

SILVERBACK

BROCHURE DISPLAY SYSTEM®



Distributors/Resellers Stockists Wanted

Hi,

It is with great pleasure that we at **ai** introduce you to the all-new **SILVERBACK** Brochure Display System™.

For nearly 50 years ai have designed and manufactured shop fittings, display equipment and point of purchase merchandising units. Over these 50 years the SILVERBACK brochure display system has **evolved** and been refined into the range we see today.

The key features are simplicity of design and adaptability, making the product versatile and economical to use. This product range has and will continue to evolve into new areas of display, giving an endless choice of variation and application. Manufactured from modern high quality material it combines strength, lightweight and resistance to damage.

We have also included a summary attachment with images of the range on offer.

To support our **SILVERBACK** range we have put together the following support package that includes-

- High resolution photos with detailed product information and description for each item
- Printable brochure for you to include your own company details on
- Discount for items you order and use in your showroom
- Web link to stockist support line
- Price List

I will be in contact shortly to clarify any additional points that you may have but in the meantime if you are interested in taking up this offer could you please contact me at your convenience.



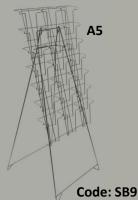
Web: www.advertisingindustries.com.au

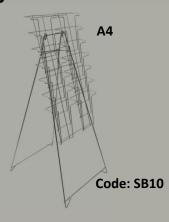




Steel Catalogue Basket







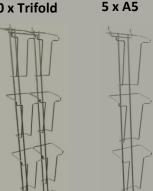


Wall Mount, Slatwall, Pegboard or bolt to spinner stands Code: SB30

Code: SB40 Code: SB31 20 x Trifold 10 x A5

10 x A4

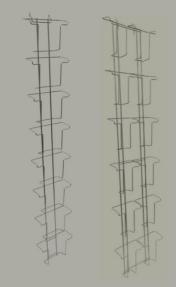
Code: SB5 10 x Trifold



Extra Capacity Code: SB6 Code: SB7 5 x A4 5 x A5



Greeting Card Holders Code: SB34 Code: SB37





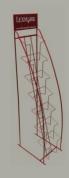










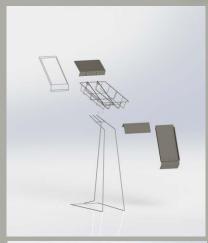




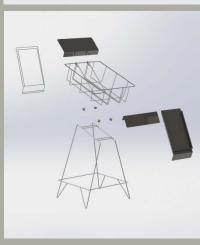


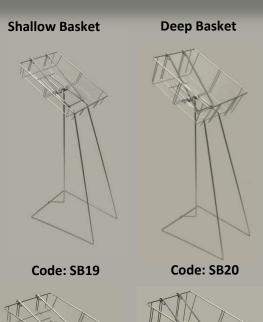
Catalogue Baskets

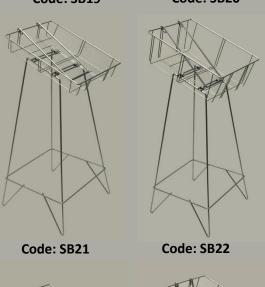
Mix & Match

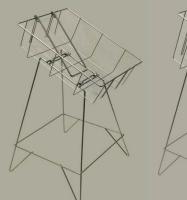


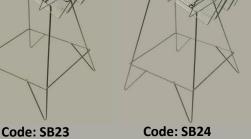










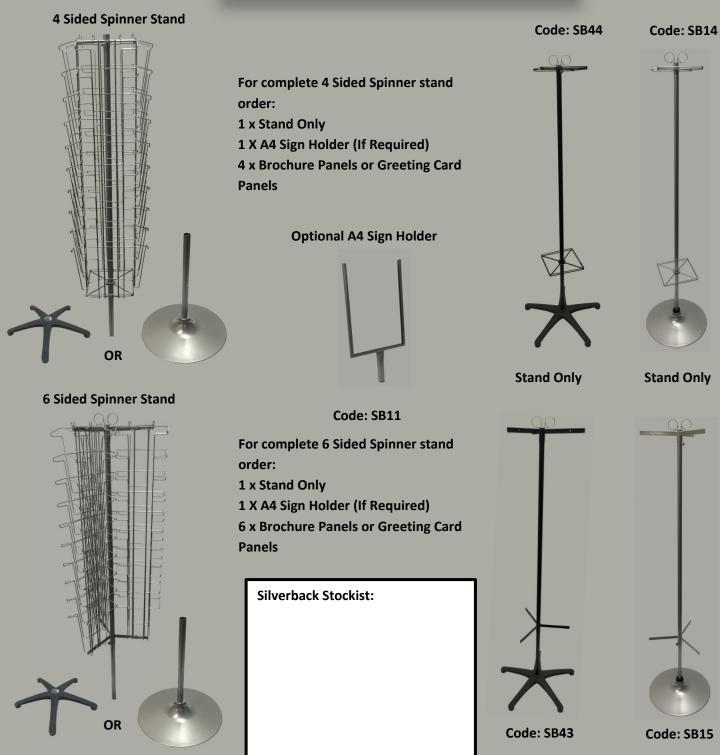


