm

47cm

47cm

47cm

47cm

1 Meter Perf Wall Bay

Product Code	Product Description
WB003	Starter Bay
WB004	Continuation Bay
	5 x Pegmetal
Base Shelf:	
Mid Shelf:	
Top Shelf:	
Height:	220 cm
Width:	100 cm

Jura White
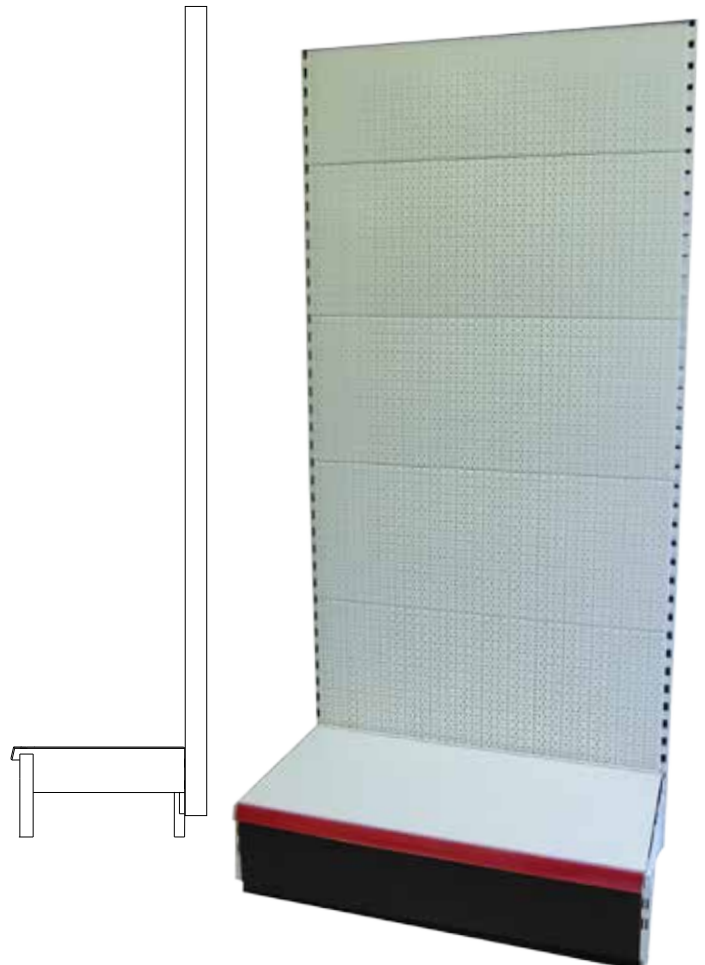
Acrylic Shelf Dividers

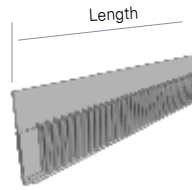| Product Code	Product Description
4-4423-4	Plain Divider 370mm
4-4424-4	Plain Divider 470mm
4-4431-44	Toothed Divider 370mm
4-4432-44	Toothed Divider 470mm
4-4415-44	Front & Rear Riser 1000mm
4-4416-44	Front & Rear Riser 1250mm

*Ideal for hose fittings, mig & tig tips and any other small items.

Length
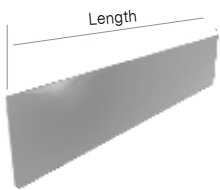
Plain Divider

Toothed Divider

Length

Front & Rear Riser

Wire Shelf Dividers

Product Code	Product Description
4-4666-88 WDT	Wire Divider 80mm x 370mm
4-4667-88 WDT	Wire Divider 80mm x 470mm
4-4670-88 WDT	Wire Divider 150mm x 370mm
4-4671-88 WDT	Wire Divider 150mm x 470mm
4-4661-88WD	Front Wire Riser 95mm x 665mm
4-4201-88 WD	Front Wire Riser 95mm x 1000mm
4-4202-88 WD	Front Wire Riser 95mm x 1250mm
4-4662-88WD	Front Wire Riser 170mm x 665mm
4-4205-88 WD	Front Wire Riser 170mm x 1000mm
4-4206-88 WD	Front Wire Riser 170mm x 1250mm

*Ideal for gloves & bulky items

Plain Divider

Front Riser

Board Holders

Product Code **Product Description**
HB1   Board Headers

Kick Plinth - 260mm Base

Product Code **Product Description**
2-0834-68   Kick Plinth 1000mm
2-0836-65   Kick Plinth 1250mm

Plinth Drawer To Suit 260mm Base

Product Code **Product Description**
HD2   Plinth Drawer for 260mm by 1000mm base

                 *for storage with the gondola base to suit
                 470mm base shelf
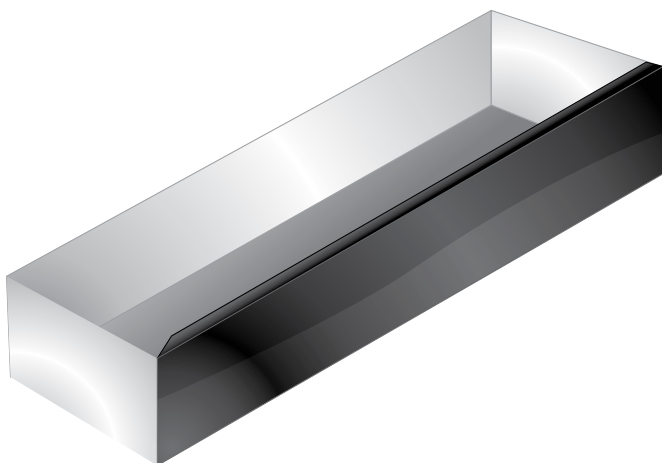
Gondola Cover Strip

Product Code **Product Description**
3-1800-24   Gondola cover strip 1000mm by 60mm, Jura White
3-1128-24   Gondola cover strip 1000mm by 60mm, Jura White

