

SENNELIER MODULAR MERCHANDISERS

Sennelier presents a completely innovative concept in fine art displays with this modular system that creates a Sennelier showroom in your store. The product ranges are beautifully presented in handsome cherry wood veneer merchandisers, making the products more attractive to your customers. With this modular system you can select a specified range of products which fit your needs, and create a custom display to accommodate them. Additional ranges are easily added to existing configurations. These displays have an extraordinary visual impact. The ergonomic design makes stock management a breeze. The Sennelier Mix-n-Match display system is unique in its combination of elegance, design and flexibility.



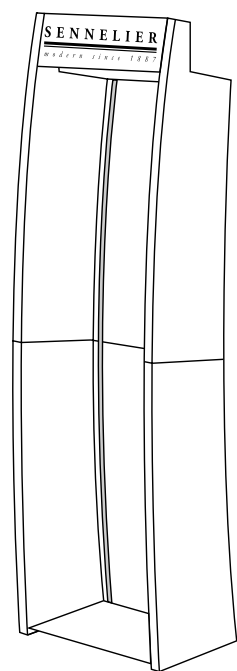
SENNELIER MODULAR DISPLAY SYSTEMS

The Sennelier Modular Display System is a simple to use, mix-n-match component system that utilizes versatile components and has a classic cherry wood and black style. Depending on your store type, this system can meet all of your needs easily.

There are three basic set-up options:

1. The FULL Sennelier Tower. It has the most impact. A full tower allows you to combine different products in the same display.
2. The Tower TOP Unit. Use a tower top unit with the Sennelier branding to promote specific product ranges in a smaller profile. It must also be used with specific Sennelier shelving or grids.
3. Stand alone Grid Cases for Counter-Tops. This is an easy set-up where you just utilize the grid cases for all appropriate products as a stand alone unit. The grids can also be ordered with a stand & header combo.

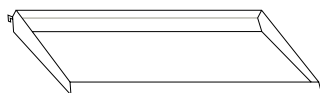
SENNELIER TOWER		
SKU	DESCRIPTION	DIMENSIONS
10-176009	Top Unit	24" w X 12" d X 48" h
10-176010	Bottom Unit	24" w X 12" d X 38" h



SENNELIER TOWER SHELIVING

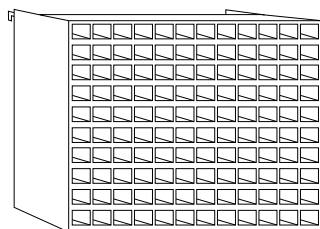
SKU	DESCRIPTION	DIMENSIONS
10-176021	12 Slot Tube Holder Shelf 40ml Artists Oil - 12 shelves, 34ml Etude Oil - 3 shelves 21ml Watercolor - 4 shelves, 34ml Egg Tempera - 3 shelves	22" w X 6.75" d X 1.25" h
10-176022	14 Slot Tube Holder Shelf 10ml Watercolor - 6 shelves	22" w X 6.75" d X 1.25" h
10-176023	Flat Shelf for Sets, Bottles, Cans, Pigments, Mediums	22" w X 8.25" d X 1.5" h

10-176024	Inclined Shelf for sets, small bottles and jars	22" w X 8.25" d X 1.5" h
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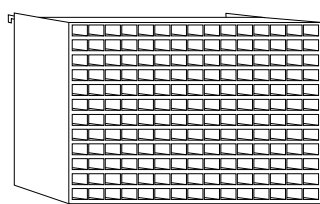


SENNELIER WOOD GRIDCASES

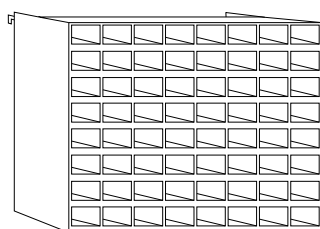
SKU	DESCRIPTION	DIMENSIONS
10-176019	120 Slot Gridcase Oil Pastels	22.25" w X 8" d X 19" h



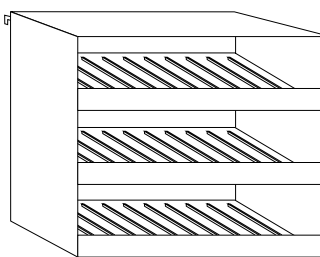
10-176011	180 Slot Gridcase Soft Pastels	22.25" w X 8" d X 15.5" h
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10-176020	64 Slot Gridcase Grand Oil Pastels, Oil Sticks	22.25" w X 8" d X 19" h
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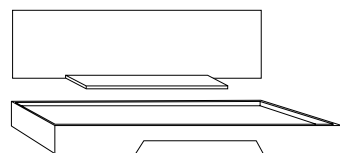


10-176039	33 Slot Ink Bottle Gridcase	22.25" w X 10.25" d X 20.5" h
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BASE AND SIGN FOR STAND-ALONE GRIDCASES

SKU	DESCRIPTION	DIMENSIONS
10-176038	Base Unit also included Top Unit	23" w X 10" d X 3" h 23" w X 10" d X 5.25" h



This photo is being shown as an example of how a Sennelier grid can be used as a stand alone unit using 10-176038.