Sign Holders/ Signage panels Code: SB12 Code: SB16 Code: SB18 Code: SB17











Brochure Holders

Adjustable Slatwall, Pegboard, Grid Mesh



Code SB41



Code SB42



Code SB4

Holds Trifold

Holds A5

Holds A4

Wall Mounted



Code SB1



Code SB2



Code SB3

Freestanding, Counter, Slatwall, Pegboard



Code SB27



Code SB28



Code SB29

Freestanding, Wall Mount, Counter, Slatwall, Pegboard



Code SB32



Code SB33



Code SB39

Wall mount, Slatwall,
Pegboard or Bolt to Spinner
Stands



Code SB35



Code SB36



Code SB38

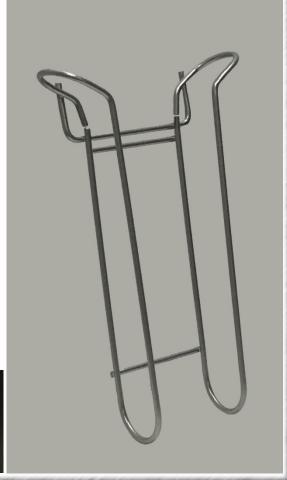


Trifold Brochure Holder Single Wall Mounted

Code: SB1

- Single Pocket Trifold/DL size
- Holds brochure size Trifold/DL = 100mm
 wide x 210mm high x 30mm deep
- Pocket is formed from modern durable wire
- Pocket is solely suitable for wall mount (hardware supplied)
- Finish on pocket is powder coated bright silver satin







A5 Brochure Holder Single Wall Mounted

Code: SB2

- Single Pocket A5 size
- Holds brochure size a5 = 150mm wide x
 210mm high x 30mm deep
- Pocket is formed from modern durable wire
- Pocket is solely suitable for wall mount (hardware supplied)
- Finish on pocket is powder coated bright silver satin





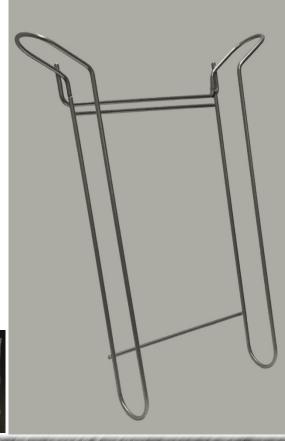


A4 Brochure Holder Single Wall Mounted

Code: SB3

- Single Pocket A4 size
- Holds brochure size a4 = 210mm wide x
 300mm high x 30mm deep
- Pocket is formed from modern durable wire
- Pocket is solely suitable for wall mount (hardware supplied)
- Finish on pocket is powder coated bright silver satin



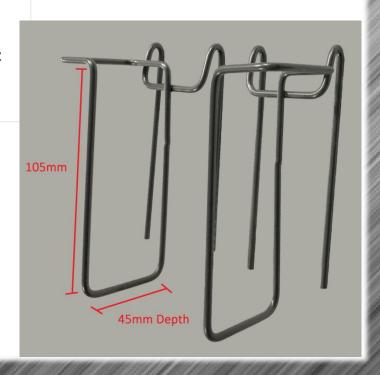




Book Holder Pair Grid mesh

Code: SB4

- Fits over grid mesh wire 3-5mm thick
- Adjustable to suit any size book, magazine, dvd, etc.
- Depth 45mm
- Strong 4mm diameter wire
- Finish on wire is powder coated bright silver satin
- Formed from modern durable wire



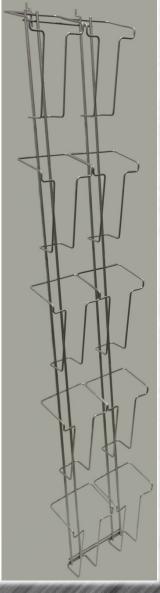


10 Pocket Trifold Extra Capacity Column

Code: SB5

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall or brochure floor stand (hardware supplied)
- Panel holds DL/Trifold brochures (DL size = 100mm wide x 210mm high)
- 2 pockets across x 5 pockets high
- Each pocket is 40mm deep
- Overall brochure panel size is 225mm wide x 1100mm high
- Finish on wire is powder coated bright silver satin





