

## Product Synopsis

Innovative system created by Joachim Gopfert with the cooperation of architects and designers from the Bauhaus University in Germany, it was originally commissioned for 300 stores for Wella in Europe, and then applied in the International Airport of Frankfurt. By using a patented shelf clamping technique, System2040 has its strengths in obtaining maximum shelving space, competitive pricing and ease of installation.

## Applications & References



Hair Salon, Sydney



Wella, Germany



Pharmacy Australia Center of Excellence, Brisbane



Chakra Medi Spa, Melbourne



Day-Spa, Brisbane



Private residence, Gold Coast

## Features



Backing is interchangeable and fully customizable



Frame can support boxes and /or cabinets



Shelves are self supporting – no brackets needed



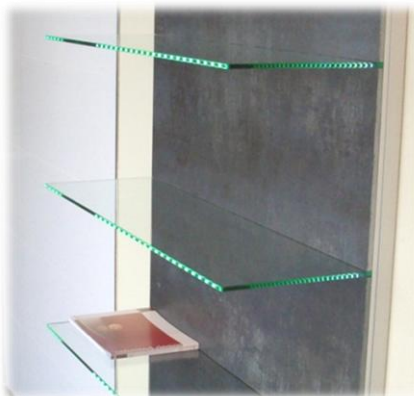
Innovative clamp support up to 80 kg



Water feature available



Backing can be back-lit



Starfire shelves can be neon/LEDs back-lit



Can be arranged as a step-display



Rustproof, ideal in wet/humid environments



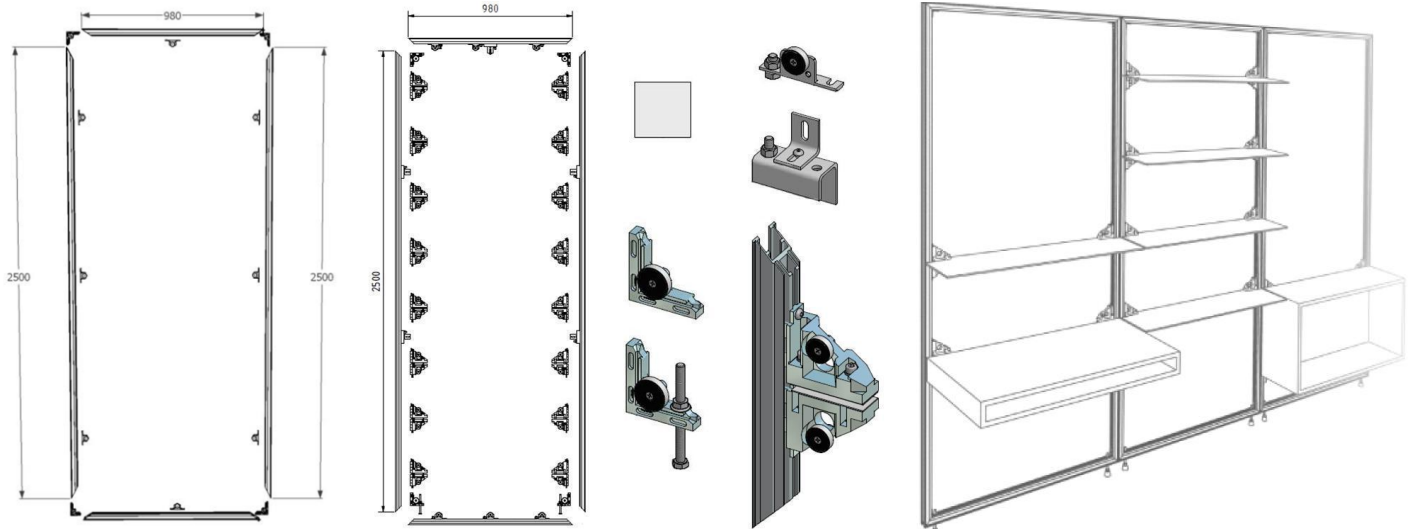
Can be assembled as a Gondola



Can be used as partition

## Technical specifications

(CAD and technical drawings available on request)



Frame components

### Frame

Frame standard Width (side to side):	980 mm
Frame standard Height:	2500 mm
Frame standard Depth (from wall):	40 mm
Frame standard finish:	clear anodized aluminum
Weight capacity:	80kg per shelf, down bearing

- Each frame can be equipped with up to 8 shelves
- Edges can be trimmed off to obtain a frameless effect
- Frame can either be affixed on the wall or supported by the floor
- Frame dimensions can be altered and be made to measure
- Frame can be curved

### Backing

- Can be changed at any time by detaching it from the frame
- Can be any material: glass, ceramic, textile, wood, plastics, etc. Min 4mm, max 20mm thickness
- Each backing is proper to its frame
- Available standard finishes:
  - Melamine, any color
  - Two-pack, matt, satin, or high gloss - any color
  - Glass, either mirror finish or frosted

### Accessories

A vast range of shelving and accessories are available. See price list for dimension, finishes and details

### Additional combinations

- Frames can be mounted side by side
- Frames can be used to make a partition, with backing on both sides
- Frames can be assembled as Gondolas



Side by side



Partition



Gondolas

## Installation

(Detailed installation manuals and fitting instructions are supplied with each product)



1. Mark cement wall  
batton plaster wall to specs



2. Fix frame to wall/batton



3. Starting from bottom apply backing,  
then shelf, then backing,  
until reaching top end of frame

### Installation performed by Demodeks:

\$170 per linear unit, max 2 hours guaranteed timeframe (no extra charges, no exceptions)

Guaranteed no-issue installation, with certification of equipment correctly installed

Please note: Demodeks products has to be available on installation site (situation where the products need to be hand-delivered to site, such as an installation in a location with stairs and no elevator, need to be priced on application)

### Installation performed by third party:

Third party is fully responsible for installation, fitting and mounting.

Demodeks will certify proper installation with a certification of equipment correctly installed at no additional cost.

## Warranty

10 years on each product

10 years on installation performed by Demodeks

## Delivery & Dispatch

All products are stocked in our Brisbane warehouse

Products in stock are dispatched within one week from order

Products made to order are dispatched within 3 to 6 weeks from order

Products are delivered EXW Demodeks warehouse, located at 210 Robinson Rd, Geebung, QLD 4034

Preferred carrier is TNT; Delivery is arranged anywhere in Australia and New Zealand

## Pricing & Payment

Please see enclosed pricelist

Prices are excluded GST

50% deposit at order, balance at delivery

Credit on application

Demodeks - Modular Retail Solutions  
Phone 1300 553 291  
Fax 07 3865 8544  
[www.demodeks.com](http://www.demodeks.com)  
PO Box 89, Virginia, QLD 4014 Australia