SENNELIER INDIVIDUAL DISPLAY COMPONENTS

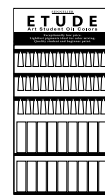
SKU	DESCRIPTION	DIMENSIONS
TOWER HEADERS		
10-176101	Sennelier Brown Tower Header	22" x 9.75" x .25"
10-176102	Oils Tower Header Sticker	22" x 9.75" x .1"
10-176103	Etude Tower Header	22" x 9.75" x .25"
SECTION HEADERS		
10-176210-12	Oil Pastel Color Section Header	
10-176204-12	Oil Sticks Color Section Header	
10-176205-12	Watercolor Color Section Header	
10-176211-12	Soft Pastel Color Section Header	
10-176212-12	Inks Color Section Header	
10-176207-12	Pigments Color Section Header	
10-176208	Brown Mediums Header	
LABELS FOR PRODUCT		
10-176313	Artist Oils - Hand Painted labels - 144 colors	
10-176302-00	Etude Oils - 36 colors	
10-176311	180 + 525 Soft Pastel	
10-176540-02	Oil Pastels - 120 colors	
10-176543-02	Grand Oil Pastels - 128 colors / Chromatic & Numeric	
10-176541-02	Grand Oil Pastels - 64 colors / Chromatic & Numeric	
10-176305-10	Watercolors 10ml 80 colors	
10-176305-21	Watercolors 21ml - 48 colors	
10-176544-02	Oil Sticks - 64 Colors / Chromatic	
10-176306	Egg Tempera Labels - 36 colors	
10-176315-02	Ink Labels	
10-176307	Pigment Labels	
10-176027-02	Mediums Labels	

SENNELIER PRODUCT DISPLAY CHOICE COMPONENTS

SKU	DESCRIPTION	
ARTISTS' OIL Paint - Full Range - 40ml Tubes - 144 Colors		
If needed for space constraints, the full range of Artist's Oils can be shipped with two tower top units, instead of a top and bottom.		
10-176009	Tower Top Unit	1
110-176010	Tower Bottom Unit	1
10-176101	Sennelier Tower Header	1
10-176102	Oils Header Sticker	1
10-176021	12 Slot Tube Shelf	12
10-176313	Labels HP for Artists Oils	1
10-176026	Oils Barcode Sheet	1
10-X21041	Small Oils Brochure	20
10-X21040	Large Oils Brochure	10
10-WX09-2	Hand-painted color chart	1

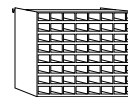
ETUDE Oil Paint - Full Range - 34ml Tubes - 36 Colors

10-176009	Tower Top Unit	1
10-176103	Etude Tower Header	1
10-176021	12 Slot Tube Shelf	3
10-176023	Flat Shelf	
10-176302-00	Labels for tube holders	1
10-X21011-02	Etude Brochure	20
10-WX03-2	Hand-painted Etude color chart	1



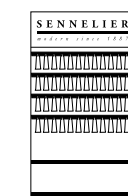
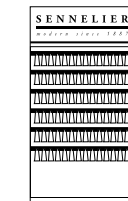
OIL STICKS Full Range - 55 Colors

10-176020	64 Slot Gridcase	1
10-176204-12	Oil Stick Section Header	1
10-176544-02	Labels for Oil Sticks	1
10-X21004-00	Oil Sticks Brochures	20



WATERCOLORS - Full Range - 10ml Tubes - 80 Colors

10-176009	Tower Top Unit	1
10-176101	Sennelier Tower Header	1
10-176205-12	Watercolor Section Header	1
10-176022	14 Slot Tube Shelf	6
10-176023	Flat Shelf	1
10-176305-10	Labels for tube holders	1
10-X21002-02	Watercolor Brochure	20

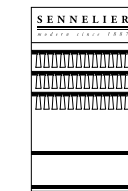


Full Range - 21ml Tubes - 48 Colors

10-176009	Tower Top Unit	1
10-176101	Sennelier Tower Header	1
10-176205-12	Watercolor Section Header	1
10-176021	12 Slot Tube Shelf	4
10-176023	Flat Shelf	2
10-176305-21	Labels for tube holders	1
10-X21002-02	Watercolor Brochure	

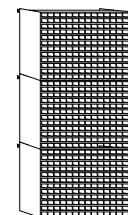
EGG TEMPERA Full Range - 33 Colors

10-176021	12 Slot Tube Shelf	3
10-176023	Flat Shelf	2
10-X21008-02	Egg Tempera Brochures	20



SOFT PASTELS - Full Range - 525 Colors

10-176011	180 Slot Gridcase	3
10-176211-12	Soft Pastel Section Header	1
10-176311	Labels for Soft Pastels	1
10-X21003-00	Soft Pastel Brochures	15

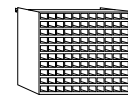


Partial Range - 180 Colors

Only ship one gridcase with other items

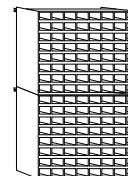
OIL PASTELS - Full Range - 120 Colors

10-176019	120 Slot Gridcase	1
10-176210-12	Oil Pastel Section Header	1
10-176540-02	Labels for Grand Oil Pastels Full	1
10-X21012-12	Oil Pastel Brochures	20



GRAND OIL PASTELS - Full Range - 120 Colors

10-176020	64 Slot Gridcase	2
10-176210-12	Oil Pastel Section Header	1
10-176543-02	Labels for Grand Oil Pastels Full	1
10-X21014-00	Oil Pastel Brochures	20



Half Range - 64 Colors

Only ship one gridcase with other items

10-176541-02	Labels for Grand Oil Pastels 64	1
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INKS - Full Range - 33 Colors

10-176039	33 Slot Sloping Gridcase	1
10-21025	Ink Brochures	20
10-176315-02	Ink Labels	1