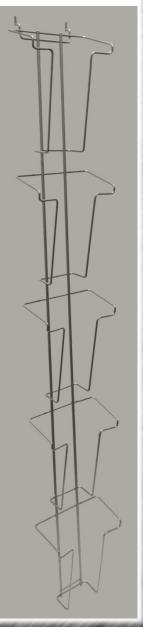


5 Pocket A5 Extra Capacity Column

Code: SB6

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall or brochure floor stand (hardware supplied)
- Panel holds A5 brochures (A5 size = 150mm wide x 210mm high)
- 1 pocket across x 5 pockets high
- Each pocket is 40mm deep
- Overall brochure panel size is 160mm wide x 1100mm high
- Finish on wire is powder coated bright silver satin





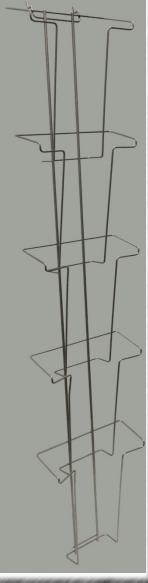


5 Pocket A4 Extra Capacity Column

Code: SB7

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall or be screwed to wall or brochure floor stand (hardware supplied)
- Panel holds A4 brochures (A4 size = 210mm wide x 300mm high)
- 1 pocket across x 5 pockets high
- Each pocket is 40mm deep
- Overall brochure panel size is 225mm wide x 1100mm high
- Finish on wire is powder coated bright silver satin



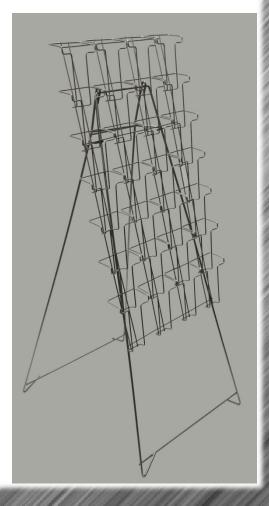




28 Pocket Trifold Brochure Rack

Code: SB8

- Freestanding Brochure Holder
- Powder coated bright silver satin
- Made from modern durable wire
- 28 x Trifold/DL pockets
 (Trifold/DL size = 100mm wide x
 210mm high)
- 4 pockets across x 7 pockets down
- Overall Unit size is 1170mm high x
 465mm wide
- Unit folds up for easy transport

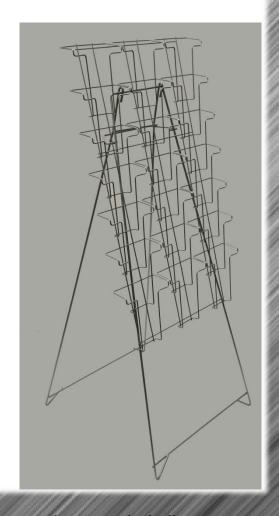




21 Pocket A5 Brochure Rack

Code: SB9

- Freestanding Brochure Holder
- Powder coated bright silver satin
- Made from modern durable wire
- 21 x A5 pockets (A5 size = 150mm wide x 210mm high)
- 3 pockets across x 7 pockets down
- Overall Unit size is 1170mm high x 465mm wide
- Unit folds up for easy transport

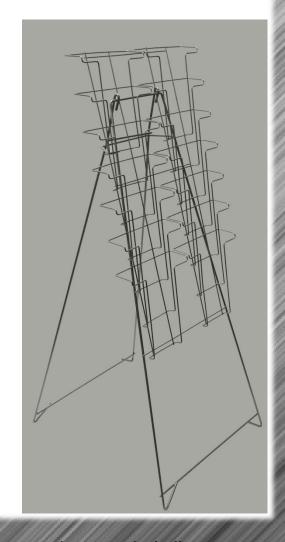




14 Pocket A4 Brochure Rack

Code: SB10

- · Freestanding Brochure Holder
- Powder coated bright silver satin
- Made from modern durable wire
- 14 x A4 pockets (A4 size = 210mm wide x 300mm high)
- 2 pockets across x 7 pockets down
- Overall Unit size is 1170mm high x 465mm wide
- Unit folds up for easy transport

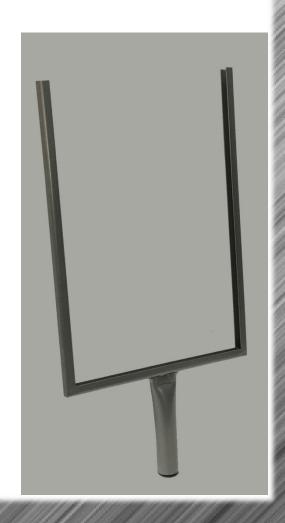




A4 U Shape Sign Holder

Code: SB11

- A4 U Shape header sign holder for spinner stands
- 4 Portrait size 210 x 297mm
- Powder coated bright silver satin
- Comes with slide in acrylic for literature to be displayed neatly
- Locates into top of spinner stand pole





