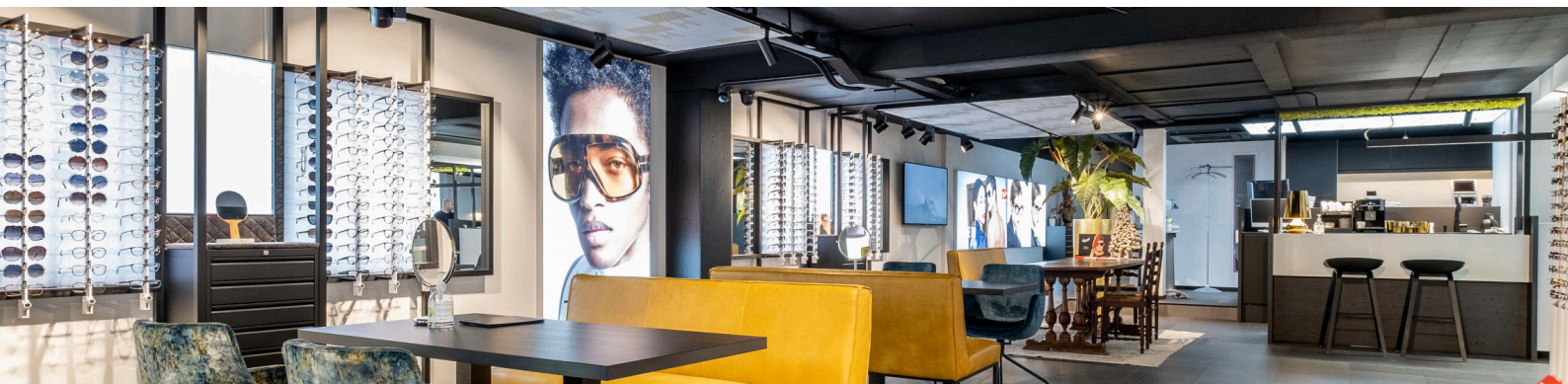


ALUMINA LOCKABLE WALL RODS

TOP | vision
I N S T O R E





CONTENT

INTRODUCTION

WHO WE ARE 3

ALUMINA EYEWEAR RODS INTRO 4

WHY CHOOSE OUR RODS 5

PRODUCT RANGE

REMOTE CONTROLLED RODS 6

KEY LOCKED RODS 8

NON LOCKED RODS 10

IN DEPTH INFORMATION 12

STYLING

EXAMPLE CORNERS 15

DESIGNTEAM 19

CONTACT DETAILS 20

WHO WE ARE

We are innovative thinkers. We are creators.

We love making beautifully designed industrial products.

We make your glasses shine. Develop the best stage for your eyewear collections.

We listen and translate your dreams into reality.

We believe in inspiring interactions. We value the uniqueness of every person and believe that your store concept should reflect your company values and identity.

Who do you want to be in this world?



ALUMINA EYEWEAR RODS

DURABLE AND PURE DESIGN

Alumina optical eyewear rods are the natural choice for high-capacity presentations and seamless integration.

Its architectural uni-body structure is fitted with a very strong locking mechanism that delivers exceptional durability with sturdy “swiveling” wall brackets.

Available in black or white and with a capacity of 7 to 18 frames, in either non-locked, key-locked or remote-controlled versions.



WHY CHOOSE OUR ALUMINA EYEWEAR RODS

Seamless integration in own store concept

We were looking for an eyewear rod with a high capacity that could be easily integrated and blend in with any retail interior. These rods should not be dominant and maintain focus on the eyewear within the store's identity. We wanted a stronger durable construction, without any separate pins or hooks, so we opted for a uni-body structure with steel pins that move up and down in a profile. It had to be all about the frame and therefore we chose a technology where the locking hook is not visible when the display is in the un-locked position.

Durable, reliable lockable solution

This vertical wall presentation with its minimalistic "Dutch Design" is an architectural eyewear display with a swiveling mounting set. The column is fitted with a strong motor or key lock that is integrated at the bottom of the rod making it easily accessible for service, guaranteeing years of trouble-free use.

Most used eyewear rod in the world

The Alumina column is the most widely used column in the optical industry. This is not only due to its design, which means that it can be used in many forms in any retail interior, but also to its technical features making it the most reliable eyewear display.

ALUMINA EYEWEAR RODS

REMOTE CONTROLLED

The remote-controlled displays offer the ultimate ease of use and a high-level customer experience.

The design and application of both mechanical and electronic components, including their software updates, guarantee a long product life.

With a push of the bottom, all eyewear rods can easily be opened and closed, and each store is given its own personal code.

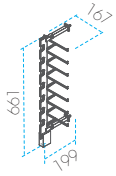
The rods can be programmed into separate groups, which allows you to easily lock or unlock a specific collection with a single button, or you can use the main button that is assigned to all the rods in your store.