                 *Sheet steel gondola cover strip
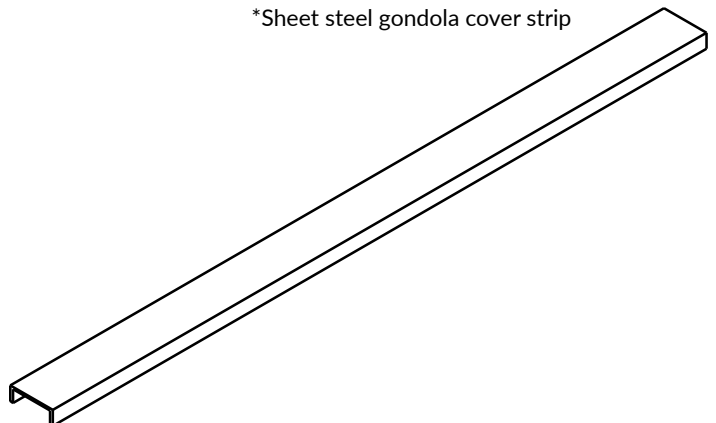
Plain Back Panel

Product Code	Product Description
3-1193-24	Plain Back Panel 1000mm by 200mm, JuraWhite
3-1200-24	Plain Back Panel 1000mm by 400mm, JuraWhite
241-3128	Plain Back Panel 1000mm by 500mm, JuraWhite
3-1186-24	Plain Back Panel 1250mm by 200mm, JuraWhite
3-1298-24	Plain Back Panel 1250mm by 400mm, JuraWhite
241-3164	Plain Back Panel 1250mm by 500mm, JuraWhite

*Sheet steel plain back panels

Jura White

1000mm/1250mm
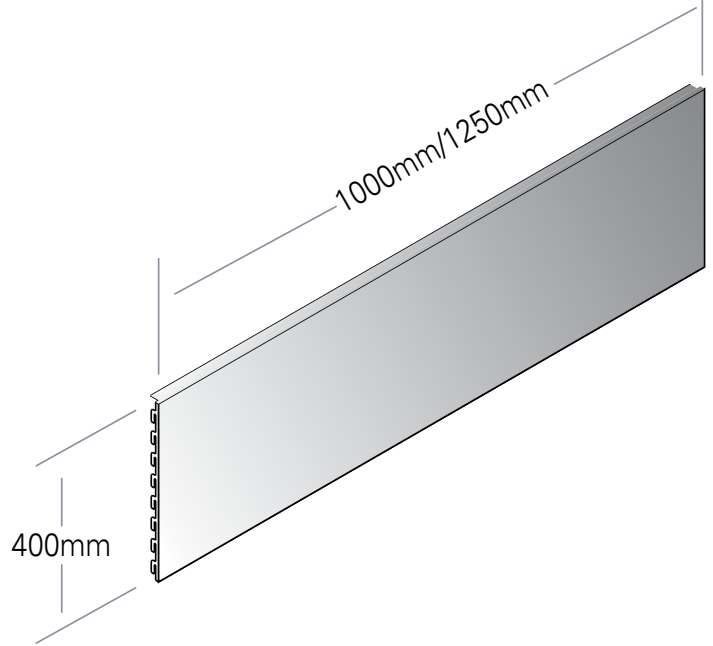
400mm

Perforated Back Panel

Product Code	Product Description
3-4294-24	Perforated Back Panel 1000mm By 400mm, JuraWhite
3-1808-24	Perforated Back Panel 1250mm By 400mm, JuraWhite

*Sheet steel perforated back panel with round holes

Jura White

1000mm/1250mm

400mm
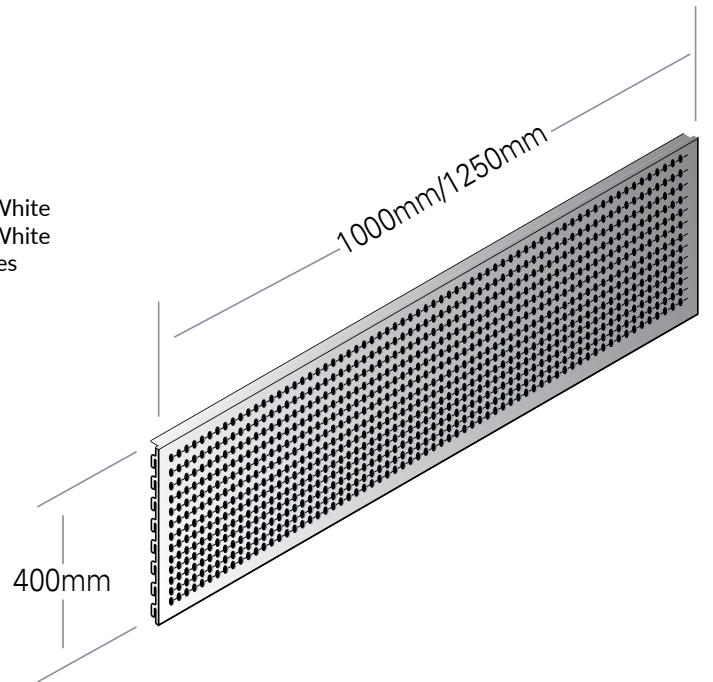
Slatwall Panel
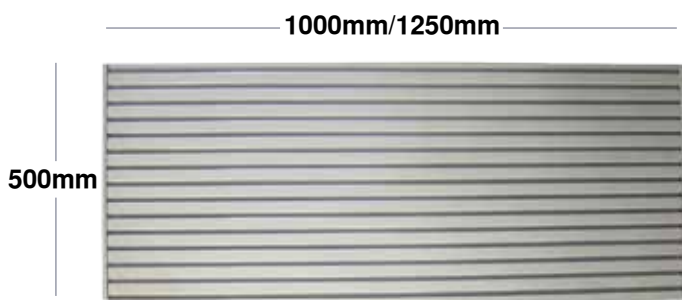
1000mm/1250mm

500mm

Product Code	Product Description
HD1	Slatwall Panel 1000mm by 500mm, Jura White/Pure White
HD2	Slatwall Panel 1250mm by 500mm, Jura White/Pure White

*Sheet steel slated back panel

Arctic White

Merchandising Equipment Catalogue

Shelves and Shelf Brackets

1000mm/1250mm

300mm/370mm/470mm

−7mm
19mm
Groove profile.

