

# Visual 2020

It's in the details



EXPERIENCE





Like us, you are always looking for new and creative improvements, and you know **It's in the details.** Smart visual solutions that will help you identify and clarify the message and promise of your Brand/Store on the spot. We used all our knowledge, creativity and long year retail experience to design and develop something new that can make the difference.

Visual M is an extremely easy, high-end yet inexpensive visual merchandising solution that allows the VM team the flexibility to execute their ideas with ease and within budget, while the retail executive keeps control over his retail floor and has the benefit of increased POS attention.

It lifts and adapts to the brand identity and enhances the customer's store experience, by allowing changes in product and collection presentation within seconds. **The solution consists of body parts, function parts and décor parts.** The easy body part technique that can be used free-standing, built into shelves and tables, as well as completely transform the store energy or shop window in the form of the unique Eyecatcher. Function parts can be added anywhere along the profile and removed easily.



Hans van den Hout

Visual M Head Office  
Belgium

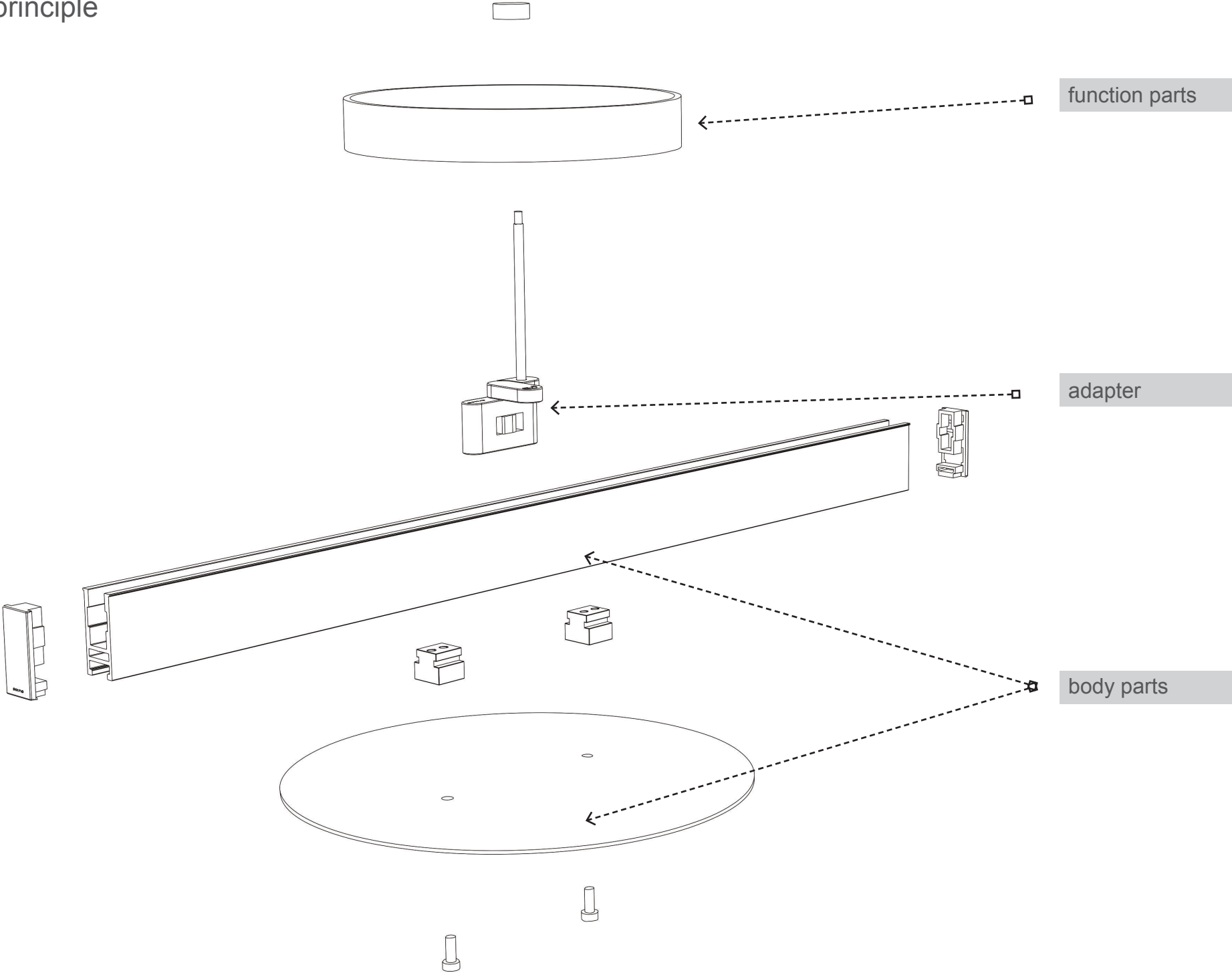


**EASY ASSEMBLY**  
**NO TOOLS NEEDED**



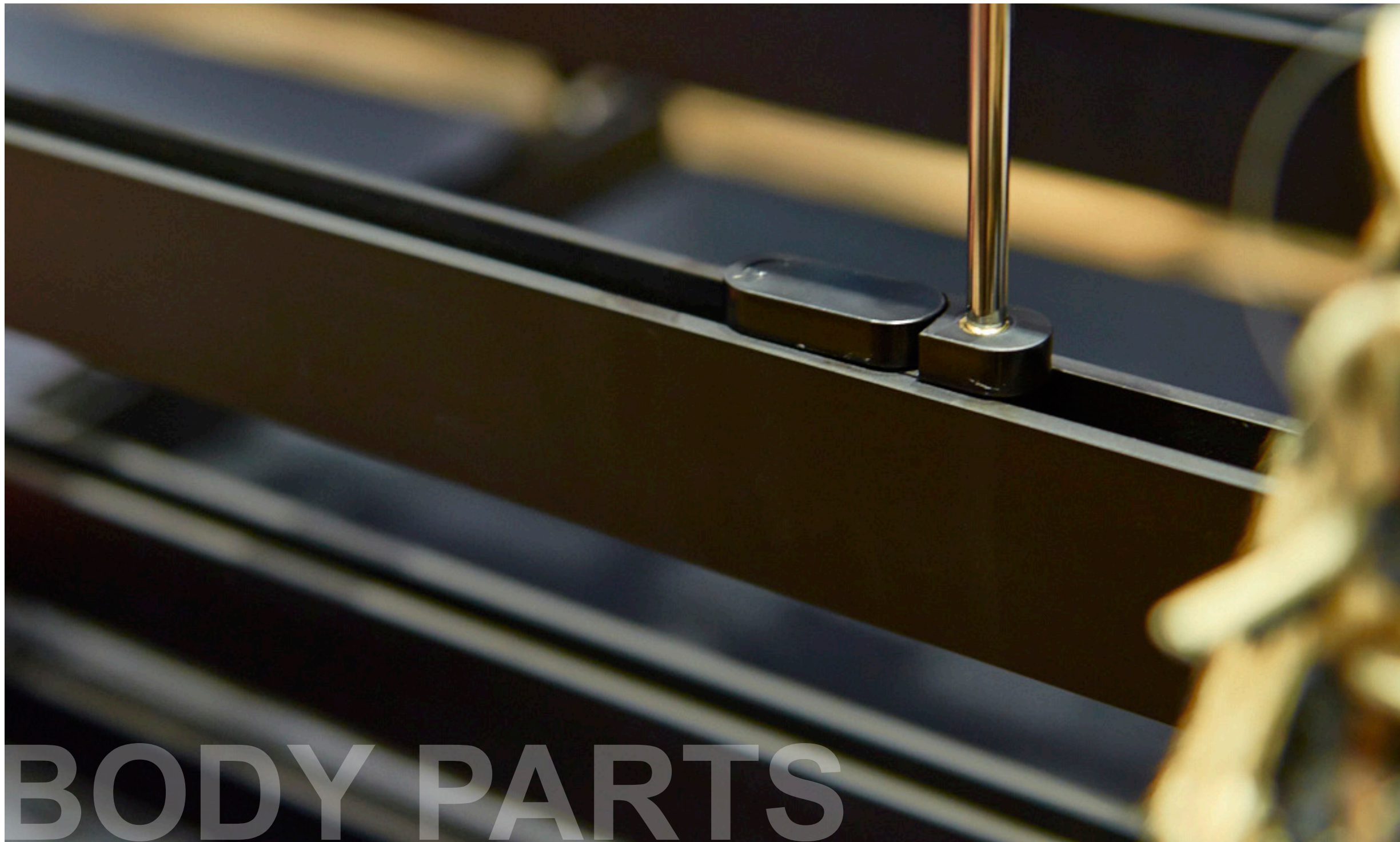


VisualM principle



VisualM  
PRINCIPLE

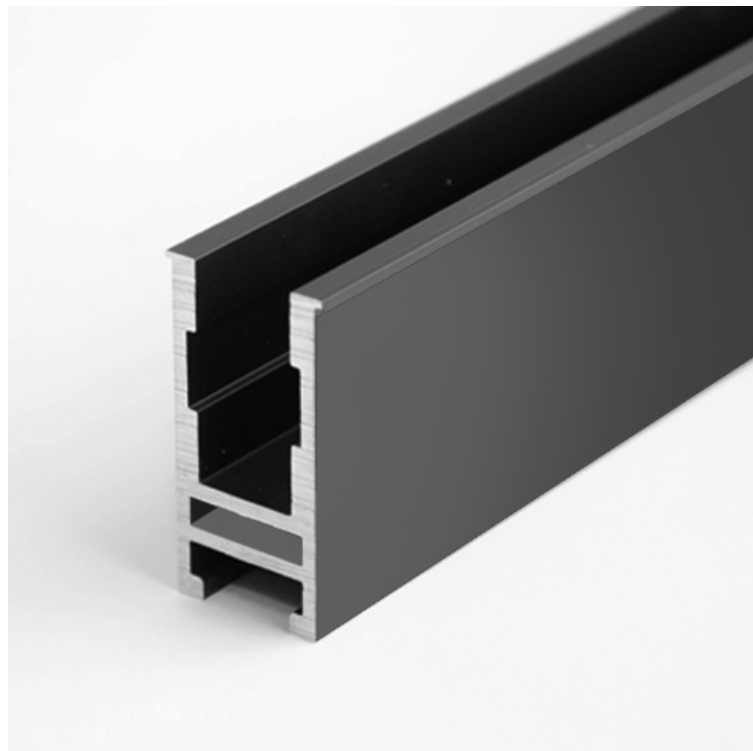
VisualM  
It's in the details



BODY PARTS

BODY PARTS



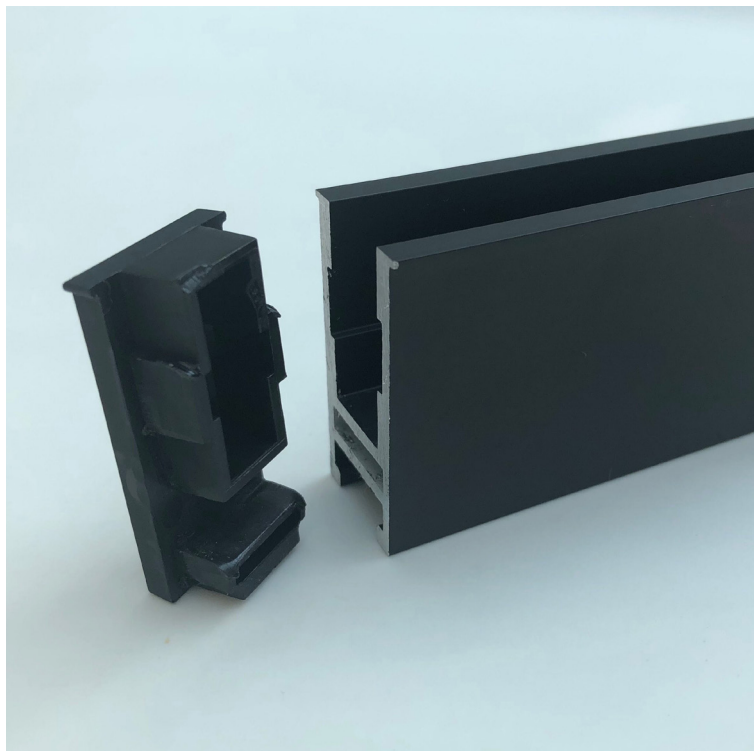


### VisualM profile

Material: black anodized aluminium  
 Standard lengths: 300 cm  
 All other lengths: 20 - 40 - 60 - 80 - 100 - 120 - 150 - 200 -250 cm

Description: Visual M profile 300 cm, black anodized aluminium, **excluding** endcaps BP-PL-ENDCAP

