



## Merchandise Product for More Sales!

Create an effective store layout to help you promote a convenient and pleasant shopping experience.

### Outstanding Quality Affordable Pricing



Example of assembled, 8', black, hardboard back, wall shelving.

Chemical products & POP merchandising kit #25642 available through Imperial Pools.

#### Steel Shelving by Madix

- Available in ONE-SIDED WALL, DOUBLE-SIDED GONDOLA "island", and END CAP units.
- Durable materials and construction. **HOLDS WEIGHT!**
- Adjustable, heavy-duty shelving.
- Satin Black color, powder coat finish, accentuates product and store wall colors. More colors available.
- Wide range of shelving and sizes. **CUSTOMIZE YOUR DISPLAY!**

## SPECIAL IMPERIAL POOLS GROUP DISCOUNT

#### Description:

Standard, one-sided wall displays 72" H X 22" W base, with 4 shelves, hardboard back.

#### Shelf Sizes:

1 - 20", 1 - 18" 1 - 16" and 1 - 14"

#### Width Options:

1 - 16', wall, made up with 4 - 4' sections  
1 - 12', wall, made up with 3 - 4' sections  
1 - 8', wall, made up with 2 - 4' sections

**PRICES STARTING UNDER \$500.00!**

#### Mill Order / Shipping, Goodwater, AL:

21-day average leadtime.  
FOB Goodwater, AL.

#### Stock Order / Shipping, Philadelphia, PA:

Satin black, "pegboard back" in ONE and DOUBLE-SIDED units with 3-5 day leadtime, and 5% custom upcharge. FOB Philadelphia, PA.

#### Terms:

Credit card payment. Shipping not included.



Mention "Imperial Pools" for Special Pricing 800-962-5307 ext. 111, Jerry



#### Distributed by

Gershel Brothers, New and Used Retail Fixtures

7500 State Road, Philadelphia, PA 19136

FAX: 215-925-4297 jbernstein@gershelbros.com

PH: 800-962-5307 ext. 111 Jerry Bernstein

[www.gershelbros.com](http://www.gershelbros.com)

Scan for new & used products, online catalog, installation instructions & MORE! Don't see it? Ask.



[www.imperialpools.com](http://www.imperialpools.com)

file: isol-gershel-cv.pdf