Front profile.

Jura White

Black

Dimension

Shelf Bracket (2H)

Dimension

Shelf Bracket (3H)

Dimension

Shelf Bracket (Heavy)

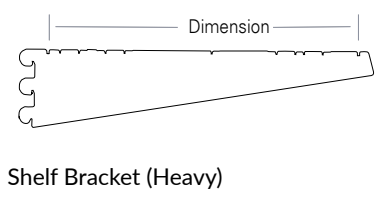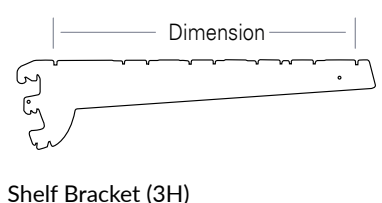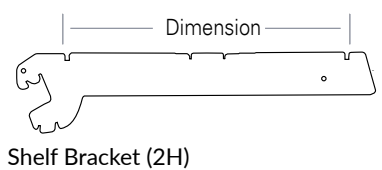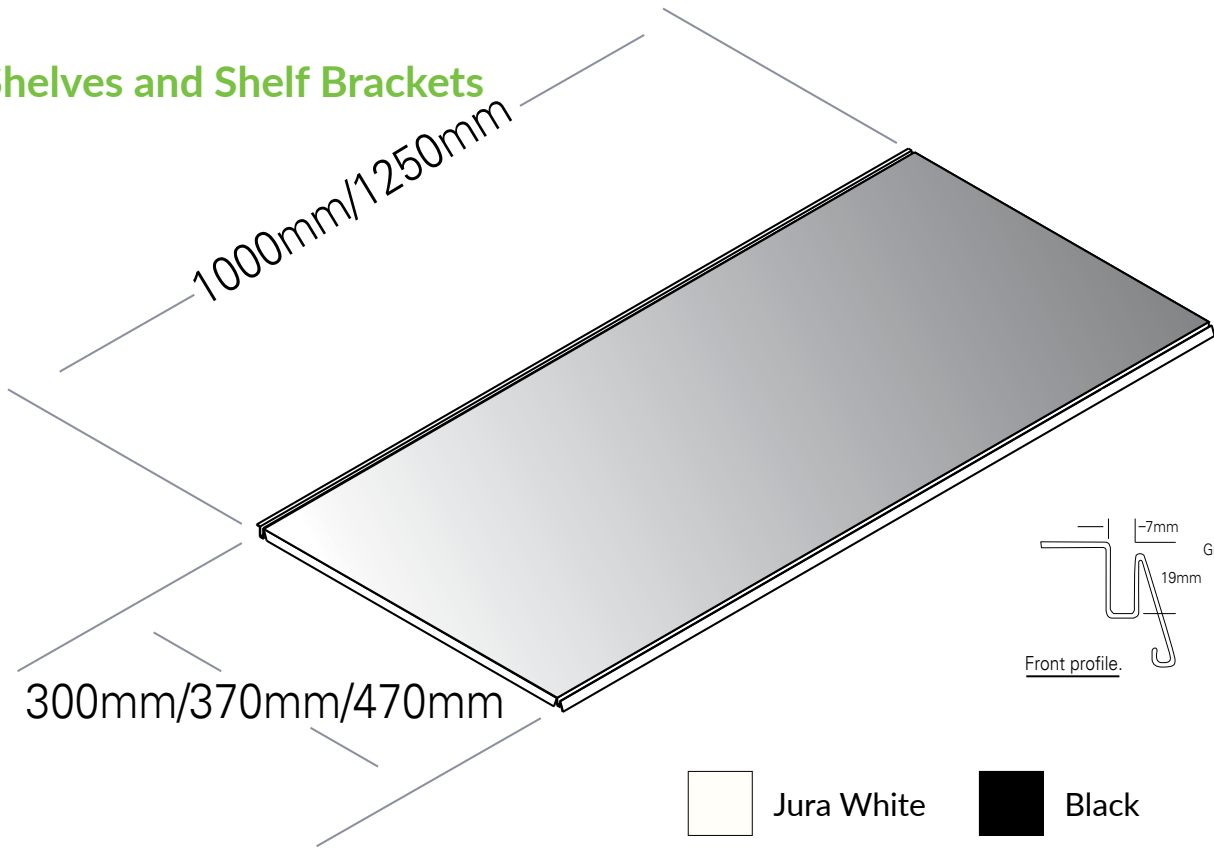| Product Code	Product Description
4-5044-24	Shelves - 1000mm by 300mm
4-1666-24	Shelves - 1000mm by 370mm
4-1667-24	Shelves - 1000mm by 470mm
4-5046-24	Shelves - 1250mm by 300mm
4-1649-24	Shelves - 1250mm by 370mm
4-1660-24	Shelves - 1250mm by 470mm
2-1214-24	Shelf Bracket (2H) 300mm
2-1603-24	Shelf Bracket (2H) 370mm
2-1604-24	Shelf Bracket (2H) 470mm
2-1605-24	Shelf Bracket (3H) 470mm
2-8022-24	Shelf Bracket (Heavy) 470mm

Brackets are supplied in pairs

PRINTED SHELF MATTS
Product Code
IMS402
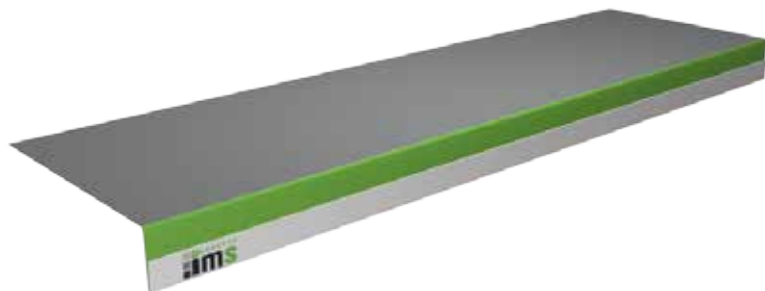
Tegometal Shelf Edge Ticket Strip