BP-300



### Endcap

*One endcap will add 4 millimeter*  
 Material: black polyamide  
 Description: Black plastic endcap with Visual M logo

BP-PL-ENDCAP



### Fixing part profile to base (1 pair)

Material: black polyamide  
 Description: Black plastic fixing part profile to base

BP-PLP2B



### Adaptor with metal threaded insert (adaptor)

Material: black polyamide  
 Description: Black plastic adaptor with Visual M logo

BP-PL1AH



## Spacer for connecting VisualM profiles

Material: black polyamide

### Description:

One black plastic adaptor BP-PL1AH with VM logo

One black plastic fixing part BP-PLP1B

One M5/M6 connecting piece adds 10 mm

**BP-PL-SPACER**



## Baseplate - round

Size: diameter 27 x 0.2 cm

Material: black metal powdercoated

Description: Black metal powdercoated round baseplate delivered with two connection pieces for attachment to VisualM profile.

*Excluding VisualM profile*

*Excluding endcaps*

**BP-MPL01**



## Baseplate - square

Size: 19 x 19 x 0.2 cm

Material: black metal powdercoated

Description: Black metal powdercoated square baseplate delivered with two connection pieces for attachment to VisualM profile.

*Excluding VisualM profile*

*Excluding endcaps*

**BP-MPL02**





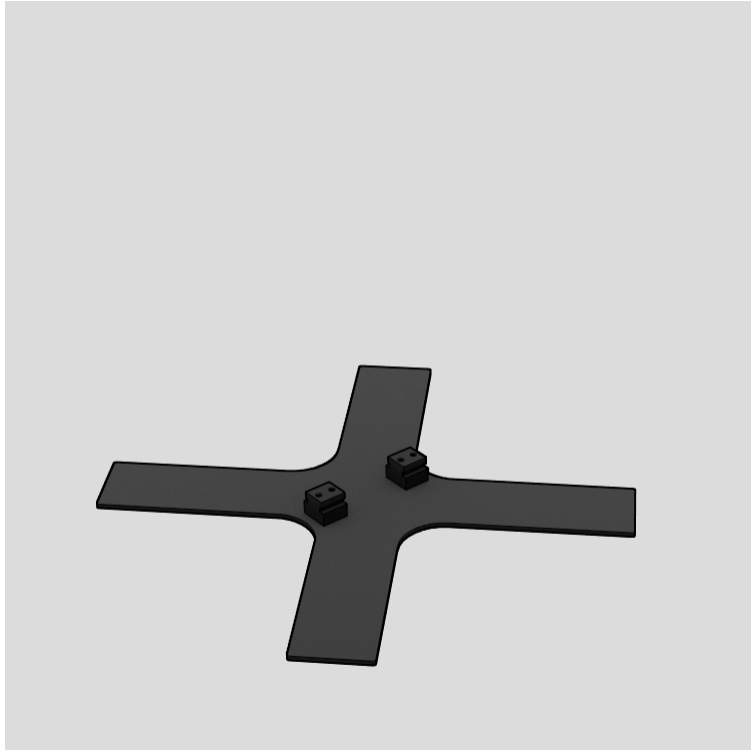
**Baseplate - rectangle**

Size: 19 x 36 x 0.2 cm  
Material: black metal powdercoated

Description: Black metal powdercoated rectangular baseplate delivered with two connection pieces for attachment to VisualM profile.

*Excluding VisualM profile  
Excluding endcaps*

**BP-MPL03**



**Baseplate - X**

*\*On request only*  
Size: 28 x 28 x 0.2 cm  
Material: Black metal powdercoated

Description: Black metal powdercoated cross baseplate delivered with two connection pieces for attachment to VisualM profile.

