

# MOVING DISPLAY

the display collection



**JOHN  
ELLIS**

DISPLAY EXHIBITION  
& SHOP EQUIPMENT

- sales can be increased by up to **317%** when you install a moving display
- give your customers twice the information in one display - keep their interest for longer
- ideal for estate agents, window displays and information centres



# Moving displays

...movement increases sales!



## E-motion



E-motion is available with a choice of 3 types of blades: pocket blades to take A4 information; poster blades to take 2 cut posters back to back; product panels with 100mm deep shelves for displaying items.

- delay from 3 to 20 seconds
- period of delay can be easily adjusted
- installation must be carried out by a qualified installer

- units supplied with power connectors, transformer, top/bottom cable/rod fittings and supports. The cable units are supplied with 4m cables, the rod units with 3m rods. Longer lengths can be supplied on request



### Pocket blades

- large acrylic clear panels supplied with double sided A4 pockets
- information is easy to change
- panel width 212mm
- 4 pockets per blade
- overall height 1500mm
- 16 pocket unit 978mm cable/rod centres
- 20 pocket unit 1178mm cable/rod centres

For 1.5mm cables:

Item Code: Size:  
KEMA4/44C 16 x A4 pockets  
KEMA4/45C 20 x A4 pockets

For 6mm rods:

Item Code: Size:  
KEMA4/44R 16 x A4 pockets  
KEMA4/45R 20 x A4 pockets



### Poster blades

- takes 2 cut posters back to back, giving a double image
- available in A1 and A0 sizes
- 6 blades per unit



**A1:**

- overall height 1040mm
- poster strip size 840mm x 100mm
- 760mm cable/rod centres

A1  
Item Code: For cables/rods  
KEMA1/C For 1.5mm cable  
KEMA1/R For 6mm rod

**A0:**

- overall height 1400mm
- poster strip size 1200mm x 140mm
- 1000mm cable/rod centres

A0  
Item Code: For cables/rods  
KEMA0/C For 1.5mm cable  
KEMA0/R For 6mm rod



## Enhance your merchandise and sales message with customised units



Maximum size 1500mm wide x 1500mm high

## Samples

Increase your sales by using samples which enable you to show the quality and design of the product. Remember - once your client sees and touches the product they normally purchase, as they are so delighted with the quality and design. The samples have been vastly reduced in price and are NOT subject to any discounts.



### Sample snake

- 1.5mm cable supplied with top/bottom fittings.
- length 1 metre
- fittings: CG01, CG02, CG03/PC, CG04, CG06, CG09, CG11, CS01/BR, CS13

Item Code: **CSC** Price £: **35.00**

### Sample frame

- complete frame ideal for dropping in your briefcase
- extensive range of cable and rod samples with a 1/3 A4 acrylic pocket
- size 430mm wide x 310mm high

Item Code: **CSF** Price £: **100.00**



### Sample 3mm rod

- 3mm rod (100mm length) supplied with REC end cap and a CG03 support



Item Code: **RB1-S** Price £: **5.25**

### Freestyle sample frame

- supplied with quick fit cables and a business card holder supported with CG03 supports

Item Code: **SFS** Price £: **49.97**

### Sample cases

Order a case and we will give you a credit on your account against your next order - £50 credit for the large case and £25 credit for small case (valid on orders over £200).

#### Small

- small lightweight blue plastic case with cables/rods and wall mounted supports
- 350mm w x 300mm h x 65mm d

#### Large:

- Large heavy duty aluminium case with a comprehensive range of cable/rod fittings, plus low voltage lighting sample
- 390mm w x 290mm h x 135mm d



Item Code: **SC/S** Size: **Small** Price £: **110.00**  
 Item Code: **SC/L** Size: **Large** Price £: **250.00**



