

PRESS RELEASE

The new Visplay showroom in Weil am Rhein

After extensive renovation covering all the existing wall panels, the showroom reopened in June 2008. All seven systems from 2008 and a broad selection of systems from the existing Visplay product range are now on display in the new showroom.

13 large, imposing-looking system wall panels structure the exhibition area which covers 400 m². They are painted white, light grey or black and fitted with systems. Pictures on the panels demonstrate how to design retail environments using Visplay systems and how to create a sales-boosting display for different product types. New, interesting support material (e.g. wooden panels with wave effect) is also used on several panels. The white panels and limited colours used stand out against the dark grey, glossy hard floor covering. The type, mechanism, use and features of the systems are described on each panel – using the new sign holder system “Label”. Different mid-floor solutions in the centre of the showroom complement the system panel displays.

The “luminous” system panel – fitted with the vertical support system Beam and Beam 67 – is a special eye-catcher in the centre of the showroom. The ceiling system Slab also surprises visitors in the central area. The “floating” combination of a shelf unit with LED lighting and a hanging bar with shelves is emphasised by white floor plinths. The new surface support system Grid 40 is displayed in different materials – in white with background lighting and in black on a black wave effect panel. The attraction on the back left-hand wall is the 7.5 m long display with the basic system Airside, using different merchandise support panels (Mono 12, Beam and Button systems), integrated niches and a large picture element.

Ansorg supplied the lighting and its design.

Opening times: Monday to Friday, 8:30 am to 6 pm (on appointment)

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