*Excluding VisualM profile  
Excluding endcaps*

**BP-MPL04**



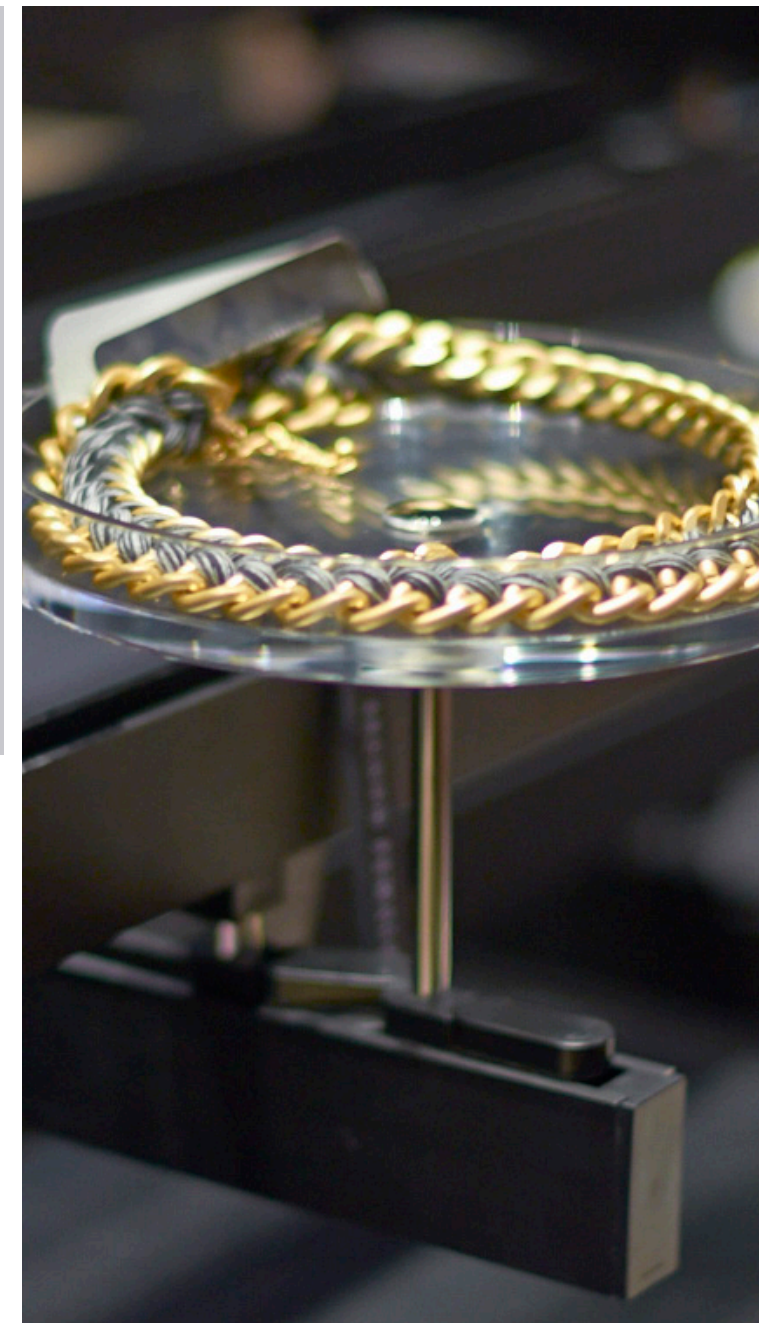
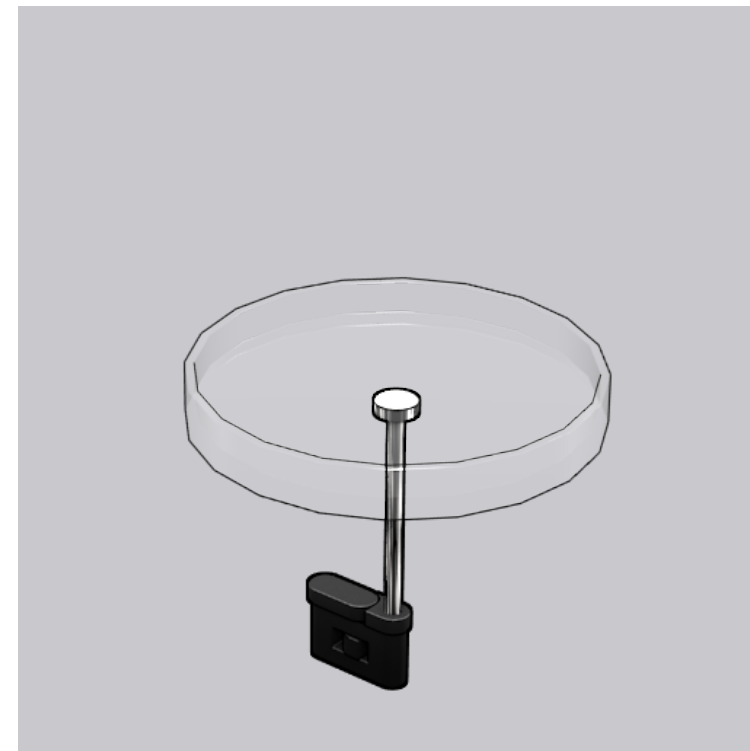
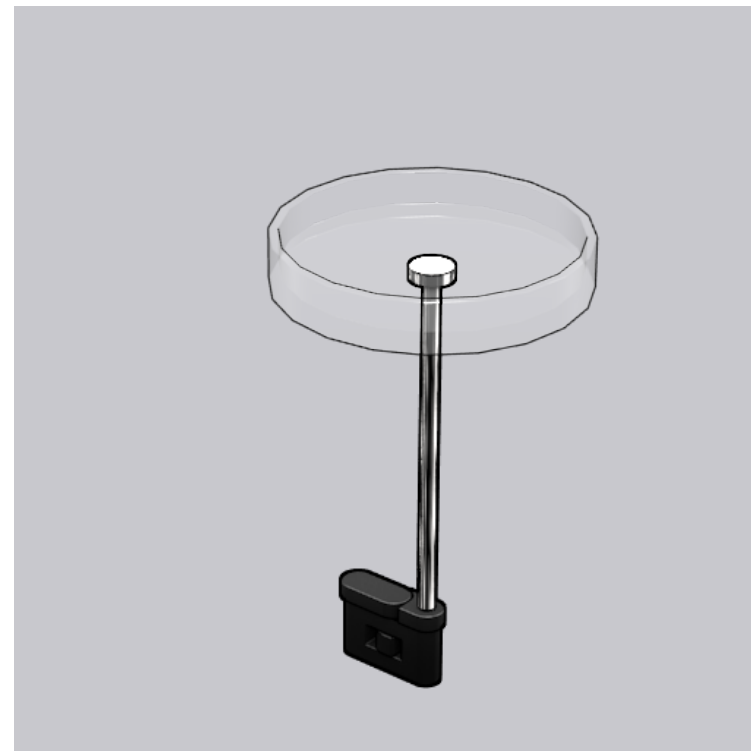
**BP-MPL05**

**BP-MPL05**



## FUNCTION PARTS





## Round acrylic tray

*\*On request only, no stock*

Size: diameter 10 x 2.3 cm

Height: 21,4 cm + 2,3 cm

Material: clear acrylic, chromed metal rod\*

Weight capacity: 500 gr

Description: Small acrylic clear round plate with chrome rod.

*\*Also available with black metal rod; FP-RP01M*

**FP-RP01C**

## Round acrylic tray

*\*On request only, no stock*

Size: diameter 13,5 x 2.3 cm

Height: 15.6 cm + 2,3 cm

Material: clear acrylic, chromed metal rod\*

Weight capacity: 500 gr

Description: Medium acrylic clear round plate with chrome rod.

*\*Also available with black metal rod; FP-RP02M*

**FP-RP02C**

## Round acrylic tray

*\*On request only, no stock*

Size: diameter 18 x 2.3 cm

Height: 9.6 cm + 2,3 cm

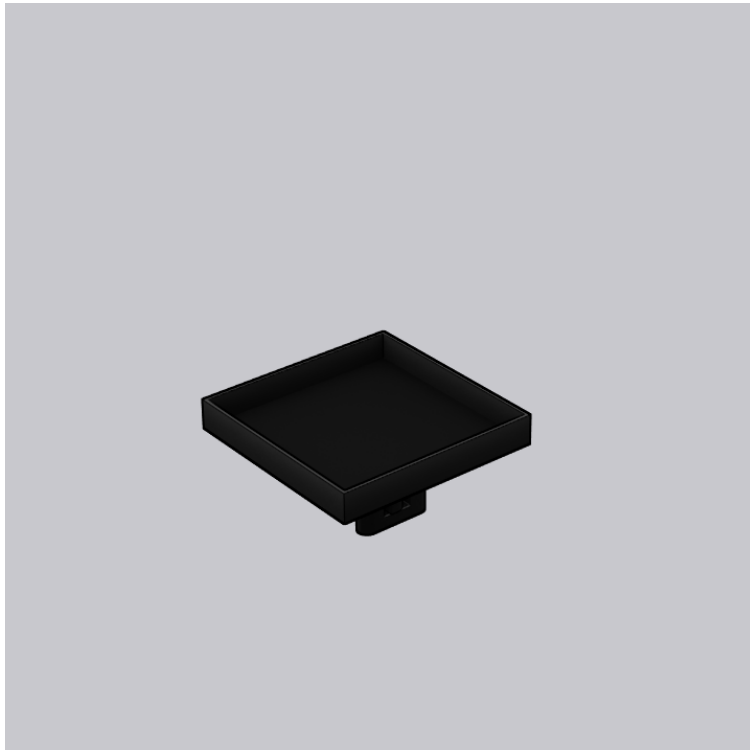
Material: clear acrylic, chromed metal rod\*

Weight capacity: 500 gr

Description: Large acrylic clear round plate with chrome rod.