Steel Sign Holder

Code: SB12

- A4 size
- Strong Steel frame
- Channel to hold sign in place, comes with slide in clear cover for literature
- Can be attached to the front or the back of the basket (fittings supplied)
- Powder coated Bright Silver Satin





*Please Note: We can custom manufacture this unit to your requirements, including changing the colour of the unit. If you require signage to be printed or fitted, please send us the specifications and we will get back to you with a quote (MOQ's apply)



Steel Catalogue Stand

Code: SB13

- Strong steel tray
- Powder coated bright silver satin
- 250mm x 340mm x 100mm deep
- A4 sign holder attached with clear sign cover
- A4 size 210 x 297mm
- Base pole and tray disassembled for easy transportation
- Unit measures 700mm high to bottom of basket





Stand Only 4 Way – Bright Silver Satin



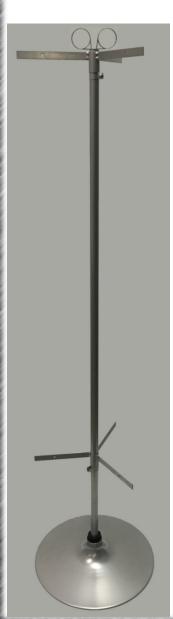
Code: SB14

- Split ring header card holder or order code: SB11
- Centre pole comes in two parts for economical delivery
- 1650mm total height
- Powder coated bright silver satin
- Top and bottom square brackets to hold four separate brochure/greeting card columns
- Round Spun Metal Base, bright silver satin finish, 420mm diameter
- Note: order four brochure/greeting card columns separately – see H145, H130, H129, H133, H137, SB5, SB6 or SB7
- Assembly: Tools required to assemble this unit are screw driver and spanner.
 All stands unassembled for shipping





Stand Only 6 Way – Bright Silver Satin



Code: SB15

- Split ring header card holder or order code: SB11
- Centre pole comes in two parts for economical delivery
- 1650mm total height
- Powder coated bright silver satin
- Top and bottom 3 way brackets to hold six separate brochure/greeting card columns
- Round Spun Metal base, bright silver satin finish, 420mm diameter
- Note: order six brochure/greeting card columns separately – see H145, H130, H129, H133, H137, SB5, SB6 or SB7
- Assembly: Tools required to assemble this unit are screw driver and spanner.
 All stands unassembled for shipping

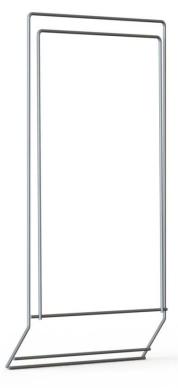




A4 Wire Bolt on Header

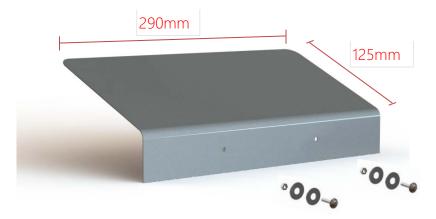
Code: SB16

- Made from Modern Durable Wire
- Powder coated bright silver satin
- Holds a4 size sheet of signage, A4 size
 210 x 297mm
- Fitted to the top of catalogue baskets (fittings included)

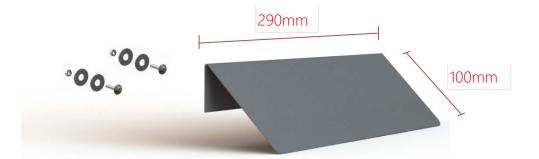




Top Metal Signage Panel Code: SB18



Bottom Metal Signage Panel Code: SB17



- Fixed to either the top or bottom of basket to maximise signage area (fittings included)
- Powder Coated Bright Silver Satin
- Fits SB19 / SB20 / SB21 / SB22

*Please Note: We can custom manufacture this unit to your requirements, including changing the colour of the unit. If you require signage to be printed or fitted, please send us the specifications and we can get back to you with a quote (MOQ's apply)

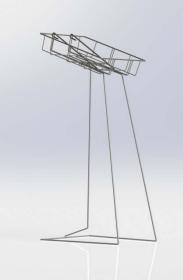


Shallow Catalogue Basket

Code: SB19

- Catalogue Display Basket is powder coated bright silver satin
- Made from modern durable wire
- Basket measures 250mm wide x 375mm high x 70mm deep
- Unit measures 800mm high to bottom of basket
- Unit bolts together for easy assembly (hardware supplied)
- Retaining wire



