

**LINKMISR**  
ADVANCED STORAGE SOLUTIONS

House Ware Catalogue

**House ware**



**Link Misr** with twenty years experience supported with modern fully automated lines for producing shelving and racking systems. This manufacturing facility allows Link Misr to process all products perfectly to create a high-grade end product meeting the most stringent international quality and safety standards



**The household goods** department is a strategic area of the hypermarket. It includes accessories of all kinds, from White goods to tableware through to a large assortment of kitchen utensils in general.

Since it is important for the consumer to interact with the product, attractive displays become key, and this allows the use of different materials and finishes from those adopted in other departments.



The availability of integration between both metal & wood structure together, which allow a very high degree of personalization.





**Sales space** is a scarce, precious resource, structurally complex and difficult to organize effectively.

The layout of the product categories in stores has to be defined carefully, identifying the focal points.

We provide customers with the quality products and excellent customer service that you deserve. Our gondola shelving units are built to exceed industry standards.



The choice of colors in the hypermarket or supermarket is a very important job, as it makes an appropriate visual communication.







**There are a very large** number of leisure activities, and they vary depending on the type of year. They range from sports equipment to sportswear, down to the world of children's toys.



For this reason the shelving and the furnishings in more general terms, of this department must offer a flexible response to the seasonal rotation of products while also communicating an attractive image to encourage impulse buying.








Accessories offered include rich in display with shelving and lights. Made from strong materials, our accessories have a high weight bearing capacity. The offered products have perfectly finished surface, without any roughness that can harm customers while picking goods.


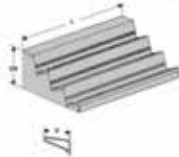

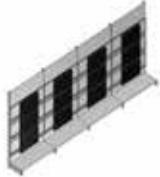



## Basic Components

### Accessories

ELEMENT	DESCRIPTION	CODE	L	H	D
	Tray mat Holder on rear bar.	TH-450-200	200		450
		TH-450-200	220		450
		TH-450-200	320		450
	Plate Holder on shelf.	PHS-500			500
	Spoon Drawer.	SPD-400-1.000	1000		400
		SPD-400-1.333	1333		400
		SPD-500-1.000	1000		500
		SPD-500-1.333	1333		500
	Ball Holder.	BH-500			500
	Vacuum Cleaner Holder.	VCH-260-175	260	415	175

## Accessories

ELEMENT	DESCRIPTION	CODE	L	H	D
	Iron Holder.	IRH-400			400
	4 Level CD Display for upright.	CD4L-1.000	1000		
		CD4L-1.333	1333		
	1 Level CD Display for upright.	CD1L-0.667	667		
		CD1L-1.000	1000		
		CD1L-1.250	1250		
		CD1L-1.333	1333		
	LCD Display Unit.	LCD-0.667	667		
		LCD-1.000	1000		
		LCD-1.250	1250		
		LCD-1.333	1333		
	Peg Hook for rear bar, accepts price tag.	SLH-400-MP-PT			400
		SLH-500-MP-PT			500



#### Head Office

16 Beirut St., Heliopolis, Cairo, Egypt.  
Tel.: (02) 2453 4064 / 66 / 68 / 69 - (+202) 2453 4071  
Fax: (02) 2453 4074  
sales@linkmsr.com

#### Alex. Branch

18 A Syria St., El Hekma Tower.  
Tel.: (03) 541 1951 - 522 1902  
Fax: (03) 522 1902

#### Factory

10th of Ramadan City, Zone B4, Area 30.  
Tel. & Fax: (015) 382 641 / 2 / 3 / 4 - 379 340  
www.linkmsr.com