*\*Also available with black metal rod; FP-RP03M*

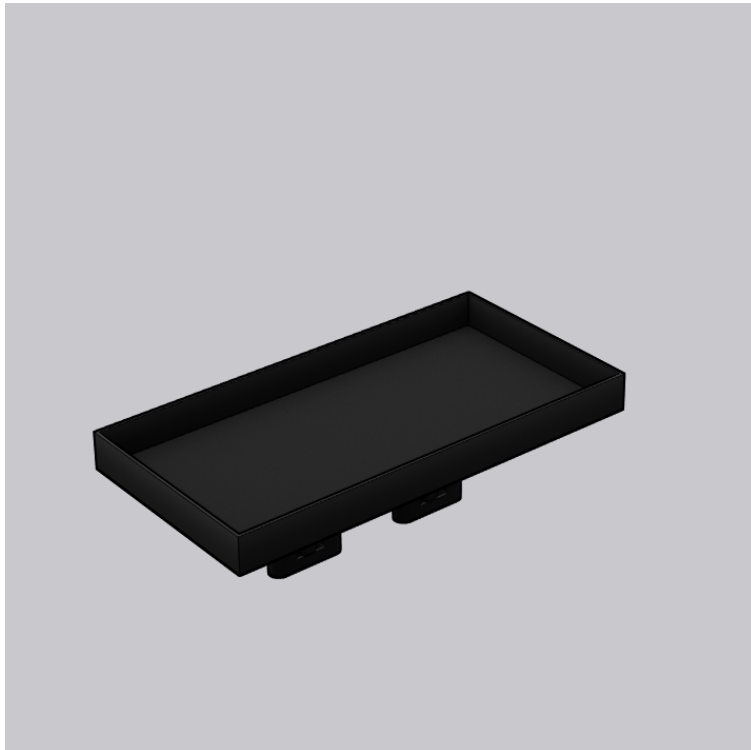
**FP-RP03C**



### Small black metal tray

Size: 14.5 x 14.5 x 2 cm  
 Height: 3 cm + 2 cm  
 Material: black powdercoated metal with foam inlay  
 Description: Small square black metal tray

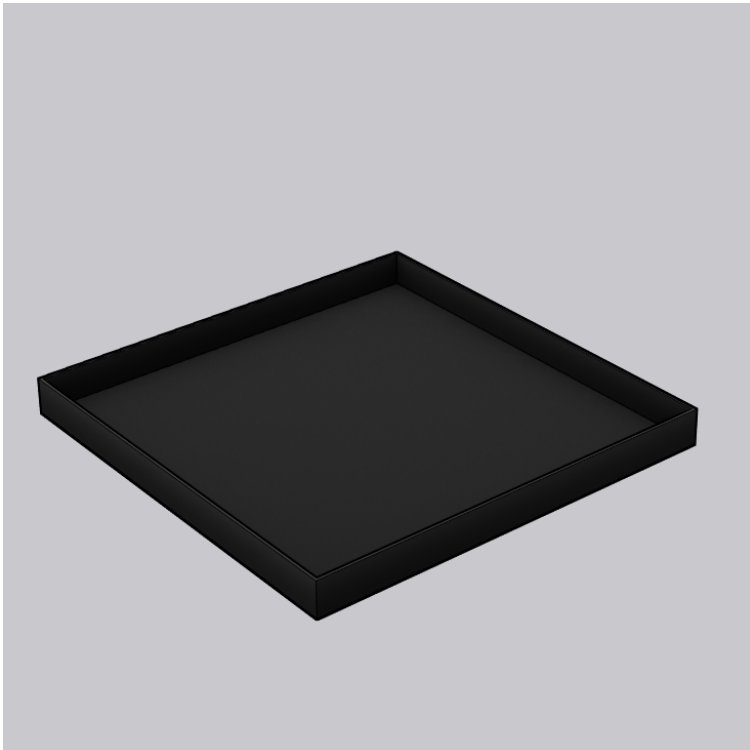
FP-MT01



### Medium black metal tray

Size: 14.5 x 28.6 x 2 cm  
 Height: 3 cm + 2 cm  
 Material: black powdercoated metal with foam inlay.  
 Description: Rectangular black metal tray

FP-MT02

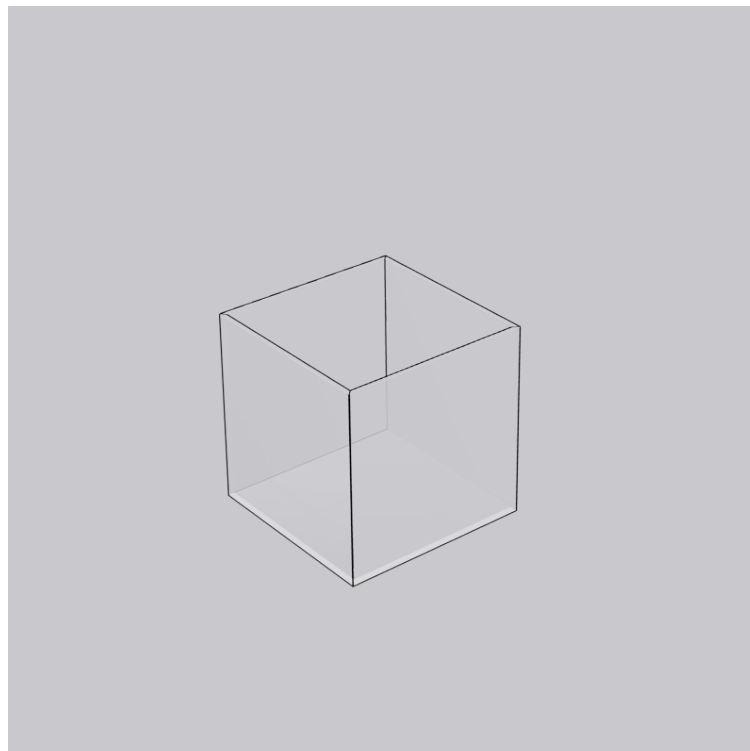


### Large black metal tray

Size: 28.6 x 28.6 x 2 cm  
 Height: 3 cm + 2 cm  
 Material: black powdercoated metal with foam inlay.  
 Description: Large square black metal tray

FP-MT03



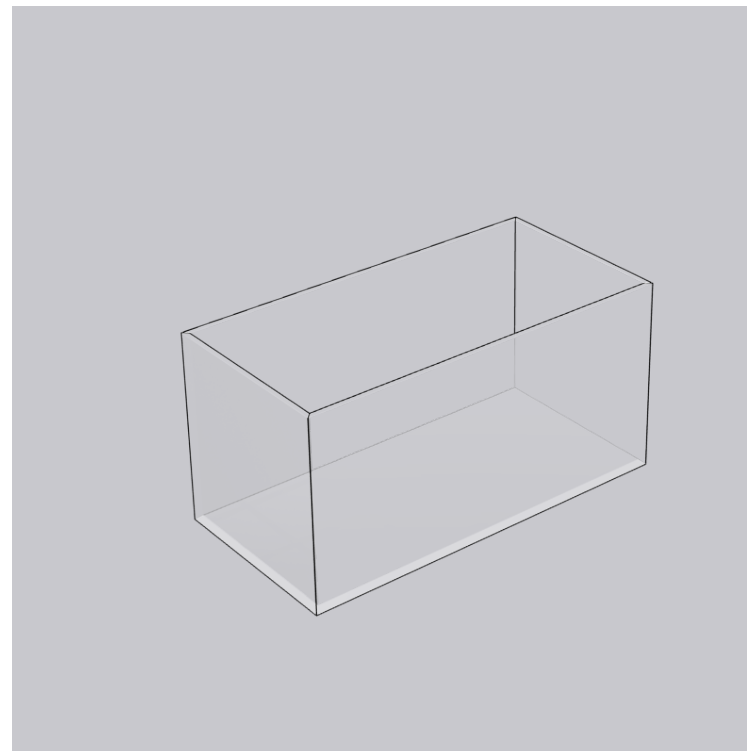


### Small acrylic box ( for tray )

Outward size: 14 x 14 x 14 cm  
 Thickness: 0.5 cm  
 Material: Clear acrylic

Description: Small square clear acrylic box for metal tray (FP-MT01), open on one side.

FP-MTBX01

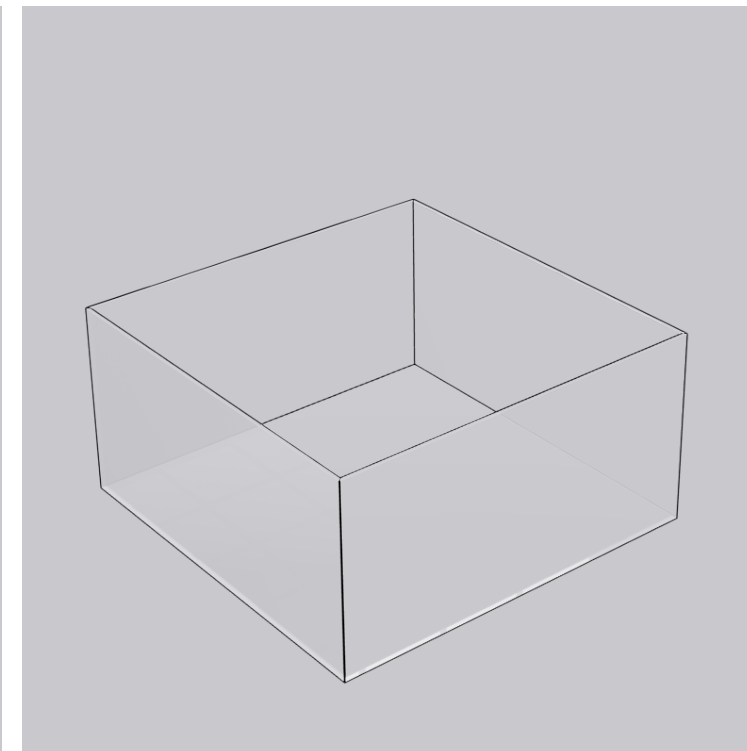


### Medium acrylic box ( for tray )

Outward size: 14 x 28 x 14 cm  
 Thickness: 0.5 cm  
 Material: Clear acrylic

Description: Rectangular clear acrylic box for metal tray (FP-MT02), open on one side.