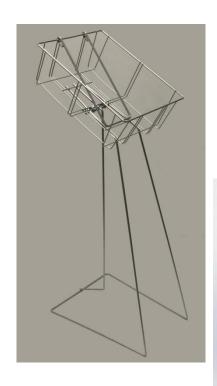




Deep Catalogue Basket

Code: SB20

- Catalogue Display Basket is powder coated bright silver satin
- Made from modern durable wire
- Basket measures 250mm wide x 375mm high x 130mm deep
- Unit measures 800mm high to bottom of basket
- Unit bolts together for easy assembly (hardware supplied)
- Retaining wire



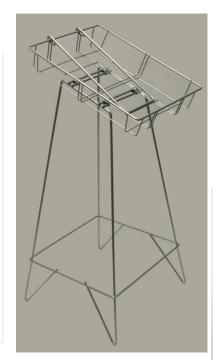


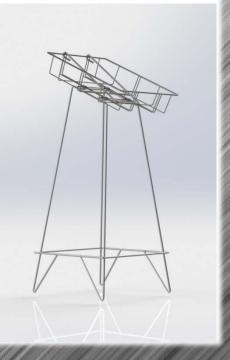


Shallow Catalogue Display Unit

Code: SB21

- Catalogue Display Unit is powder coated bright silver satin
- Made from modern durable wire
- Basket measures 250mm wide x 375mm high x 70mm deep
- Unit measures 700mm high to bottom of basket
- Unit bolts together for easy assembly (hardware supplied)
- Retaining wire



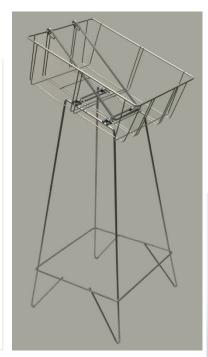




Deep Catalogue Display Unit

Code: SB22

- Catalogue Display Unit is powder coated bright silver satin
- Made from modern durable
 wire
- Basket measures 250mm wide x 375mm high x 130mm deep
- Unit measures 700mm high to bottom of basket
- Unit bolts together for easy assembly (hardware supplied)
- Retaining Wire



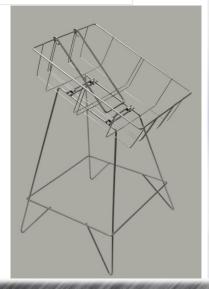




Large Shallow Catalogue Basket

Code: SB23

- Large Catalogue Basket is powder coated bright silver satin
- Made from modern durable wire
- "Herald/Sun" size 350mm wide x 450mm high x 130mm deep
- Unit measures 600mm high to bottom of hasket
- 2 piece basket, bolts together for easy assembly (hardware supplied)
- · Retaining wire



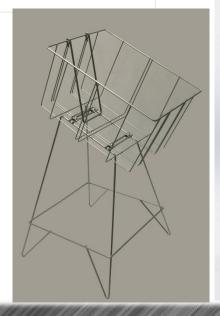




Large Deep Catalogue Basket

Code: SB24

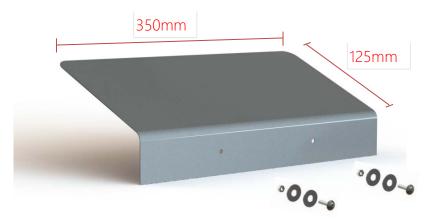
- Large Catalogue Basket is powder coated bright silver satin
- Made from modern durable wire
- "Herald/Sun" size 350mm wide x 450mm high x 260mm deep
- Unit measures 600mm high to bottom of basket
- 2 piece basket, bolts together for easy assembly (hardware supplied)
- Retaining wire





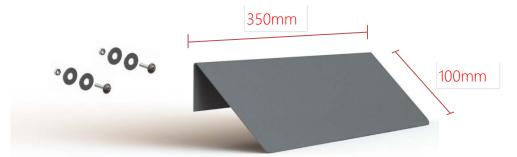


Top Metal Signage Panel Code: SB25



Bottom Metal Signage Panel

Code: SB26



- Fixed to either the top or bottom of basket to maximise signage area (fittings included)
- Powder Coated Bright Silver Satin
- Fits SB23/ SB24