# Component measurements

All measurements are in millimetres unless stated

L=Length W=Width H=Height Ø=Diameter D=Depth Int=Internal

Int=Internal

Item code:	Allen key:	Dimensions:
AC		W=19; H=11.5
ACD		W=28; H=11
ACL		W=19; H=11.5
C2		2m cable; top fitting Ø=16
C2A4F	● ●	Top fitting Ø=18; floor fitting Ø=15
C2CW-15	● ●	Wall brackets Ø=38; 40mm from wall to back cable; floor fitting Ø=16
C2CW-30	● ●	Wall brackets Ø=38; 40mm from wall to back cable; floor fitting Ø=16
C2WF-15	● ●	Wall brackets Ø=38; 40mm from wall to back cable; floor fitting Ø=15
C2WF-30	● ●	Wall brackets Ø=38; 40mm from wall to back cable; floor fitting Ø=15
C2WW-15	● ●	Wall brackets Ø=38; 40mm from wall to back cable
C2WW-30	● ●	Wall brackets Ø=38; 40mm from wall to back cable
CA4	●	4m cable; top fitting Ø=16; bottom fitting Ø=15
CA4-3	●	Top fitting Ø=16; bottom fitting Ø=15
CAA	● ●	4m cable; fittings Ø=38
CAF	● ●	4m cable; top bracket Ø=38; floor fitting Ø=15
CAT	●	Weight 100H x 30Ø; weighs 0.55kg
CCT	●	Weight 100H x 30Ø; weighs 0.55kg
CCW	●	3m cable; top fitting Ø=16; projects 40 from wall
CD-4	●	W=5; Ø=25
CD-10	●	W=5; Ø=25
CG01	●	L=20; Ø=16
CG01-3	● ●	L=21; Ø=16
CG02	●	L=32; Ø=16
CG03	●	L=15; Ø=10
CG03-3	●	L=15; Ø=10
CG04	●	L=22; Ø=10
CG04-3	●	L=22; Ø=10
CG06	●	L=20; Ø=16
CG07	●	L=32; Ø=16
CG08	●	L=31; Ø=21; 8.5mm Ø hole required 15mm from edge of panel
CG09	●	L=22; Ø=16
CG11	● ●	L=27; Ø=16
CG11-3	● ● ●	L=28; Ø=16
CG12	● ●	L=30; Ø=18
CG12-3	● ● ●	L=31; Ø=18
CG13	● ●	L=27; Ø=18
CG13-3	● ● ●	L=28; Ø=18
CG14	●	L=20; Ø=20.5
CG14-3	● ●	L=21; Ø=20.5
CG15	●	L=20; Ø=20.5
CG15-3	● ●	L=20.5; Ø=21
CG21	● ●	L=46; Ø=16
CG21-3	● ● ●	L=46; Ø=16
CG22	● ●	L=52; Ø=18
CG22-3	● ● ●	L=52; Ø=18
CG23	● ●	L=46; Ø=18
CG23-3	● ● ●	L=46; Ø=18
CH01	●	L=16; Ø=16
CH01-3	●	L=17; Ø=16
CH02	●	L=24; Ø=16
CH02-3	●	L=24; Ø=16
CQQ	●	2m Cable; top and bottom fitting Ø=16
CS01	●	D=11; Ø=16
CS01-3	●	D=11; Ø=16
CS03	● ●	L=14; Int Ø=12; Int D=6; Ø=16
CS03-3	● ● ●	L=15; Int Ø=12; Int D=6; Ø=16
CS04	● ●	L=20; Int Ø=12; Int D=6; Ø=16
CS05	● ●	L=14; Ø=16
CS05-3	● ●	L=15; Ø=16
CS06	● ●	L=20; Ø=16
CS07	● ●	L=28; Ø=16
CS08	● ●	L=12; Ø=12
CS08-3	● ●	L=16; Ø=16
CS09	●	L=17; Ø=16
CS11	● ●	L=36; Ø=18
CS11-3	● ● ●	L=37; Ø=18
CS12	●	H=28; D=14.6; Ø=16

