



## Visual Magnetics Introduces Magnetic Fixturing Options for Retail, VM-WALL™ and VM-SHELF™

March 9, 2015, New York, NY – Visual Magnetics is proud to announce the launch of two custom, modular fixturing products for retail merchandising, VM-WALL™ and VM-SHELF™. Both products are part of Visual Magnetics' commitment to offer innovative magnetic design solutions to retailers, architects and brands that leverage the company's patented InvisiLock® system and award-winning magnetic receptive VM-Graphic System™.

VM-WALL gives retailers the power of the VM-Graphic System in an all-in-one solution. This freestanding, modular wall panel system comes prepped with all of the system base components, and is shipped ready to accept Visual Magnetics' print media and compatible magnetic fixtures like VM-SHELF. VM-WALL provides endless flexibility in merchandising for retail windows and interior walls. Entire displays including graphics, shelving and 3D visual elements can be transformed without adhesives or additional hardware.

VM-SHELF™ is a first-of-its kind modular, magnetic shelving system that simplifies merchandise displays in retail settings. This innovative system can be locked anywhere on a VM-WALL or VM-Graphic System surface using Visual Magnetics' patented InvisiLock magnet technology. Shelves are easy to apply, reposition or remove by retail staff without the need for tools, adhesives or additional hardware, giving fast-paced retailers, like footwear brands, added flexibility and performance. The aesthetic components of VM-SHELF can also be tailored to fit any branded environment using a combination of ready-to-go finishes from Visual Magnetics' catalogue of print media, and a range of custom sizes and solutions.

"The launch of these new custom fixturing elements will help retailers and designers create completely unique branded environments using our materials. These environments can change as often as needed, offering flexibility in merchandising and display," says Joe Deetz, CEO and President of Visual Magnetics. "By being easy to install and update right on the store floor, merchandising design can be more agile than ever before."

VM-WALL™ and VM-SHELF™ are offered custom by Visual Magnetics. For more information, please contact Visual Magnetics directly by visiting [www.visualmagnetics.com](http://www.visualmagnetics.com) or by calling 855VISMAG4 (855-847-6244).

*For press related inquiries, including access to high resolution photography and video, please contact:*

Naomi Mukai, Marketing and Public Relations Manager  
[nmukai@visualmagnetics.com](mailto:nmukai@visualmagnetics.com)  
(917) 975-2660