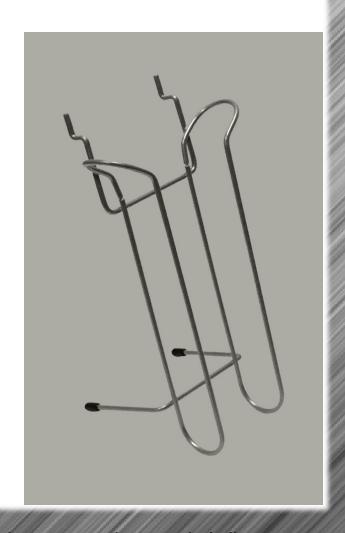
*Please Note: We can custom manufacture this unit to your requirements, including changing the colour of the unit. If you require signage to be printed or fitted, please send us the specifications and we can get back to you with a quote (MOQ's apply)



Trifold Brochure Holder Single

Code: SB27

- Single Pocket Trifold/DL size
- Holds brochure size Trifold/DL = 100mm
 wide x 210mm high x 30mm deep
- Pocket is formed from modern durable wire
- Pocket can sit on counter/desk, fit slatwall or pegboard or be fixed to wall (screws not supplied)
- Finish on pocket is powder coated bright silver satin

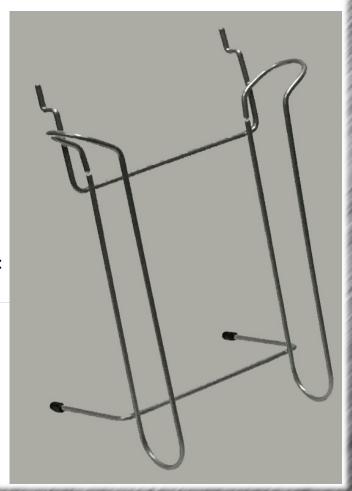




A5 Brochure Holder Single

Code: SB28

- Single Pocket A5 size
- Holds brochure size a5 = 150mm wide x
 210mm high x 30mm deep
- Pocket is formed from modern durable wire
- Pocket can sit on counter/desk, fit slatwall or pegboard or be fixed to wall (screws not supplied)
- Finish on pocket is powder coated bright silver satin

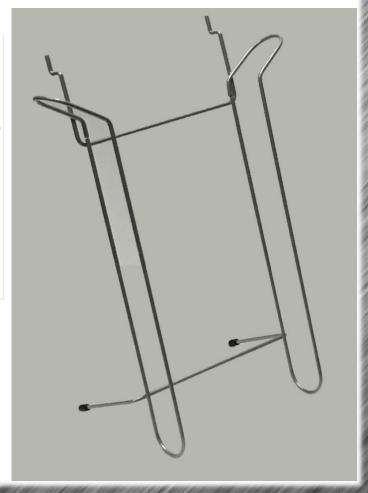




A4 Brochure Holder Single

Code: SB29

- Single Pocket A4 size
- Holds brochure size a4 = 210mm wide
 x 300mm high x 30mm deep
- Pocket is formed from modern durable wire
- Pocket can sit on counter/desk, fit slatwall or pegboard or be fixed to wall (screws not supplied)
- Finish on pocket is powder coated bright silver satin





10 Pocket A4 Column

Code: SB30

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall or be screwed to wall or brochure floor stand (hardware supplied)
- Panel holds A4 brochures (A4 size =
 210mm wide x 300mm high)
- 1 pocket across x 10 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 225mm wide x 1100mm high
- Finish on wire is powder coated bright silver satin





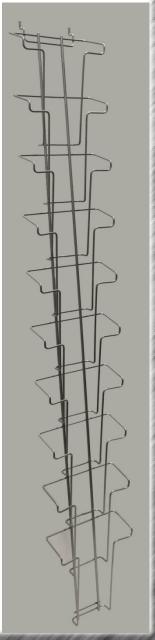


10 Pocket A5 Column

Code: SB31

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall or brochure floor stand (hardware supplied)
- Panel holds A5 brochures (A5 size = 150mm wide x 210mm high)
- 1 pocket across x 10 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 160mm wide x 1100mm high
- Finish on wire is powder coated bright silver satin





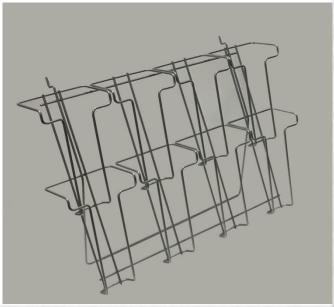


8 Pocket Trifold Panel

Code: SB32

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, free stand or be screwed to wall (hardware supplied)
- Panel holds Trifold/DL brochures (Trifold/DL size = 100mm wide x 210mm high)
- 4 pockets across x 2 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 460mm wide x 400mm high
- Finish on wire is powder coated bright silver satin