Item code:	Allen key:	Dimensions:
CS12-3	● ●	H=27; D=26; Ø=16
CS13	● ●	L=21.5; Ø=16
CS13-3	● ●	L=23.5; Ø=16
CS21	● ●	L=64; Ø=16
CS21-3	● ●	L=64; Ø=16
CS22	●	H=28; D=21.2; Ø=16
CS23	● ●	L=35; Ø=16
CS23-3	● ●	L=37; Ø=16
CWF	●	3m cable; projects 40 from wall; floor fitting Ø=15
CWW	●	3m cable; projects 40 from wall; fitting plate Ø=38
HDS		D=15; Ø=50
HR10-3	●	L=790; Ø=10
KC2-CG05	● ●	Top fitting Ø=16; support Ø=23
KC2-CG05-10	● ●	Top fitting Ø=16;
KMDB/SI	●	H=350; D=350; cables/rods project 40mm & 340mm from wall
KMSB-25/SI		H=30; Ø=35; cable fitting 25mm from wall
KMSB/SI		H=60; Ø=60; cable fitting 50mm from wall
KMSB-100/SI		H=110; Ø=110; cable fitting 100mm from wall
P01		Ø=38
P01-PC01		H=15; Ø=38
P02		Ø=12; D=6
P08	●	H=8; Ø=16
PC01/I		L=12; Ø=16
PC31		L=18
PR01-I		L=12; Ø=16
R1000-10		L=1000; Ø=10
R1000P		L=1000; Ø=6
R1500		L=1500; Ø=6
R1500-10		L=1500; Ø=10
R500		L=500; Ø=6
R500-10		L=500; Ø=10
R500P		L=500; Ø=6
RAAS	● ●	Top fitting Ø=15; bottom fitting Ø=18
RAS	●	Top & bottom fitting Ø=18
RAS-10		Top fitting Ø=20; Bottom fitting Ø=22
RB1		1m rod; top fitting Ø=16
RB2		2m rod; top fitting Ø=16
RB3		3m rod; top fitting Ø=16
RBCF3		3m rod; top fitting Ø=16; bottom fitting Ø=15
RBT1		1m rod; top fitting Ø=16
RBT2		2m rod; top fitting Ø=16
RBT3		3m rod; top fitting Ø=16
RBTf3		3m rod; top fitting Ø=16; bottom fitting Ø=15
RC10-6	●	L=25; Ø=10
REC	●	L=16; Ø=12
REC-10		L=15; Ø=10
REC-P/BL		L=17; Ø=8.5
RG01	●	L=25; Ø=16
RG01-10	● ●	L=29; Ø=18
RG02	●	L=36; Ø=16
RG02-10	● ●	L=40; Ø=18
RG05	● ●	L=16; Ø=16
RG06	● ●	L=25; Ø=16
RG06-10	● ●	L=29; Ø=18
RG07	●	L=36; Ø=16
RG07-10	● ●	L=40; Ø=18
RG11	● ●	L=30; Ø=16
RG11-10	● ● ●	L=34; Ø=18
RG12	● ●	L=33; Ø=18
RG12-10	● ● ●	L=37; Ø=18
RG13	● ●	L=30; Ø=18
RG13-10	● ● ●	L=34; Ø=18
RG14-10	● ●	L=29; Ø=20.5
RG21	● ●	L=46; Ø=16
RG21-10	● ● ●	L=68; Ø=16
RG22	● ●	L=52; Ø=18
RG22-10	● ● ●	L=56; Ø=18

Item code:	Allen key:	Dimensions:
RG23	● ●	L=46; Ø=18
RG23-10	● ● ●	L=50; Ø=18
RGN01	●	L=25; Ø=16
RH01	●	L=19; Ø=16
RH01-10	●	L=23; Ø=18
RH02	●	L=24; Ø=16
RH02-10	●	L=28; Ø=18
RP	●	Ø=18
RPA	● ●	Ø=15
RR01	● ●	L=31; Ø=16
RR01-10	● ●	L=40; Ø=18
RR01-3/10	● ● ●	L=33; Ø=18
RR01-3/6	● ● ●	L=29; Ø=16
RR01-6/10	● ●	L=56; Ø=18
RS		Ø=18
RS01	●	D=11; Ø=16
RS03	● ●	L=17.5; Int Ø=12; Int D=6; Ø=16
RS03-10	● ●	L=22; Ø=18
RS04	● ●	L=21; Int Ø=12; Int D=6; Ø=16
RS04-10	● ●	L=26; Ø=18
RS05	● ●	L=17; Ø=16
RS05-10	● ●	L=22; Ø=18
RS06	● ●	L=20; Ø=16
RS06-10	● ●	L=26; Ø=18
RS08	● ●	L=18; Ø=16
RS-10		L=22; Ø=20
RS11	● ●	L=39; Ø=16
RS11-10	● ●	L=43; Ø=18
RS12	●	H=28; D=18.1; Ø=16
RS12-10	● ●	L=20; Ø=18
RS13	● ●	L=25; Ø=16
RS13-10	● ●	L=30; Ø=18
RS21	● ●	L=64; Ø=16
RS21-10	● ●	L=68; Ø=18
RS22	● ●	L=30; D=24.2; Ø=16
RS23	● ●	L=38; Ø=16
RS23-10	● ●	L=38; Ø=18
RSA	●	Ø=15
WM01	● ●	L=30
WM02	● ●	L=30
WM03	●	L=16
WM04	●	L=16
WM05-13	●	L=25; Ø=16
WM05L-20	●	L=40; Ø=16
WM06		L=19; Ø=16
WM07	●	L=28; Ø=16
WM08	●	L=32; Ø=16
WM09	● ●	L=31; Ø=16
WM10	●	L=39; Ø=16; 24mm from wall
WM11	● ●	L=31; Ø=16
WM11-10	● ●	L=36; Ø=18
WM11L-10	● ●	L=59; Ø=18
WM12	●	L=20; Ø=12
WM15	●	L=25; Ø=25
WM16	●	L=50; Ø=25
WM17	●	L=75; Ø=25
WM18	●	L=25; Ø=16
WM19		Ø=16
WM20	●	Ø=25; D=5.5
WMS-2		D=2
WMS-3		D=3

