

# POS RACKS FOR ATLAS EZIFIND MAKE A STATEMENT

When launching its new Atlas EziFind range of colour coded fasteners, Steel & Tube looked to Warner Displays for a solution to simplify the merchandising process at the same time as ensuring the best presentation possible.

The need for someone that understood the markets and the process of ensuring maximised sale opportunities meant Steel & Tube required a company with experience across the retail industry.

“The development, from the first basic concepts to finished item, was a quick and simple process,” says **Stuart**



**Birrell**, from Steel & Tube National Merchants.

“We needed to ensure we could have versatility in the merchandising fixtures we were going to use. Knowing they could be used with most retail racking systems and that they would allow a quick set-up time has been part of the success of the launch of our new Atlas EziFind range.”

Specialised fixtures like those used by Steel & Tube allow for pre-loading of product prior to merchandising and in turn speed to in-store set-up time.

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