

## Fashion fancy

These mannequins from Purfex have proved quite a talking point. "We have always custom covered our Tailors for clients but it was fun to cover some for the showroom in a fabric resonant of our Auckland lifestyle and culture" says Glen Wilkin-Holland of Purfex. They've inspired others to supply their own choice of fabric. "As all our forms are made here in New Zealand it is part of our service here at Purfex to make sure that clients fulfil their wishes," says Wilkin-Holland. The Purfex showroom fashion has a definite Polynesian flavour at the moment with a dose of fashion fantasy mixed in for good measure.

Phone: 0800 830 500 or visit the website at: [www.purfex.com](http://www.purfex.com)



## COME ALONG FOR THE RIDE

ShopFX has released a new style of Gondola! Small enough to work well in any space but large enough to make a statement. Manufactured in a lacquer finish with slatwall sides, this gondola is on heavy duty castors and, should you require it, signage panels can be fitted to the top. ShopFX can customise any of their standard products; reducing or increasing heights, widths, changing colours and materials or they can create something uniquely for you. New products are regularly available by ShopFX, to contact them e-mail [michelle@shopfx.co.nz](mailto:michelle@shopfx.co.nz)

## New frames

Enviro Office Systems introduces a new shop fitting and display system using the new Enviroframe technology. The technology has proved highly versatile and has been used to create display stands, mobile trolley and table frames and even a tyre rack! Because everything is created in house production times are quick. Enviro Office Systems cut it, press it and then you're ready to go. Phone John Duffy on: 09 274 5659.



## PUT YOUR BEST FOOT FORWARD

ALU Italy's Pylon and Reed systems, available exclusively from mei + picchi, are a modern classic when it comes to versatile, reliable and stylish fixturing. Pylon and Reed are excellent choices for permanent use as well as temporary displays and exhibitions, and can be used in windows, along walls or to create partitions. ALU's high quality products offer the ability to reconfigure displays to suit changing needs. Readily available accessories suited to the Pylon and Reed systems include acrylic or mdf cubes, shelving, hangrails and signholders work together to create a personalised system to suit your environment. Go to [www.meipicchi.com](http://www.meipicchi.com) for the full product range and to locate their nearest showroom.

## Mannequins that Purform

Purform Mannequins new 'FM2' Model shows the New Arm & Leg pose that is now available. As with all Purforms mannequins the arms feature magnetic connections that makes them very easy to dress and virtually unbreakable. The addition of this new pose helps to extend the depth of Purform's female mannequin range giving apparel retailers more options. For more information contact Ben or Maurice on: 09 579 5566 or go to: [www.purform.net](http://www.purform.net)



## DYNAMIC DISPLAYS

Dynamic Displays are leaders in interactive LCD technology. Their Samsung 46 inch touch screen is built into a self serve fridge. The touch screen allows users to order their chosen beverage as well as the ability to download mobile phone ringtones for the screen. The touch screen technology can be used in a huge variety of applications – phone DDL on: (09) 415 9923 or visit: [www.ddl.net.nz](http://www.ddl.net.nz) to find out how your business can use this innovative technology.



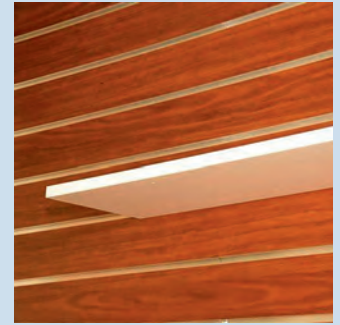
## Expo-sing innovation

As showcased at a recent Fixtures and Fittings expo, this display unit from GDM represents a number of elements that utilise innovation and value to achieve a contemporary retail display. The laser cut metal symbols on the top shelf could be a store logo, sign or brand that can be placed around the retail environment. The wall system and fittings are finished in a clear powder coat and use of Eco Ply as the infill panel and shelves creates a modern sustainable look. The posts are slotted with a wide rectangular slot that enables two fittings such as hang rails to be placed side by side for a continuous display and maximum use of wall space. Go to: [www.gdmgroup.biz](http://www.gdmgroup.biz) for full information on their product offerings.



## Clean lines

The exclusive Zapshef's hidden bracket eliminates protruding brackets providing un-cluttered clean lines for your display. Featuring a high quality finish and easy installation the shelf can be made in melamine, toughened glass and clear acrylic in a variety of sizes and colours. See [www.zapwall.com](http://www.zapwall.com) for more.



## SHELVING THAT MOVES YOU

This dynamic display area from GDM makes the most of the space creating a flexible display area. Used here by Kathmandu, retailers can change out the title blocks and even the shoe blocks on the wall to maximise display areas or reduce it to create a 'less is more' impact. Each block that holds a shoe can be removed and placed elsewhere within the wall. This system uses natural wood but can be constructed using a number of substrates. It is eye catching, practical yet dynamic. Phone 0800 690 220 or visit [www.gdmgroup.biz](http://www.gdmgroup.biz) for more information.

## Environmentally friendly hangers

Bamboo coat hangers are an environmentally friendly, stylish new look to the New Zealand market. Everyone has the plain wooden coat hangers, or painted where every batch is a slightly different colour and when you need more no-one has stock! With the new bamboo coat hanger range from SDC these hangers are made from natural renewable resources. This slick finish offers character and class without trying, and will work in any environment, at home or in your retail space. Available from October 2009 these will be a hot item for all, so do your bit for the environment and make the switch. To make inquiries or get a free Bamboo Hanger info card, phone: 0800 SPHERE or visit: [www.spheredesign.co.nz](http://www.spheredesign.co.nz)