800050 / 800051

300893 / 50-3120-39

50-3120-39

Product Code	Product Description
800050	Tegometal Shelving, 1000mm, Red
800051	Tegometal Shelving, 1250mm, Red
	* Shelf edge scanning profile.
	Ref 463, to clamp for 39mm labels,
	back of profile in red and transparent face.
300893	Self Adhesive 39mm h by 1000mm l,/1250mm l,
	Red
	*Shelf edge scanning profile.
	Ref 320, fitted with 39mm self adhesive
	tape back profile in red and transparent face
50-3120-25	Label/Ticket Holders 25mm h by 75mm l, White
	*Magnetic Tape on rear

Euro Hooks

PB 11016 / PB 14019

Product Code	Product Description
PB 00000	Euro Hooks 3"
PB 11016	Euro Hooks 6"
PB 14019	Euro Hooks 9"
	*Heavy-duty hooks to suit 25mm board,
	manufactured from 4.5mm diameter
	zinc finish steel

Twin Open Tool Holder

1792/200

Product Code	Product Description
1792/200	Twin Open Tool Holder, 200mm by 4.8mm

Single Prong Hooks

SW90

Product Code	Product Description
SW30	Single Prong Hook 3"
SW60	Single Prong Hook 6"
SW90	Single Prong Hook 9"

Metal Clip Strip

Product Code	Product Description
MSC	11 Clips with Header

Clothing Stand

Product Code
FB6

Product Description
Clothing Stand

* Ideal for displaying shirts, jackets and trousers

Garment Rail

Product Code
5-2896-38

Product Description
Garment Rail, 1000mm

* per garment rail

Z-Shaped Garment Rail

Product Code
6033.2/1000
6033.3/1250
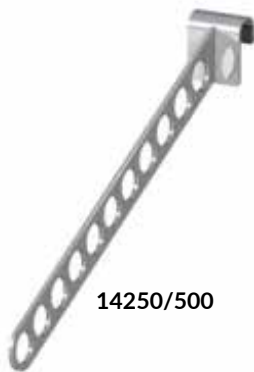
Product Description
Z-Shaped Garment Rail, 1000mm by 1.2mm
Z-Shaped Garment Rail, 1250mm by 1.2mm

Garment Bars

6278.6/500

14250/500

F44140

42210

87285

Product Code
6278.6/500
14250/500
F44140
42210
14250/500

Product Description
Raquet or Bag Holder, 500mm by 8mm
Sloping Arm Rail, 500mm
7 Pin Rounded Waterfall Arm, 360mm
12 Notch Waterfall Arm, 450mm
Stepped Arm, 440mm

Shoe / Boot Shelf

Product Code	Product Description
294	Shoe Shelf 312mm L, 144 mmW 160mm D

Angled Shoe Shelve

Product Code	Product Description
87235	Sloping Shoe Shelf - Left Facing
87236	Sloping Shoe Shelf - Right Facing

Hat & Helmet Holder

Product Code	Product Description
281	Hat & Helmet Holder for slatwall wall Jura paint finish, Ø 8.0 mm

Wire Boot Display

Product Code	Product Description
FB7	Wire display system Displays 2 boots

Clothing Clip

Product Code	Product Description
FB1506	Clothing Clip Ideal for gloves, boots, overalls etc.

Male Mannequin Display Head

Product Code	Product Description
86086	Black Male Mannequin Display Head
85995	White Male Mannequin Display Head

Stacking Wire Baskets

Product Code
HB4

Product Description
Stacking Wire Baskets

*Bright zinc plated stacking baskets ideal for clothing, hoses, promotions, tools and many other uses

Helmets Display

Product Code
CARP1

Product Description
Welding Helmets

*Ideal for display of welding helmets

Rear Support Bar & Bar Hooks
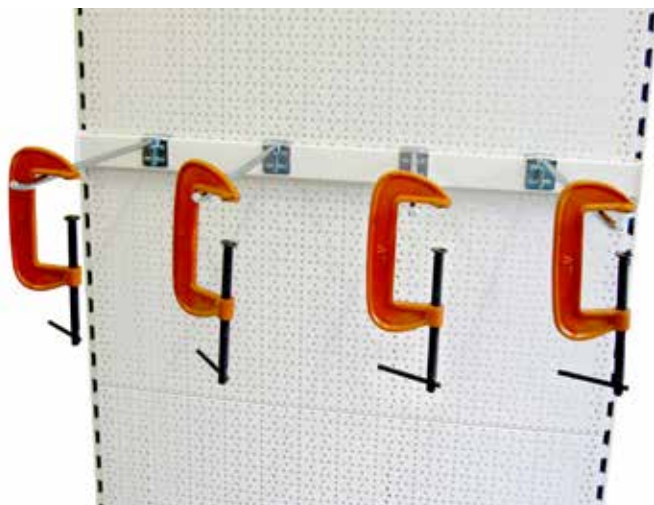
Product Code	Product Description
5-4764-24	Rear Support Bar, 1000mm
5-4765-24	Rear Support Bar, 1250mm
5-1439-37 WD	Notched Bar Hook, 400mm

* To fit above RSB 400mm length

Rear Support Bar

Notched Bar Hook

WIRE BASKETS

C2DS BASKET

10050 mm wide x 680mm deep x 480mm high
Order No. C2DS
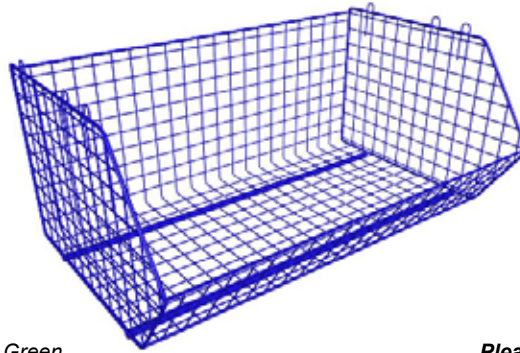
Colours Available: Jurawhite, Red, Blue, Green   ***Please specify colour required***