FP-MTBX02



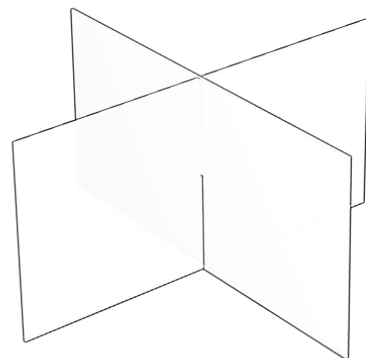
### Large acrylic box ( for tray )

Outward size: 28 x 28 x 14 cm  
 Thickness: 0.5 cm  
 Material: Clear acrylic

Description: Large square clear acrylic box for metal tray (FP-MT03), open on one side.

FP-MTBX03



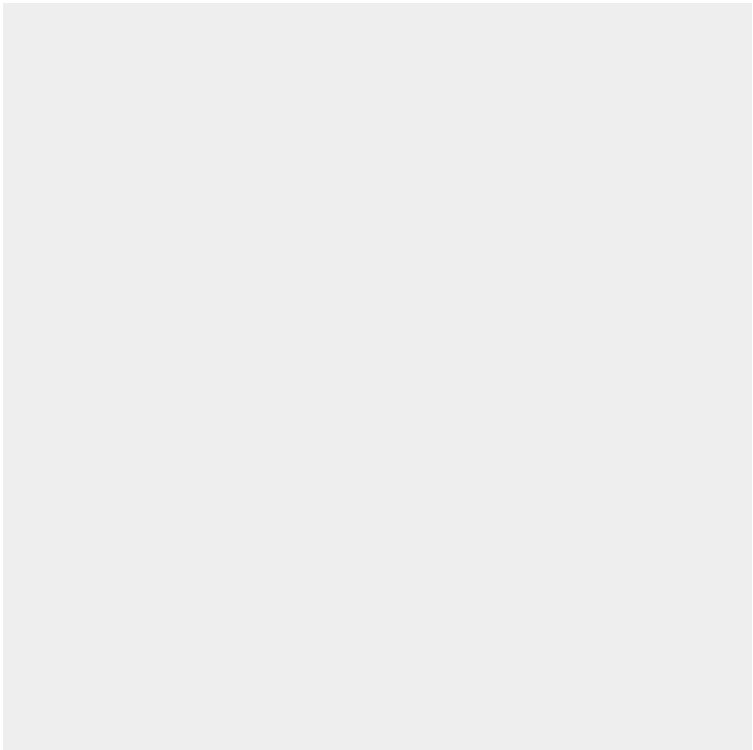


### Acrylic cross inlay

Size: 26.9 x 26.9 x 13.2 cm  
 Thickness: 0.5 cm  
 Material: clear acrylic

Description: Cross acrylic inlay for FP-MTBX03 and FP-ACBX03

FP-MTBX03X



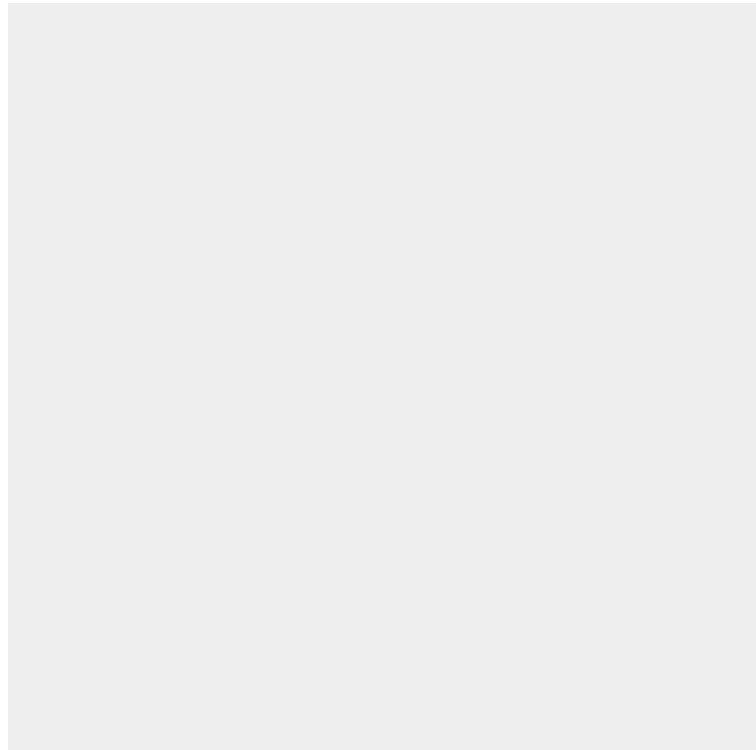
### Bag/Shoe display

Size: 30 x 17 x 0.2 cm  
 Radius: R=?  
 Material: black powdercoated metal.

Description: Large black metal powdercoated plate

FP-MT03BAG-SHOE





Shirt/Shoes display

Size: 30 x 30 x 0.2 cm  
Radius: R=?  
Material: black powdercoated metal.  
  
Description: Large black metal powdercoated plate

FP-MT03SHIRT-SHOES



Shoe display low

Size: 31.7 x 12 x 5.5 cm  
Height: 3 + 5.5 cm  
Material: Black powdercoated metal  
Merchandise size limits: 1 shoe length max 32 cm  
  
Description: Black metal shoe holder low

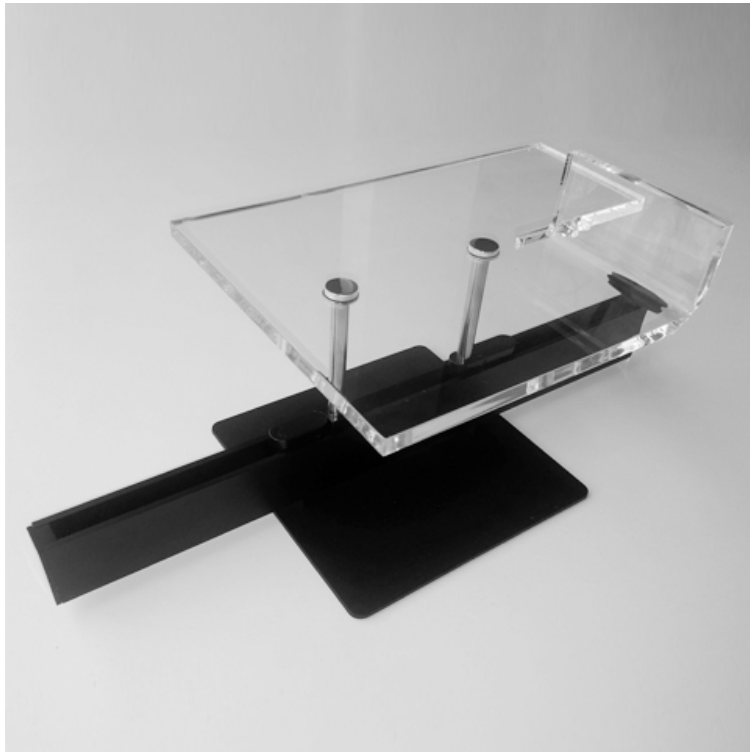
FP-MSHL



Shoe display high

Size: 31.7 x 12 x 13.1 cm  
Height: 3 + 13.1 cm  
Material: Black powdercoated metal  
Merchandise size limits: 1 shoe length max 32 cm  
  
Description: Black metal shoe holder high

FP-MSHH



## Acrylic shoe display

*\*On request only, no stock*

Size: 30 x 22 x 5.5 cm

Height: 7.5 + 5.5 cm

Material: 10 mm thick acrylic, chromed metal rod\*

Weight capacity: 3000 gr

Merchandise size limits; 2 shoes length max 32 cm

Description: Clear acrylic shoe holder with chrome rods

*\*Also available with black metal rod; FP-ACSHM*

**FP-ACSHC**



## Football display

Size: 16 x 16 x 8.3 cm

Height: 3 + 8.3 cm

Material: 2 mm thick black metal powdercoated metal,

black powdercoated metal rod

Merchandise size limit: 1 football

Description: Black powdercoated metal football display holder with black metal rods.

**FP-ACBAL**



## Belt display

*\*On request only*

Size: 12.5 x 17.2 x 31.6 cm

Height: 3 + 31.6 cm

Material: 2 mm thick black powdercoated metal

Weight capacity: 500 gr

Merchandise size limit: 2 belts

Description: Black powdercoated metal belt display with black metal rods.