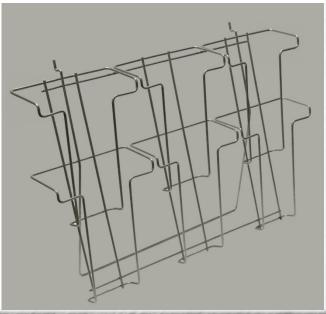


6 Pocket A5 Panel

Code: SB33

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall or be screwed to wall (hardware supplied)
- Panel holds A5 brochures (A5 size = 148mm wide x 210mm high)
- 3 pockets across x 2 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 500mm wide x 320mm high
- Finish on wire is powder coated bright silver satin





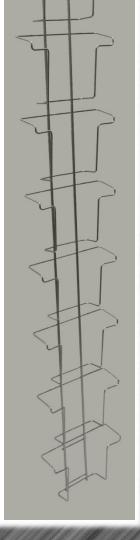


Greeting Card Landscape Column

Code: SB34

- Panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall or brochure floor stands (hardware supplied)
- Panel holds landscape cards (card size
 = 185mm wide x 130mm high)
- 1 pocket across x 8 pockets high
- Each pocket is 30mm deep
- Overall brochure panel size is 200mm wide x 1200mm high
- Finish on wire is Powder Coated Bright Silver Satin





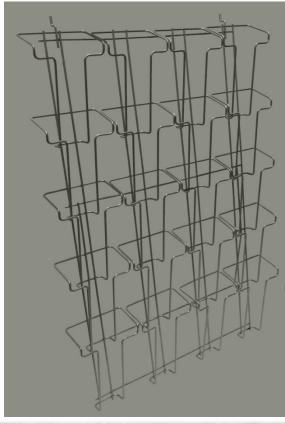


20 Pocket Trifold Panel

Code: SB35

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall or be screwed to wall (hardware supplied)
- Panel holds DL/Trifold brochures (DL size = 100mm wide x 210mm high)
- 4 pockets across x 5 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 460mm wide x 670mm high
- Finish on wire is Powder Coated Bright Silver Satin





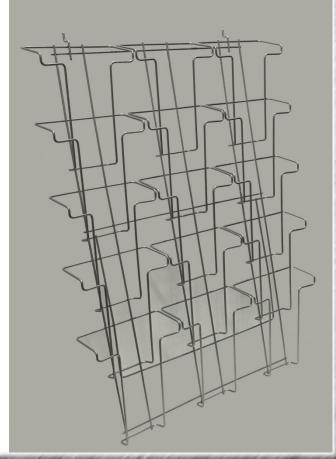


15 Pocket A5 Panel

Code: SB36



- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall or be screwed to wall (hardware supplied)
- Panel holds A5 brochures (A5 size =
 150mm wide x 210mm high)
- 3 pockets across x 5 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 460mm wide x 670mm high
- Finish on wire is powder coated bright silver satin



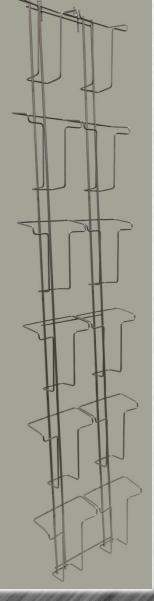


Greeting Card Portrait Column

Code: SB37

- Panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall or brochure floor stands (hardware supplied)
- Panel holds portrait cards (card size =
 130mm wide x 185mm high)
- 2 pocket across x 6 pockets high
- Each pocket is 30mm deep
- Overall brochure panel size is 270mm wide x 1200mm high
- Finish on wire is powder coated bright silver satin





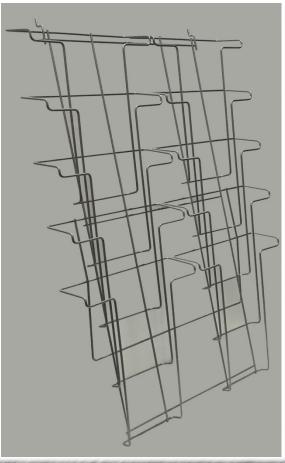


10 Pocket A4 Panel

Code: SB38



- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall (hardware supplied)
- Panel holds A4 brochures (A4 size =
 210mm wide x 300mm high)
- 2 pockets across x 5 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 460mm wide x 670mm high
- Finish on wire is Powder Coated Bright Silver Satin



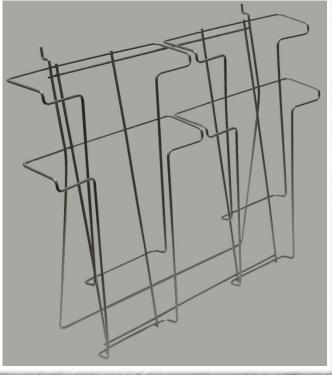


4 Pocket A4 Panel

Code: SB39

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, free stand or be screwed to wall (hardware supplied)
- Panel holds A4 brochures (A4 size = 210mm wide x 300mm high)
- 2 pockets across x 2 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 460mm wide x 400mm high
- Finish on wire is Powder Coated
 Bright Silver Satin