C2DS BASKET DIVIDER

Order No. for C2DS-D
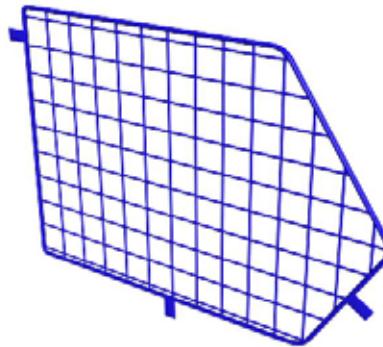
Colours Available: Jurawhite, Red, Blue, Green   ***Please specify colour required***

C17 BASKET

Order No. C17
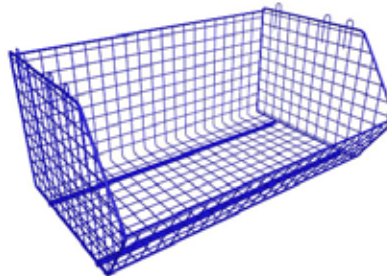
Colours Available: Jurawhite, Red, Blue, Green   ***Please specify colour required***

C17 BASKET DIVIDER

Available in Blue and Green.
Order No. C17-D
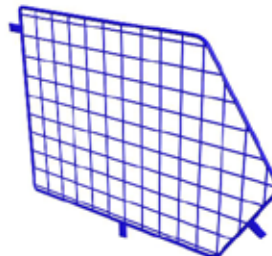
Colours Available: Jurawhite, Red, Blue, Green   ***Please specify colour required***

CONCEPTS ims

Mesh Shelving

Product Code	Product Description
83723	Small Mesh Shelf, Silver
F44408	Small Mesh Shelf, Chrome
83724	Large Mesh Shelf, Silver
F44409	Small Mesh Shelf, Chrome

Straight Acrylic Shelves

Product Code	Product Description
86909	25 x 10cm
86910	30 x 15cm
82876	30 x 20cm
86911	30 x 30cm
86912	40 x 20cm
86914	60 x 20cm
86915	60 x 30cm

Straight Acrylic Shelves with 30mm front lip

Product Code	Product Description
86900	25 x 7.5cm
86901	25 x 10cm
82751	30 x 15cm
82753	30 x 30cm
86904	40 x 20cm
86905	40 x 30cm
82752	60 x 20cm
82754	60 x 30cm

Multi-compartment acrylic bins

Product Code	Product Description
87289	3-Comp, 58 x 25 x 15cm
87933	7-Comp, 60 x 15 x 7.5cm

Eye Protection Display

Product Code
CADGS

Product Description
Eye Protection Display

Eye protection shelf to display both box stock and demonstration model
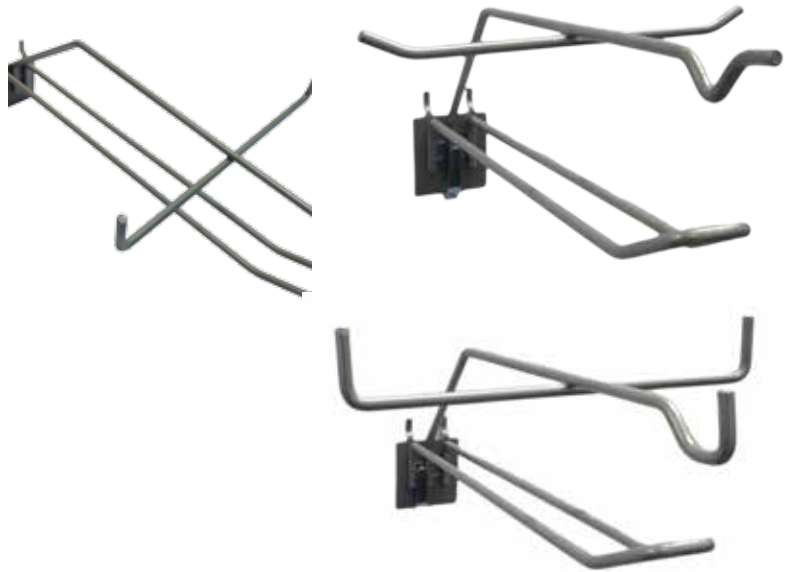
Regulator Display Shelf

Product Code
REGSHELF

Product Description
Regulator Display Shelf

*New style regulator shelf to allow three regulators to be displayed on one shelf

Nozzle Display

Product Code
HITNZ

Product Description
Nozzle Display

*Stands on a Min 370mm shelf
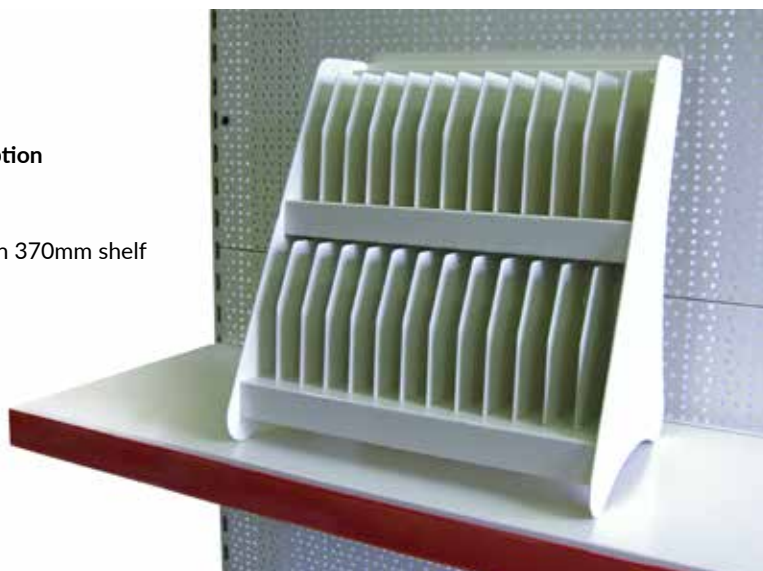
Hose Display Shelf

