

# METALCRAFT

## Innovation by Design

### BIKE RACKS – RETAIL STORES



The Bike Racking Company Retail Store racks have been developed by Metalcraft to assist bike retailers to display complete bikes for sale, and also to store bike parts and componentry for sale and while servicing.

GET FULL PRODUCT DETAILS ONLINE AT [WWW.METALCRAFT.CO.NZ](http://WWW.METALCRAFT.CO.NZ)

## FEATURES

The Bike Racking Company Retail Store bike racks are designed to meet the bike racking needs of a retailer. Most retailers also have bike assembly and servicing areas and needs so these are supplied also.

These bike racks are designed to meet the following needs :

1. Focussed on displaying the bikes (rather than showing off the racks)
2. Provide for an eye catching display of the bikes
3. Efficient to allow for a high volume of bikes to be displayed by interlacing the handlebars
4. Allows for easy loading and unloading of individual bikes (as required during a sale) by staff of varying sizes
5. Provides for additional displays at each end
6. Ease of movement of the racks around the retail area (to allow ease of changing the look and feel of the bike display area and store)
7. Available in a range of sizes
8. Permanent materials with a raw aluminium finish which will not wear or chip and remain looking like new for many years

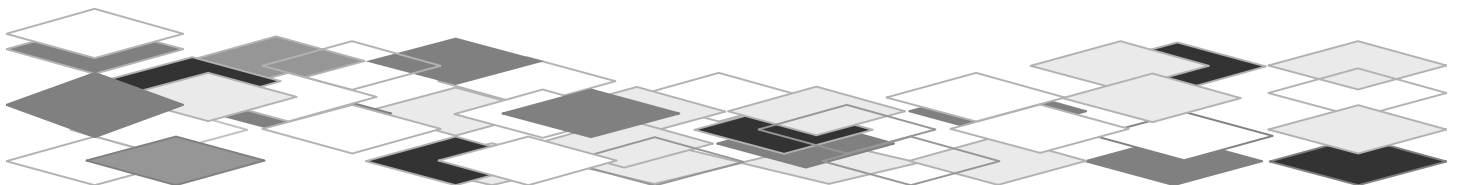
## TRENDS

The bike retail industry is selling increasingly high dollar value items in addition to bulk lower value bikes. The Bike Racking Company display racks allow for effective displaying of all items in a range.

Bike retail stores tend to be increasing in floor space size. We can assist with floor layouts and retail design.

## INSTALLATION

Our Bike racks are supplied ready for positioning, loading and use. User guides are supplied as required.



## DESIGNS

The Bike Racking Company retail store bike racks come in the following designs :

### Display stand

This bike rack display design allows bikes to be racked on their back wheels, and angled so that each bikes handle bars are separated. This allows ease of load and unload as well as maximising the bikes stored in a given meterage of shop floor.

Floor mounted bikes can be interlaced to double the capacity of the racks.



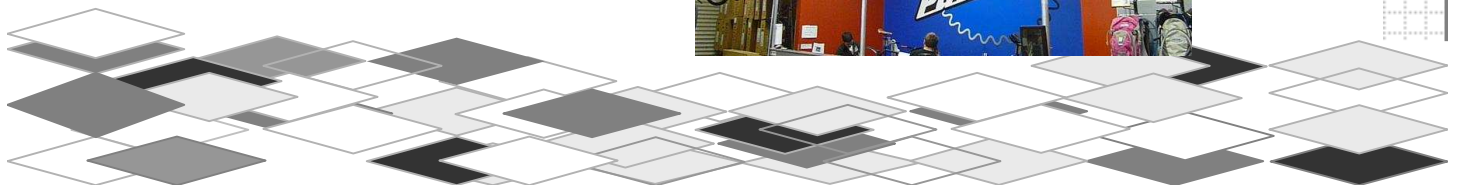
### Wall Wheel Rack

This wall mounted racking system for wheels and tyres shows the range of items available and can be set about the bike racks to utilise high wall space as a display. Access is via a ladder or pole based unloader.



### Overhead wheel rack

This ceiling mounted racking system for wheels in the service area is designed to provide separation between the wheels, and split the jobs to be done and completed jobs.



## BENEFITS

Designed and built by a company specialising in bike racks and bike storage systems. We innovate our solutions as the needs of the biking community evolve

Designed to help sell bikes

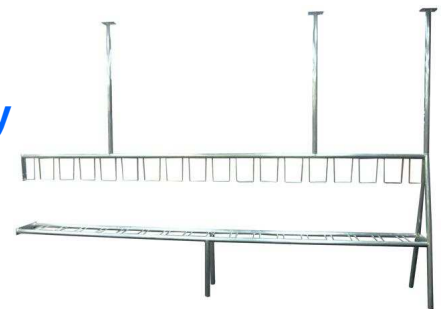
Designed to maximise the sales advantage from a defined retail floor space without appearing cluttered

Designed for the range of bikes used today with a view to the future

Designed, built, and maintained by a New Zealand business. Buy NZ made.

Longevity is provided through low maintenance materials such as aluminium

Proven track record in Christchurch, New Zealand



### Bike Racks – Retail Stores

Contact us today to discuss your bike racking needs.

## HOW TO PURCHASE

Contact your local representative at our Head Office in Christchurch.

Bike Racking – Retail  
store 4 pager

Sept 2011



Metalcraft - The Bike Racking Company

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