**FP-ACBELT**





## Acentric accessory holder

Size: dia 0.8 -1.2cm x 21.8 (adjustable) x 26.7 cm  
Material: Black metal powdercoated

Description: Acentric adjustable accessory holder, black powdercoated metal with black metal top rod.

FP-MACCAM



## Shirt/book holder, single sided

*\*New 2020 model*

Size: 34 x 25 x 12 cm  
Material: black powdercoated steel  
Weight capacity: 1000 gr  
Merchandise size limit: 1 shirt

Description: Black metal shirt holder, single sided, metal black rods.

FP-MSHRTS



## Glasses holder

Size: 15.2 x 34 x 8 cm  
Height: 3 + 34 cm  
Material: black powdercoated steel  
Merchandise size limit: 5 glasses

Description: Black metal glasses holder

*On request for 3 glasses adjusted height available  
Different code entry*

FP-CGLS





## 1 - sided mirror

Size diameter mirror; 17.7 cm  
Height: 19 + 18.7 cm  
Material: mirror, black powdercoated metal

Description: Black metal mirror

FP-MMIR



## Accessory holder

Sizes; 40 x 27 cm  
Material: black acrylic 0.5cm\*

Description: Black acrylic accessory holder tree

FP-ACBJTR





# HEADS-UP



**Mannequin head ( adjustable )**

Size: dia 0.8 -1.2cm x 15.6 (adjustable) x 23 cm  
Head: 23 cm x 15 cm  
Head perimeter: 56 cm  
Material: black resin, high gloss finish and chrome rod\*  
Weight capacity: 600 gr

Description: Black head with adjustable chrome rod.

*\*Also available with mat black rod; FP-BHEADM*

**FP-BHEAD \*tekst later**



**Mannequin head ( adjustable )**

Size: dia 0.8 -1.2cm x 15.6 (adjustable) x 23 cm  
Head: 23 cm x 15 cm  
Head perimeter: 56 cm  
Material: black resin, high gloss finish and chrome rod\*  
Weight capacity: 600 gr

Description: Black head with adjustable chrome rod.

*\*Also available with mat black rod; FP-BHEADM*

**FP-BHEADF \* tekst later**





## Bracelet holder wood

Size diameter holder: 3.8 cm x 24 cm  
Height: 6 cm chrome rod

Description: Tube shaped wooden bracelet holder with chrome rod

*\*Rod also available in black powdercoated metal (FP-TUBEM)r*

FP-TUBEW



## Mannequin hand ( adjustable )

Sizes:  
Hand:  
Material: wooden hand & black adjustable rod\*  
Weight capacity: 300 gr

Description: Wooden hand with adjustable chrome rod.

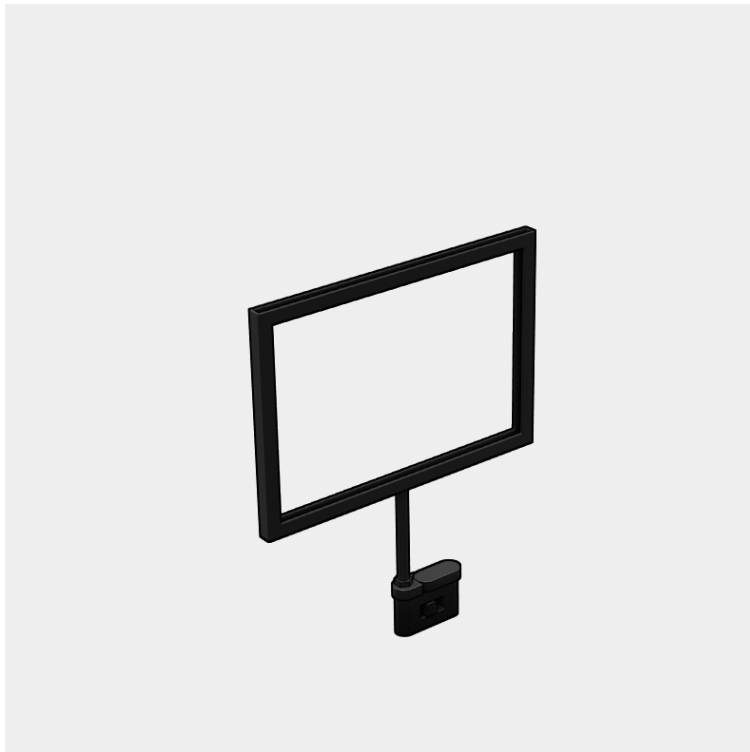
FP-WHANDW





DECOR PARTS



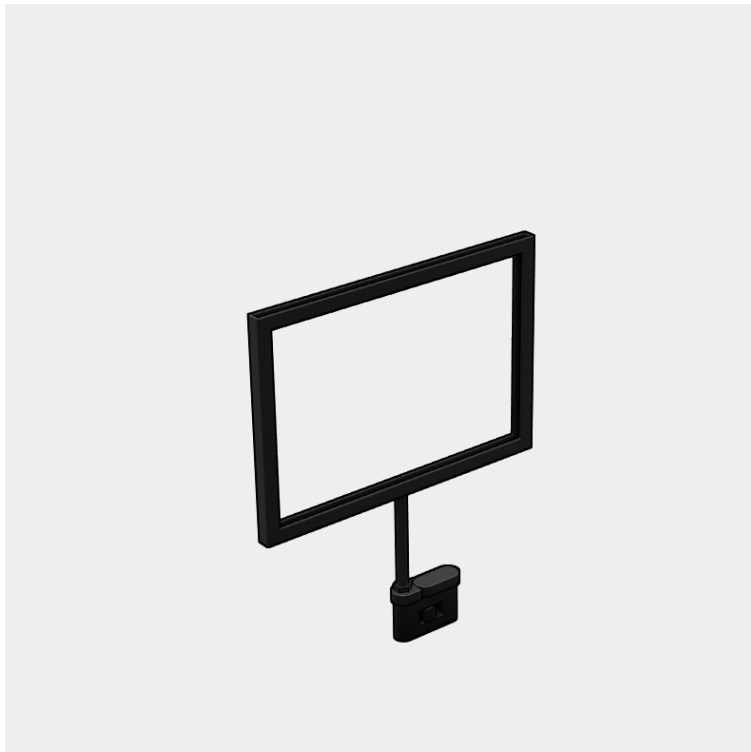


**Signholder A5 landscape**

Height: 10 cm  
Length and width: 21.4 x 15.3 cm outside  
Material; Black powdercoated metal

Description: Black powdercoated metal A5 landscape signholder

**DP-A5LS**

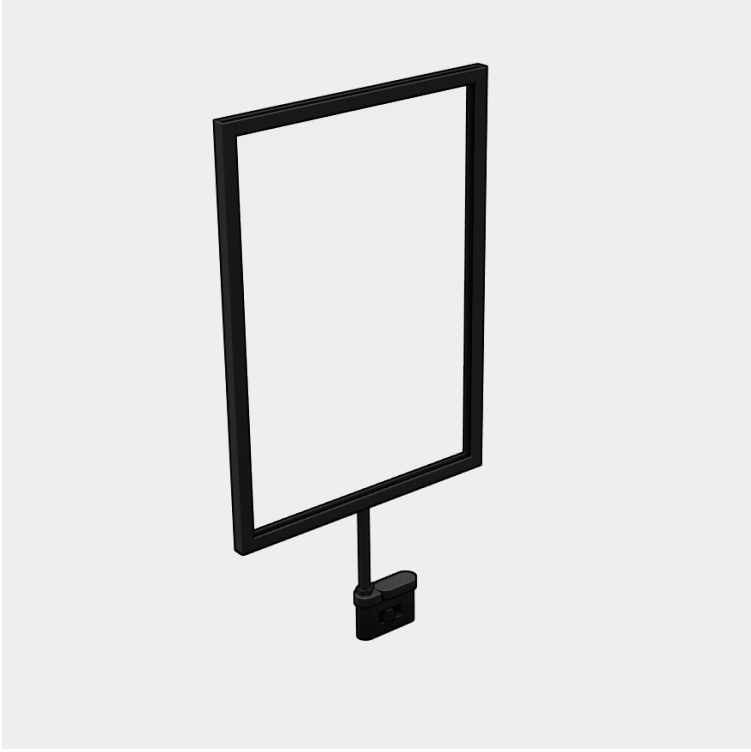


**Signholder A5 portrait**

Height: 10 cm  
Length and width: 15.3 x 21.4 cm outside  
Material; Black powdercoated metal