Product Code
CADHR

Product Description
Hose display shelf

*Designed to allow hoses to be merchandised in a quick and simple manner

Welding Rod Shelf

Product Code
CAR2

Product Description
Welding Rod Display Shelf

Drill Holder

Product Code
CDH

Product Description
Drill holder for slatwall wall

Jura White

Grinder Holder

Product Code
CGH

Product Description
Grinder holder for slatwall wall
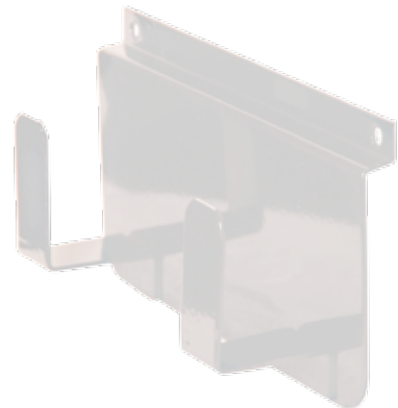
Cable Box

Product Code
CB1

Product Description
Cable box holder for slatwall wall

Jura White

CABLE REEL HOLDER
1000mm & 1250mm Cable Reel Holder to fit

Order No. for 1000mm: CRH 1000

Order No. for 1250mm: CRH 1250
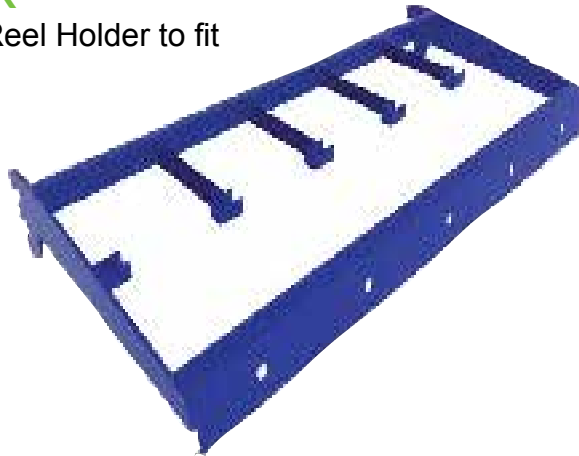
Colours Available: Jurawhite, Red, Blue, Green

Please specify colour required

CABLE REEL HOLDER METER RULE
1000mm Cable Reel Holder Rule
to fit the above Cable Reel Holder

Order No: MTR 1

Centre Shop Display Unit

Product Code Product Description
      Centre Shop Display Unit
F45285   Centre Shop Display Unit

      *Centre shop display unit ideal
      for displaying helmets, masks,
      power tools & Boots

F45285

Freestanding Dump Bin

Product Code Product Description
DSSDBEB Dump Bin

      *Ideal for displaying gloves, clothing, safety
      wear & any other promotional lines.

A4 Bus Stop Sign

Product Code Product Description
POS7   A4 Bus Stop Sign, 800mm high

Pallet Cover

Product Code	Product Description
4021120	Pallet Cover 1200mm by 800mm

Aluminium checker plate pallet cover suitable to fit over a standard Euro pallet, still allowing access for pallet truck.
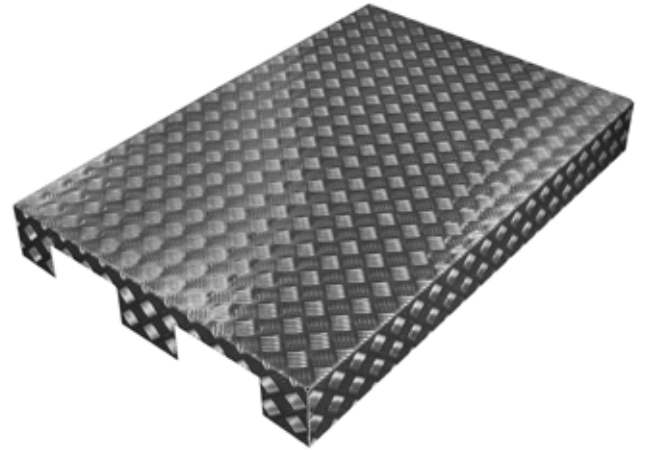
PLINTH & PALLET WRAPS

Height: 350mm Width: 1000mm

Product Code
4021121

Pallet Racking

Product Code	Product Description
KRB2700/900/3500	
2700 wide x 900 deep x 3500 high	

Longspan Racking

Product Code	Product Description
KRB1800/500/2200	
1800 wide x 500 deep x 2200 high	

A4 Leaflet Holder

Product Code
CDE1

Product Description
A4 Leaflet Holder
Wall fixed or free standing

Card & poster holders

Product Code
F40593
87231
87230
87249
AS51/3A4P

Product Description
A6 Portrait
A5 Portrait
A4 Portrait
A3 Portrait
A4 Acrylic Poster Sleeve

F40593

AS51/3A4P

A4 Counter Top Display

Product Code
SD11

Product Description
A4 Counter Top Display

A1 Clip Frame

Product Code
PFG1

Product Description
A1 Clip Frame

A1 'A' Frame Sign

Product Code
ABG1A1

Product Description
A1 'A' Frame Sign

A4 Upright Card Display

Product Code
83104

Product Description
A4 Upright Card Display

Suspension Kit

Product Code
DHW1-4

Product Description
Suspension Kit
Available in a variety of sizes

CONCEPTS
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Counter Unit

Product Code
W1500

Product Description
Counter Units

Till Drawer

Product Code
EC-410

Product Description
Till Drawer

Work Bench

Product Code
3003157L

Product Description
Steel Workbench with Laminate
Worktop 450kg

Display Tables

Product Code
83810

Product Description
Chrome display tables - set of 2

BRANCH SIGNAGE

GONDOLA GOAL POST

Order No. GP800

GONDOLA ADJUSTABLE BRACKETS

Packed in pairs
Order No. GP002

GONDOLA SIGNAGE

150mm x 800mm, 3mm foamex
Order No. GS158

800mm

150mm

ADHESIVES

Signs Available:

