VISUAL MAGNETICS GRAPHIC SYSTEM®

VM-SHELF™

VM-SHELF™ is a first-of-its kind magnetic shelving system, with a modular design to simplify merchandise displays in retail settings. This innovative magnetic shelving system uses a combination of steel framing, InvisiLock® magnet and a wide range of shelf materials and graphic options to create, a dynamic shelf system that is easy to apply, reposition and remove by retail staff without the need for tools, adhesives or additional hardware. VM-SHELF™ can be positioned anywhere onto a VM-WALL™ or VM-Graphic System™ surface using our patented InvisiLock® technology. It takes only seconds to rearrange shelving for items such as footwear, in areas that demand continuous change. VM-SHELF™ has been engineered to combine industrial grade steel with VM-InvisiLock® magnet to exponentially strengthen the fixture's hold. In addition to a selection of ready-to-go finishes, many of the aesthetic components of VM-SHELF™ can be tailored to fit any branded environment.

Features and Benefits

- Strong magnetic hold. No adhesives, screws or fasteners required.
- Installs level everytime*.
- Ideal for repositioning.
- Easy to change shelf look and feel.
- Modular construction - Can be placed side by side for extra long shelf systems.
- Custom designs available.
- Compatible with a wide range of surface and shelf materials.
- MagnaMedia® graphics easily applied to base.
- VM-WALL™ compatible.
- Steel base construction – built to last.

* InvisiLock® Magnet on wall surface must be installed level for VM-SHELF™ to self level.

Application Information

- VM-SHELF™ must be applied to either a VM-WALL™ or to a wall or fixture prepared with the Visual Magnetics Graphic System®
- Maximum weight bearing strength - 10 pounds / linear foot*
- VM-SHELF™ to be applied over a maximum one layer of MagnaMedia® for optimum strength.
- When installing double or triple units, for best alignment, apply surface protect magnet sheet to wall first, then apply steel base to surface protect magnet.

* Tested on a 4" deep by 12" wide shelf. Weight centered on shelf. Horizontal magnet polarity on a flat, vertical wall surface fitted with VM-InvisiLock®-40HE and one layer of VM-POLYeight PLUS™ wallcovering material. Overloading may result in shelf failure or distortion of metal base. Visual Magnetics does not recommend InvisiLock® magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetics Limited Partnership is limited to the terms and conditions document that is available upon request.

VM-SHELF™ (Continued)

Standard VM-SHELF™ Configuration* (Shelf units available up to 36" wide are available upon request)

Metal Base: 16 gauge steel.

Dimension (1 unit): 8" Height x 11-7/8" Width.

Magnet (towards wall): VM-InvisiLock®-40SP white magnet with Surface Protect™ **.

Magnet (skin): VM-InvisiLock®-15HE.

Magnet Polarity - Horizontal (standard).

Shelf Material - Options include wood, laminated plywood, plastics, composites.

Skin - options include MagnaMedia®, wood veneers, laminates and other thin finishes.

* VM-SHELF™ is available in a wide range of custom sizes and shapes. Skin and Shelf materials can also be customized.

**For best shelf weight bearing strength, horizontal polarity is recommended and is standard for VM-SHELF™. Supported weight bearing strength varies by MagnaMedia® graphic surface. Data available upon request.

Products / Sizes

	PRODUCT CODE	AVAILABLE SIZES	STANDARD SIZE SHELF
Single Unit	VMSHL1-08012	8" height x 11-7/8" width	4" deep x 11-7/8" width
Double Unit	VMSHL2-08024	8" height x 23-3/4" width	4" deep x 23-3/4" width
Triple Unit	VMSHL3-08036	8" height x 35-5/8" width	4" deep x 35-5/8" width

Product Safety

InvisiLock® magnet is a ferrite-based magnet and poses no known health or safety issues. Unlike stronger, rare-earth neodymium permanent magnets, the multi-pole nature and lesser strength of ferrite magnets does not emit a strong magnetic field into the environment and therefore does not cause signal interference or damage with computerized equipment. At a gap of 0.25" or greater gauss readings are well below 1.0 and at 7 ft. the gauss level is "not recordable" using a Model 2010A Gauss Meter. Due to its low gauss emission, InvisiLock® magnet is not recognized as a "magnetized material" per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

Visual Magnetics does not warrant or guarantee that InvisiLock® magnet will support any or all types of fixtures. For direct to drywall application, we recommend painting the wall surface with ActiveWall® primer before application of VM-InvisiLock®-40HE magnet, which does not have adhesive. InvisiLock® Magnet with Surface Protect™ (white) is designed for applying dimensional objects to a MagnaMedia® graphic surface and should be used on the reverse side of the object being applied, not as a substitute for standard InvisiLock® (black) magnet that MagnaMedia® graphics are applied to. Visual Magnetics does not recommend InvisiLock® magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetics Limited Partnership is limited to the terms and conditions document that is available upon request.

The information presented in this product data sheet is based upon Visual Magnetics' present knowledge of the product and is believed to be accurate. Products often are improved which may cause the current information presented to be out of date. It is always the users responsibility to determine suitability of this product for the intended application prior to production.

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