

PRESS RELEASE

## **Visplay System Grid 40 awarded the “Janus 2008 de l’Industrie”**

After 2007, a second Visplay system has been awarded the prestigious “Janus de l’Industrie” design award. This distinguished prize was awarded for the “Grid 40” system at a grand ceremony in the French Senate in Paris on 3 October 2008, in the presence of numerous guests.

The “Janus de l’Industrie” award is sponsored by the French Ministries for Industry and Foreign Trade and is awarded in recognition of the excellent overall concept of products which offer a real benefit to the user.

The “Janus de l’Industrie” was created in 1953 by the French Institute for Design and its jury consists of experts from the worlds of industry, design, architecture, sustainable development and communications. The following 5 criteria are evaluated: ergonomics, aesthetics, economics, ethics and emotions.

### **The Visplay System Grid 40**

Grid 40 stands out from other systems due its special grid effect. The solid grid elements (640 x 320 mm in size) are aluminium die cast and available in four different finishes. They can be aligned in a strip or combined to form a rectangular surface of any size. They can be fitted in horizontal or vertical format, from the front or from behind, fixed on to the panel/wall or flush-fitted.

The system is ideal for numerous displays in the textile, accessory and hardware sectors. Accessories – a range of arms, hooks and shelves – are simply clicked into the grid’s squares. Simultaneous horizontal, vertical and selective point use of the system enables an unlimited scope of merchandising: articles of any size can be displayed, alongside or below each other, in a decorative and space-saving manner.

The Visplay product range includes a number of systems which have been designed and developed by the Visplay product development team in association with retail architects. Grid 40 is another prime example of such close, successful collaboration.

Several design variations and visualisations of initial ideas emerged from the offices of Moysig Retail Design. The Visplay development team then converted these draft designs. Prototypes were manufactured in various different materials; sampling then followed. Within a few weeks, a system that fulfilled all technical, design and merchandising requirements had been designed and developed.

Visplay incorporated the various demands of architects into the development process. The system not only offers a high degree of functionality due to its wide spectrum of application possibilities, but also places emphasis on versatile utility for different commodity groups and on an unlimited freedom for merchandise display.



Grid 40 was first presented at the Euroshop in Düsseldorf in February 2008 and very quickly gained wide market acceptance. A range of different projects have since been created using Grid 40.

**Visplay: Modular systems for commercial interiors**

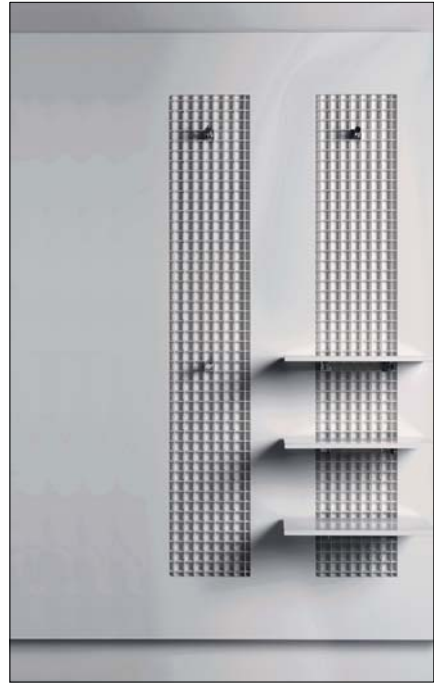
For further information, please contact:

Visplay International GmbH  
Charles-Eames-Straße 6  
D-79576 Weil am Rhein  
T +49 (7621)77 00 20 00  
F +49 (7621)77 00 20 01  
info@visplay.com  
www.visplay.com

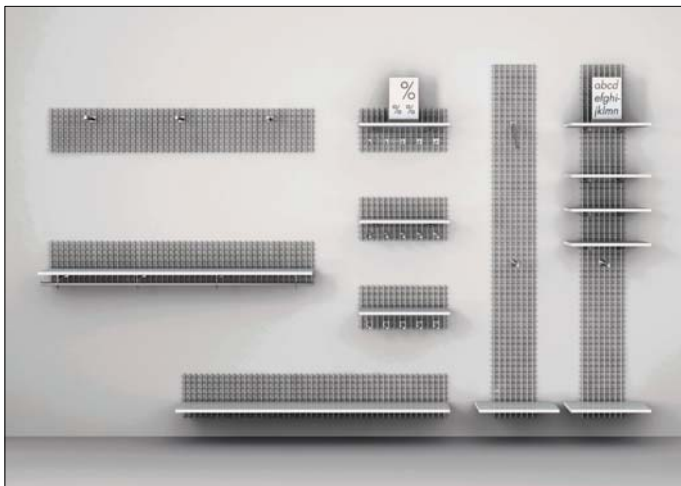
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## Visplay System "Grid 40"



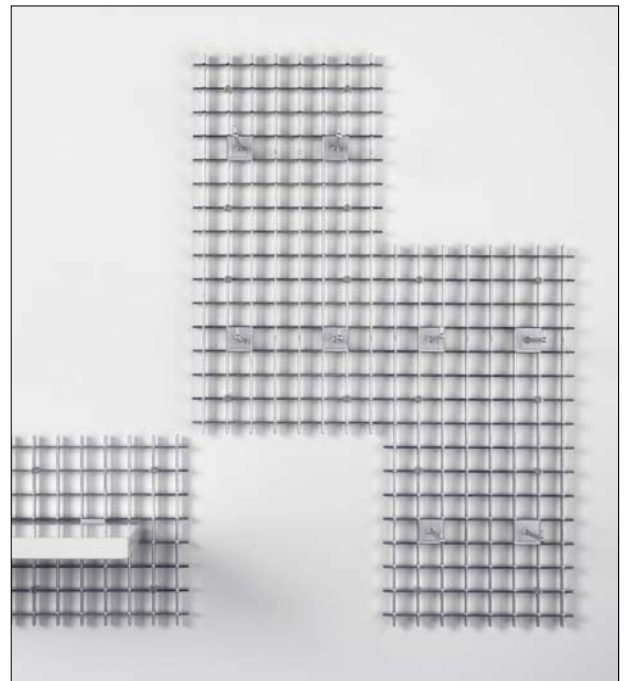
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