ADHESIVES	TOOLS	DRAFT PROOFING	WORKWEAR
BUILDERSMETALWORK	PAINT	NAILS	BOOTS
FIXINGS	DECORATING	SCREWS	PPE
PLUMBING	ROOFING/RAINWATER	KITCHEN ACCESSORIES	SAFETY
TIMBERCARE/JOINERY	IRONMONGERY	BATHROOM ACCESSORIES	
ELECTRICAL	VENTILATION	CLOTHING	

Custom Text Available

Colours Available: Jurawhite, Red, Blue, Yellow, Green   ***Please specify colour required***

PELMET SIGNAGE

600mm x 2400mm, 3/5mm foamex
Order No. PS624

2400mm

600mm

DEC CENTRE

Signs Available:

DEC CENTRE	**KITCHEN/BATHROOM**	**TIMBER**
GARDENING	**ROOFING**	**INSULATION**
IRONMONGERY	**HIRE**	**SHEET MATERIALS**
ELECTRICS	**POWER TOOLS**	**SECURITY**
TOOLS		

Colours Available: Jurawhite, Red, Blue, Yellow, Green   ***Please specify colour required***

YARD SIGNAGE

350mm x 900mm, 3/5mm foamex
Order No. YS359

900mm

350mm

AGGREGATE

Signs Available:

AGGREGATE	**TIMBER**	**ROOFING**
LINTELS	**FENCING**	**CONCRETE PRODUCTS**
DECORATIVE	**DECORATIVE**	**DECKING**
BRICKS & BLOCKS	**DRAINAGE**	

Colours Available: Jurawhite, Red, Blue, Yellow, Green   ***Please specify colour required***

GENERAL BRANCH SIGNAGE

CAR PARK 1

Height: 800mm
Width: 1200mm
Order No: SS-101

Signs can be produced to suit Merchant colour scheme
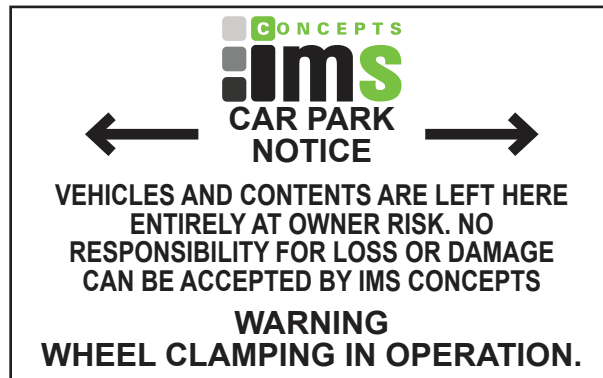
CAR PARK 2

Height: 450mm
Width: 600mm
Order No: SS-102

Signs can be produced to suit Merchant colour scheme

CUSTOMER ENTRANCE

Height: 1200mm
Width: 3000mm
Order No: SS-103

Signs can be produced to suit Merchant colour scheme

CUSTOMER NOTICE 1

Height: 915mm
Width: 1220mm
Order No: SS-104

Signs can be produced to suit Merchant colour scheme

GENERAL BRANCH SIGNAGE

CUSTOMER NOTICE 2

Height: 1000mm
Width: 1220mm
Order No: SS-105

Signs can be produced to suit
Merchant colour scheme

CUSTOMER NOTICE
FOR YOUR TIMBER & YARD
GOODS, PLEASE COLLECT
A YARD TICKET FROM A
YARD SERVICE ASSISTANT
BEFORE GOING TO THE
SERVICE COUNTER TO
MAKE PAYMENT.

CUSTOMER NOTICE 3

Height: 600mm
Width: 900mm
Order No: SS-106

Signs can be produced to suit
Merchant colour scheme

CUSTOMER NOTICE
The company reserves
the right to carry out
security checks.
Please retain all
documents for inspection.

CUSTOMER NOTICE 4

Height: 300mm
Width: 600mm
Order No: SS-106

Signs can be produced to suit
Merchant colour scheme

Customers must be
served by a member
of staff.
Please do not load
your own vehicle
unsupervised

FLAG

Height: 1200mm
Width: 2250mm
Order No: SS-107

Signs can be produced to suit
Merchant colour scheme

GENERAL BRANCH SIGNAGE PACKAGE

All signs on Pages 20 & 21 are included in the General Sign Package.
One of each sign included unless otherwise stated.

400 x 150

400 x 150

400 x 150

400 x 150

400 x 150

400 x 150

400 x 150

400 x 150

750 x 150

200 x 300

200 x 300

750 x 150

300 x 200 - x 2

200 x 300

400 x 600

400 x 600

590 x 420

590 x 420

GENERAL BRANCH SIGNAGE

To order Signage Package use SSB610 Code

Self adhesive labels supplied on the roll. 100 labels per roll. Each label 100 x 100

No smoking

150 x 50 - x 6

No unauthorised person may operate this machine

300 x 100 - x 4

Do not use unless guards are in position

300 x 100 - x 4

No admittance authorised personnel only

200 x 300 - x 2

Fire action

200 x 300 - x 2

Mind your head

200 x 300 - x 2

Warning risk of high noise levels
Ear protection must be worn

400 x 300 - x 2

Diesel fuel only

100 x 50

5
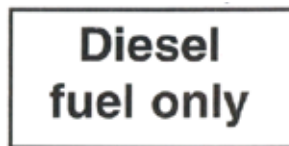
300 x 300 - x4

125 x 150

125 x 200

125 x 200

Warning CCTV in operation
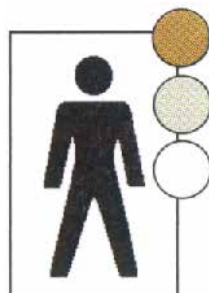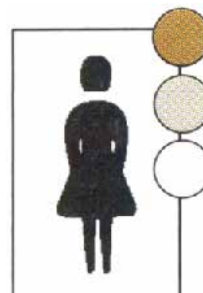
300 x 400 - x 2

Feather Flags & Base

Product Code	Product Description
SS-232	**Flag**

Small Feather Flag 2600mm Tall
Medium Feather Flag 3200mm Tall
Large Feather Flag 4000mm Tall
Extra Large Feather Flag 4900mm Tall