Description: Black powdercoated metal A5 landscape signholder

**DP-A5PO**

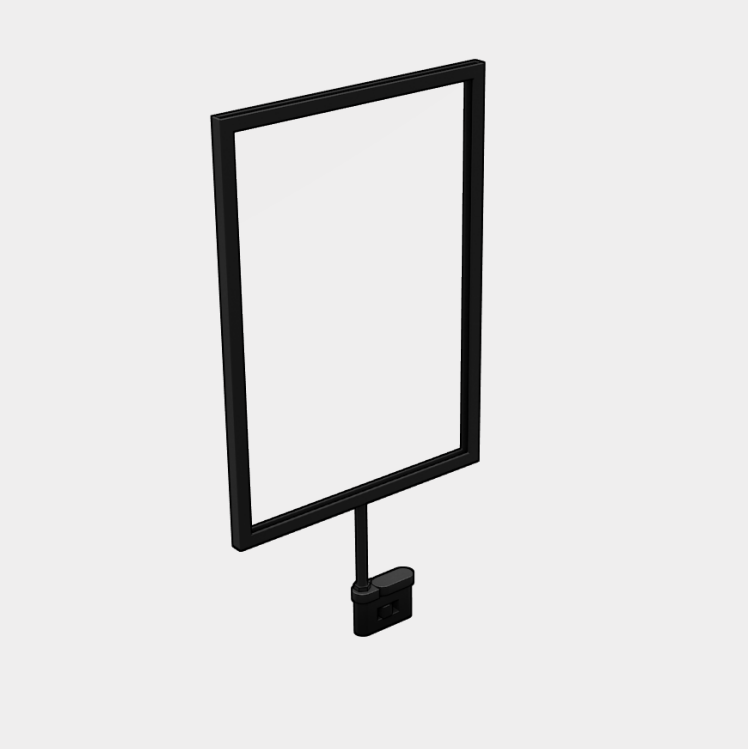


**Signholder A4 landscape**

Height: 7.2 + 15.3 cm  
Length and width  
Material; Mat black powdercoated metal

Description: Mat black A5 landscape signholder (including A5 landscape acryl inlay (DP-IA5LL))

**DP-A4LS**



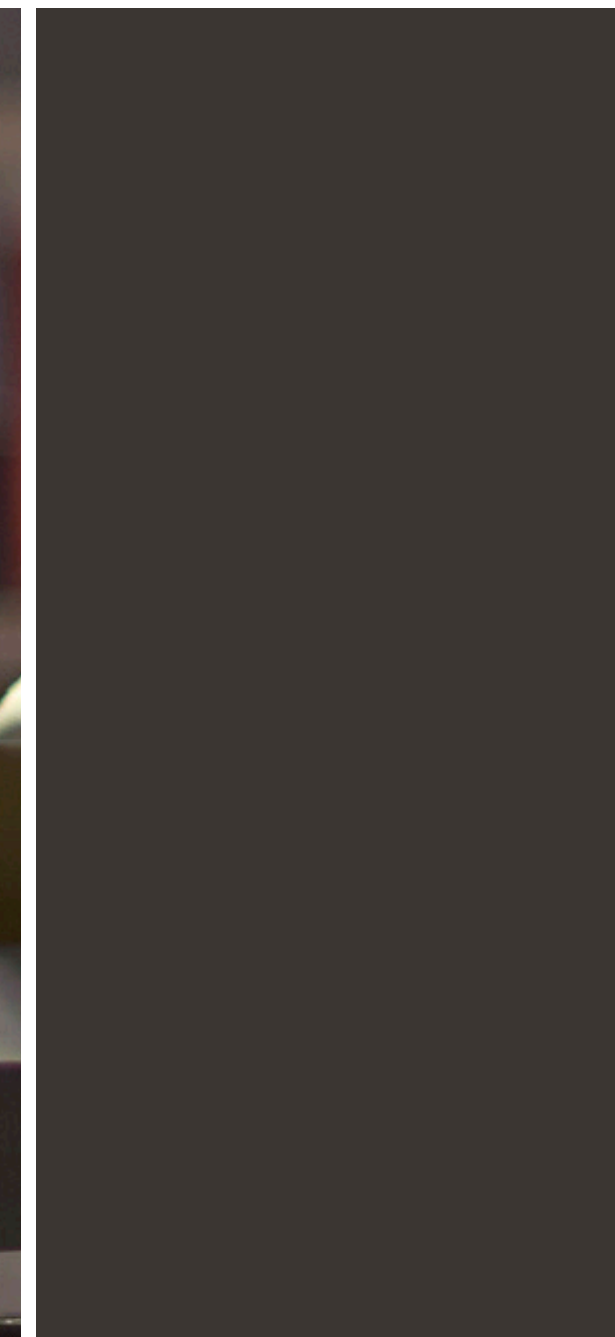
**Signholder A4 portrait**

Image size: A4 297 x 210 mm (portrait)  
Height: 7.2 + 30.3 cm  
Material; Mat black powdercoated metal

Description: Mat black A4 portrait signholder (including A4 portrait acryl inlay (DP-IA4LL))

**DP-A4PO**









## READY MADE SOLUTIONS

All our RMS items are on  
request only.

Sizes and function parts  
based on collection 2020  
baseplates.

READY MADE





## VisualM ready made solution 1

*\*RMS product combination will be on request only*

Square baseplate with 45cm rail and endcaps:

- 1x black metal football display; FP- ACBAL
- 1x black metal shoe display low; FP-MSHL
- 1x black metal shoe display high; FP-MSHH

RMS-1



## VisualM ready made solution 2

*\*RMS product combination will be on request only*

Rectangular baseplate with 60cm rail:

- 1x signholder A4 portrait; DP-A4RAIL
- 2x acrylic lockable display boxes;FP-LKBX01C

RMS-2



### VisualM ready made solution 3

*\*RMS product combination will be on request only*

Square baseplate with 45cm rail:

- 1x signholder A7; DP-A7P
- 1x mannequin head high gloss white; FP-WHEADC
- 1x single sided accessories hook black/ chrome; FP-MACCSC

RMS-3



### VisualM ready made solution 4

*\*RMS product combination will be on request only*

Rectangular baseplate with 60cm rail and endcaps:

- 1x clear acrylic bag display; FP-ACBGC
- 1x black metal powdercoated belt display; FP-ACBELT

RMS-4





### VisualM ready made solution 3

*\*RMS product combination will be on request only*

Square baseplate with 45cm rail:

- 1x signholder A7; DP-A7P
- 1x mannequin head high gloss white; FP-WHEADC
- 1x single sided accessories hook black/ chrome; FP-MACCSC

RMS-5



### VisualM ready made solution 4

*\*RMS product combination will be on request only*

Rectangular baseplate with 60cm rail and endcaps:

- 1x clear acrylic bag display; FP-ACBGC
- 1x black metal powdercoated belt display; FP-ACBELT

RMS-6



### VisualM ready made solution 3

*\*RMS product combination will be on request only*

Square baseplate with 45cm rail:

- 1x signholder A7; DP-A7P
- 1x mannequin head high gloss white; FP-WHEADC
- 1x single sided accessories hook black/ chrome; FP-MACCSC

RMS-7



### VisualM ready made solution 4

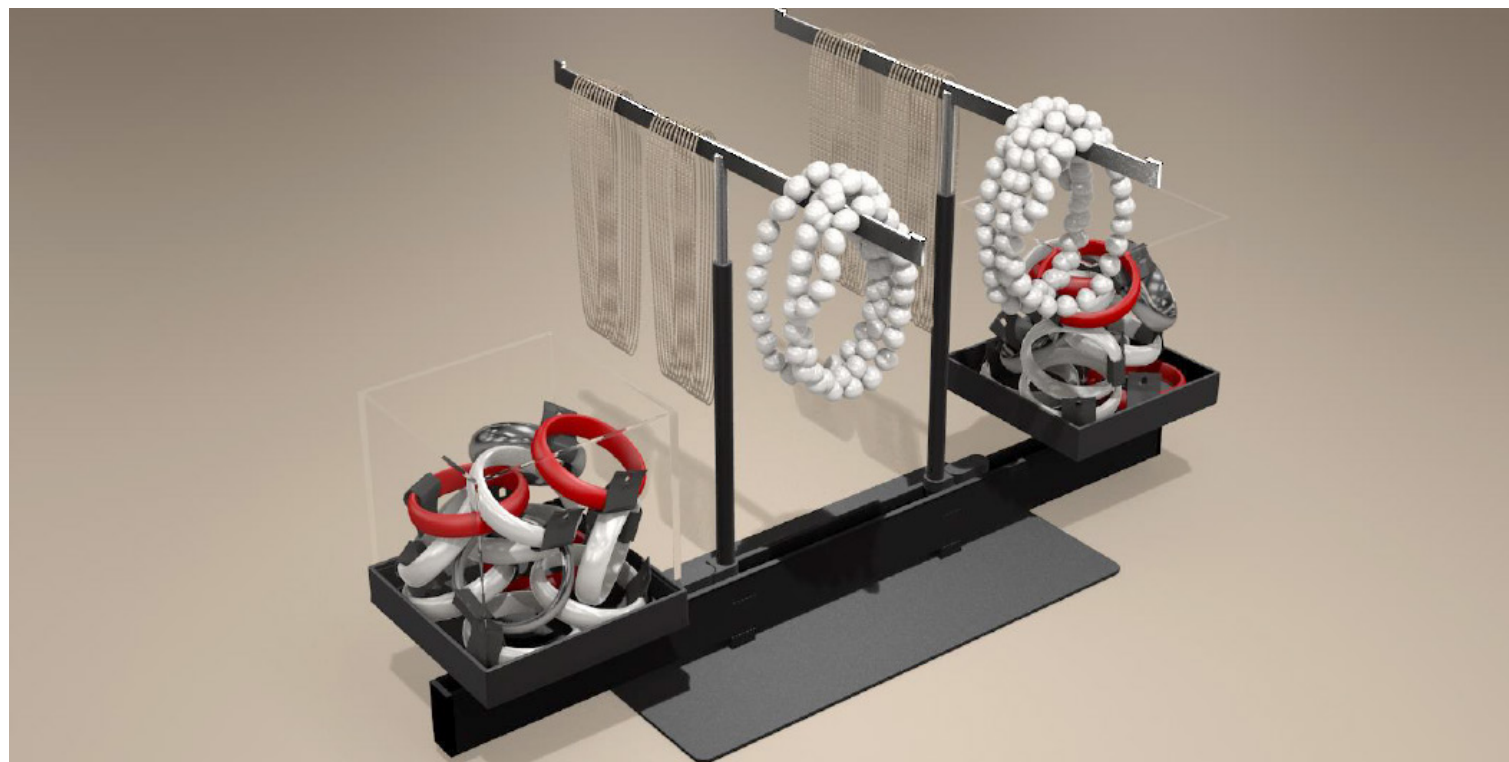
*\*RMS product combination will be on request only*