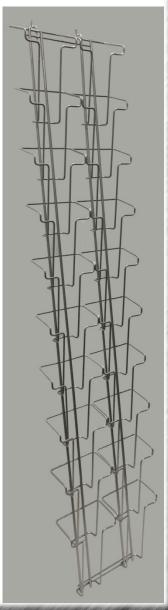


20 Pocket Trifold Column

Code: SB40

- Brochure panel is formed from modern durable wire
- Panel can hook into pegboard, slatwall, be screwed to wall or brochure floor stand (hardware supplied)
- Panel holds DL/Trifold brochures (DL size = 100mm wide x 210mm high)
- 2 pockets across x 10 pockets high
- Each pocket is 20mm deep
- Overall brochure panel size is 225mm wide x 1100mm high
- Finish on wire is powder coated bright silver satin



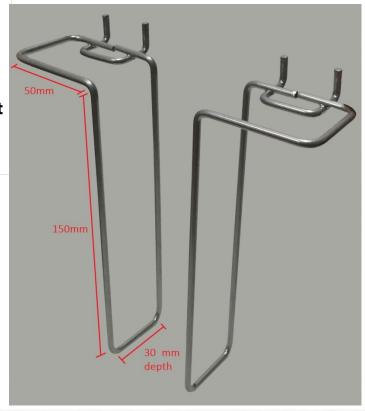




Book Holder Pair Small

Code: SB41

- Fits into pegboard & slatwall
- Adjustable to suit any size book, magazine, dvd, etc.
- Depth 30mm
- Strong 4mm diameter wire
- Finish on wire is powder coated bright silver satin
- Formed from modern durable wire

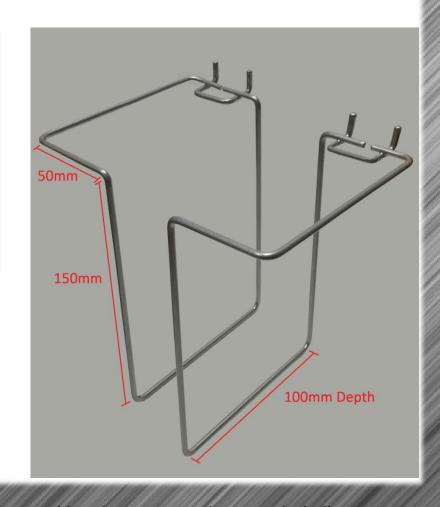




Book Holder Pair Large

Code: SB42

- Fits into pegboard & slatwall
- Adjustable to suit any size book, magazine, dvd, etc.
- Depth 100mm
- Strong 4mm diameter wire
- Finish on wire is powder coated bright silver satin
- Formed from modern durable wire

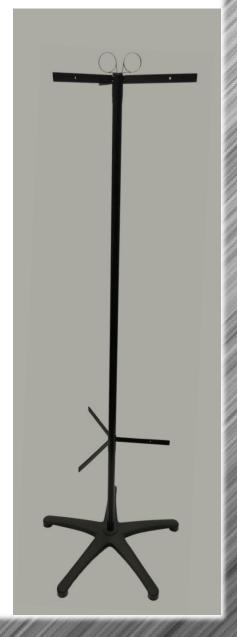




Stand Only 6 Way - Black

Code: SB43

- Split ring header card holder or order code: SB11
- Centre pole comes in two parts for economical delivery
- 1650mm total height
- Black powder coated
- Top and bottom three-way brackets to hold six separate brochure/greeting card columns
- 5 Way base is manufactured from modern reinforced nylon with 5 way shaped leg design for extra stability and great look, colour satin black supplied with all black floor stands.
- Note: order six brochure/greeting card columns separately – see H145, H130, H129, H133, H137, SB5, SB6 or SB7
- Assembly: Tools required to assemble this unit are screw driver and spanner. All stands unassembled for shipping





Stand Only 4 Way - Black

Code: SB44

- Split ring header card holder or order code:SB11
- Centre pole comes in two parts for economical delivery
- 1650mm total height
- Black powder coated
- Top and bottom square brackets to hold four separate brochure/greeting card columns
- 5 Way base is manufactured from modern reinforced nylon with 5 way shaped leg design for extra stability and great look, colour satin black supplied with all black floor stands.
- Note: order four brochure/greeting card columns separately – see H145, H130, H129, H133, H137, SB5, SB6 or SB7
- Assembly: Tools required to assemble this unit are screw driver and spanner. All stands unassembled for shipping