Pull Up Banners

Product Code	Product Description	Size
SS-237	**POP UP PVC BANNER** Supplied with wire support frame	Height: 1800mm Width: 800mm
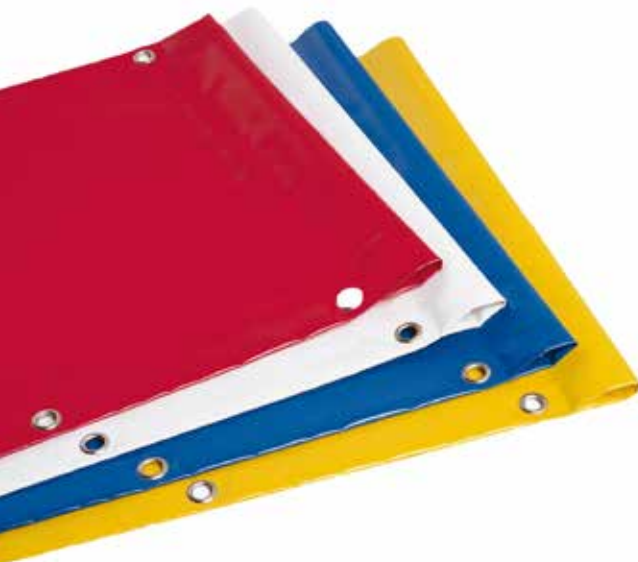
PVC Outdoor Banners

Product Code	Product Description	Size
SS-233	**External PVC Banner** Signs can be produced to suit Merchant Colour scheme	Height: 1000mm Width: 3000mm

DELIVERY CHARGES & MAP

Zone A	£6.00	per consignment to	20 kilos	each additional kilo	26p
Zone B	£6.00		20 kilos		26p
Zone C	£16.00		20 kilos		50p
Zone D	£18.00		20 kilos		50p
Zone E	£16.00		20 kilos		50p
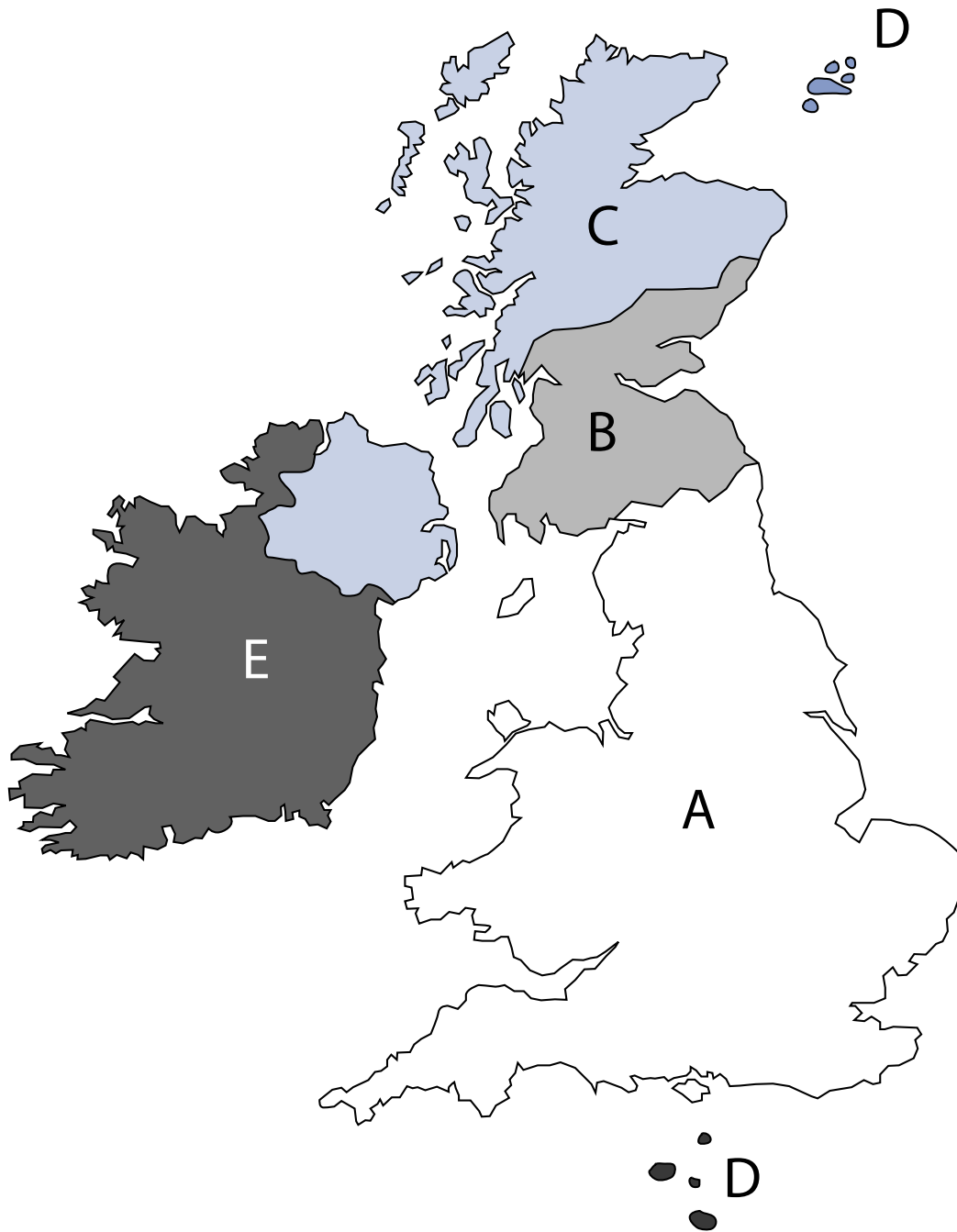
IMS Concept

Tel 01422 377385   Email: david.imsconcepts@gmail.com

Order Number ....
Store Name / Store Plant Number ....
Address ....
....
....
Contact Name ....
Contact Number ....
Contact e-mail ....

CODE	DESCRIPTION	COLOUR	QTY.