Rectangular baseplate with 60cm rail and endcaps:

- 1x clear acrylic bag display; FP-ACBGC
- 1x black metal powdercoated belt display; FP-ACBELT

RMS-8





## VisualM ready made solution 5

*\*RMS product combination will be on request only*

Rectangular baseplate with 60cm rail and endcaps:

- 1x clear acrylic bag display; FP-ACBGC
- 1x black metal powdercoated belt display; FP-ACBELT

RMS-9



VisualM  
It's in the details



SHELF INTEGRATION

## SHELF INTEGRATION





## SHELF INTEGRATION

LED Strips for VisualM profile on request only





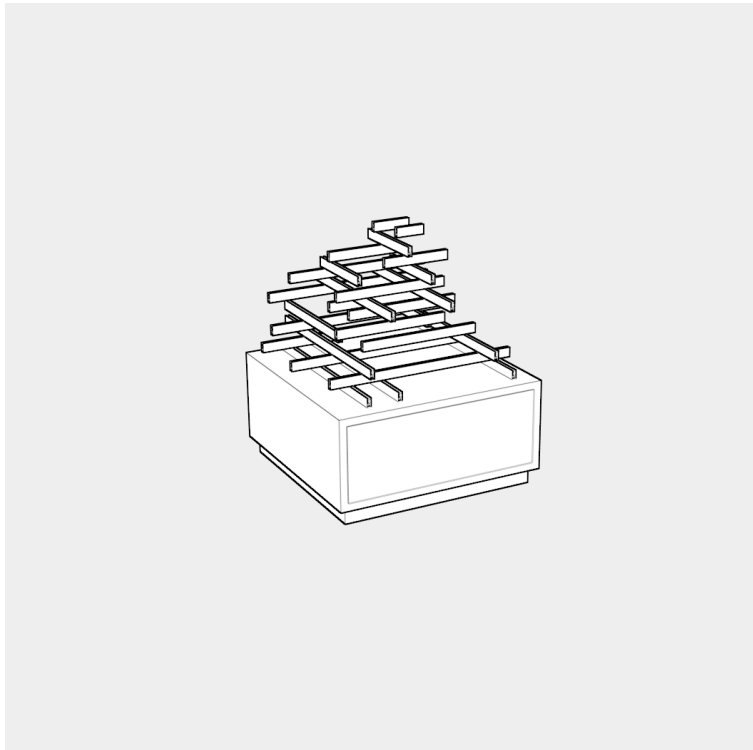
## EYECATCHER

All our Eyecatchers on request only.

Platforms to be produced locally are not included in VisualM pricing.

All VisualM Function- and Decor parts to be chosen from our basic catalogue only





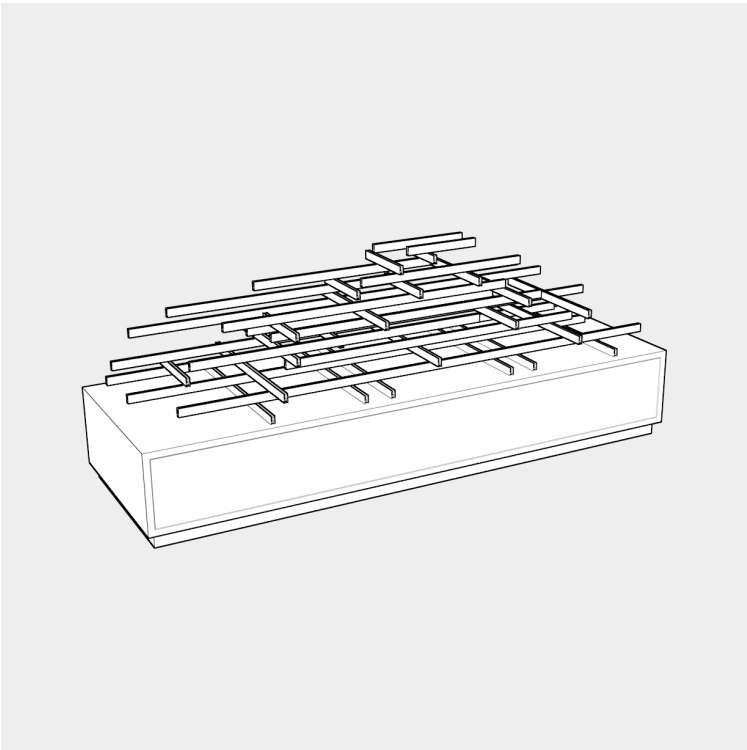
### Eyecatcher - S

*\*On request only*

platform size: 100 x100 cm  
material: Aluminium black

Description: Black Eyecatcher built from interconnected visualM rails.  
White platform underneath for illustration.

EC-S



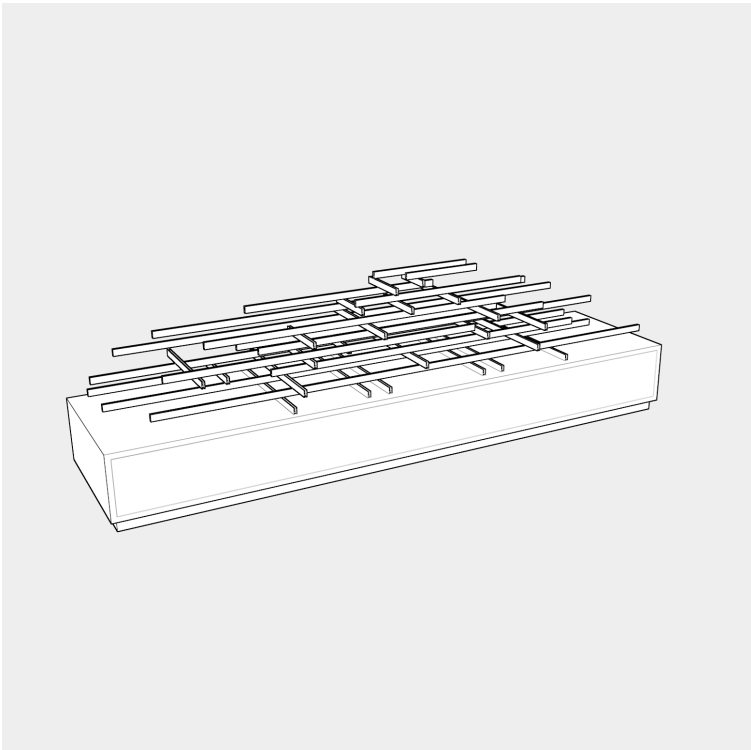
### Eyecatcher - M

*\*On request only*

platform size: 200 x 100 cm  
material: Aluminium black

Description: Black Eyecatcher built from interconnected visualM rails.  
White platform underneath for illustration.

EC-M



### Eyecatcher - L

*\*On request only*

platform size: 300x100cm  
material: Aluminium black

Description: Black Eyecatcher built from interconnected visualM rails.  
White platform underneath for illustration.

EC-L







## EYECATCHER

VisualM XXL eyecatcher





## EYECATCHER

VisualM Eyecatcher fashion





## EYECATCHER

VisualM eyecatcher detail





## EYECATCHER

VisualM XL eyecatcher with sportswear





For further information and support on implementation,  
you can call our Head Office, Sales Support Team in Belgium,  
(Hans van den Hout +31621511122),  
or e-mail [headoffice@visualm.com](mailto:headoffice@visualm.com)

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