ALLEN KEYS:  
To see which allen key each component requires, check the colour code in the list above against the grid below:

AK1.5	1.5mm	●
AK2.0	2.0mm	●
AK2.5	2.5mm	●
AK3.0	3.0mm	●
AK4.0	4.0mm	●
AK5.0	5.0mm	●
AK6.0	6.0mm	●

# create the perfect display for

## Wall mounted...



## Signage suspended from the ceiling...



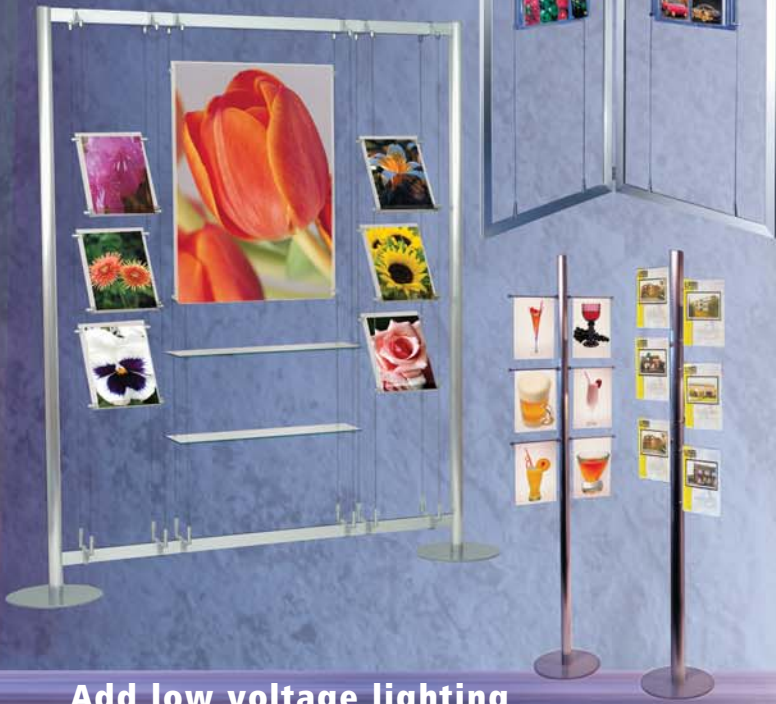
## Floor-to-ceiling creativity...



Versatile cable and rod systems that allow you to create exactly the display you want.

# you...

## Freestanding displays



## Add low voltage lighting



## Add movement...

and watch your sales increase



Floating multi-media presentations...



The very latest digital displays will add sound and movement to your displays...and increase sales too...

Add flexibility to your display with channel...

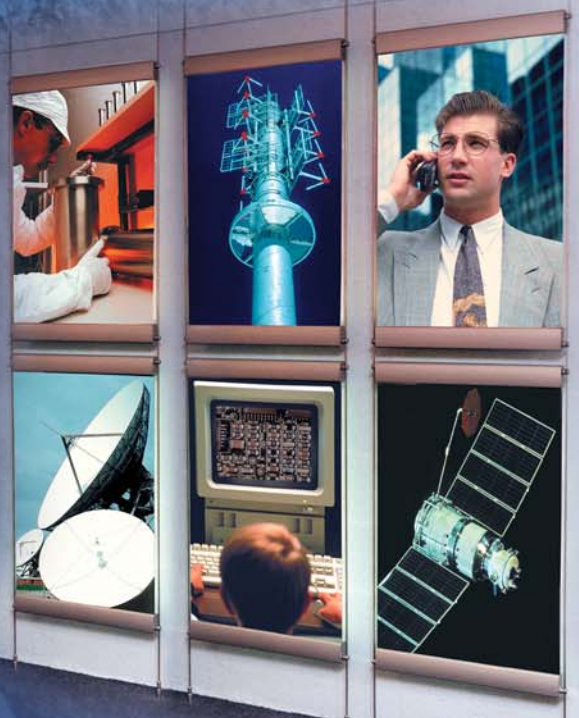




Incredibly slim, bright light boxes create maximum impact...



Ultra-bright, slim light boxes can be suspended or wall mounted... used on their own or combined with other displays...





DISPLAY EXHIBITION  
& SHOP EQUIPMENT

**John Ellis Shop Equipment Limited**

TEL: 01223 892283 FAX: 01223 891572

johnellis@shopequip.co.uk

**[www.shopequip.co.uk](http://www.shopequip.co.uk)**