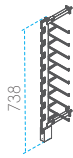
- GUARANTEED LONG PRODUCT LIFE
- SEAMLESS INTEGRATION
- ULTIMATE EASE
- HIGH LEVEL CUSTOMER EXPERIENCE

ALUMINA EYEWEAR RODS - PRODUCT SPECIFICATIONS

REMOTE CONTROLLED



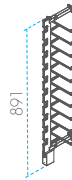
AR.7R-W (White) € 349,-
AR.7R-B (Black) € 359,-
Capacity: 7 frames
Weight: 0,64kg



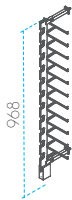
AR.8R-W (White) € 361,-
AR.8R-B (Black) € 371,-
Capacity: 8 frames
Weight: 0,68kg



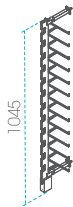
AR.9R-W (White) € 373,-
AR.9R-B (Black) € 383,-
Capacity: 9 frames
Weight: 0,72kg



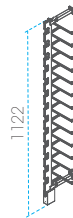
AR.10R-W (White) € 385,-
AR.10R-B (Black) € 395,-
Capacity: 10 frames
Weight: 0,75kg



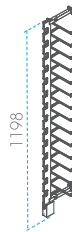
AR.11R-W (White) € 397,-
AR.11R-B (Black) € 407,-
Capacity: 11 frames
Weight: 0,79kg



AR.12R-W (White) € 409,-
AR.12R-B (Black) € 419,-
Capacity: 12 frames
Weight: 0,83kg



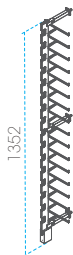
AR.13R-W (White) € 421,-
AR.13R-B (Black) € 431,-
Capacity: 13 frames
Weight: 0,87kg



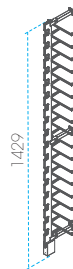
AR.14R-W (White) € 433,-
AR.14R-B (Black) € 443,-
Capacity: 14 frames
Weight: 0,91kg



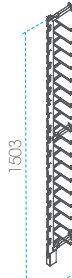
AR.15R-W (White) € 445,-
AR.15R-B (Black) € 455,-
Capacity: 15 frames
Weight: 0,95kg



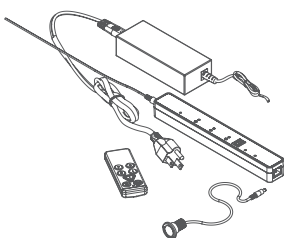
AR.16R-W (White) € 458,-
AR.16R-B (Black) € 468,-
Capacity: 16 frames
Weight: 1,13kg



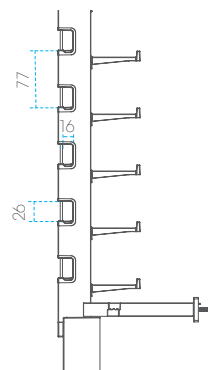
AK.17R-W (White) € 470,-
AK.17R-B (Black) € 480,-
Capacity: 17 frames
Weight: 1,17kg



AK.18R-W (White) € 482,-
AK.18R-B (Black) € 492,-
Capacity: 18 frames
Weight: 1,21kg



Receiver set (1 per max 8 columns)
50800 (EU, GB, US) € 458,-



ALUMINA EYEWEAR RODS

KEY LOCKED

The key-locked version of our Alumina eyewear rods uses an efficient locking mechanism that delivers exceptional durability.

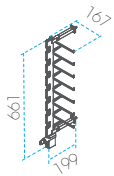
These manually operated displays are user-friendly and open and close smoothly. Each rod is provided with a reliable key.



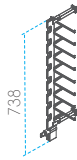
- DUTCH DESIGN
- UNI BODY STRUCTURE
- SECURITY PIN DISAPPEARS WHEN OPEN
- INTERCHANGEABLE LOCK

ALUMINA EYEWEAR RODS - PRODUCT SPECIFICATIONS

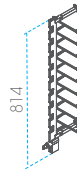
KEY LOCKED



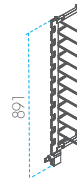
AKL.7R-W (White) € 155,-
 AKL.7R-B (Black) € 165,-
 Capacity: 7 frames
 Weight: 0,55kg



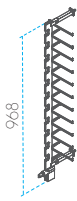
AKL.8R-W (White) € 161,-
 AKL.8R-B (Black) € 171,-
 Capacity: 8 frames
 Weight: 0,59kg



AKL.9R-W (White) € 168,-
 AKL.9R-B (Black) € 178,-
 Capacity: 9 frames
 Weight: 0,63kg



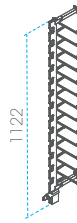
AKL.10R-W (White) € 175,-
 AKL.10R-B (Black) € 185,-
 Capacity: 10 frames
 Weight: 0,67kg



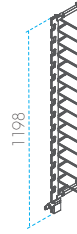
AKL.11R-W (White) € 182,-
 AKL.11R-B (Black) € 192,-
 Capacity: 11 frames
 Weight: 0,71kg



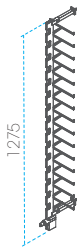
AKL.12R-W (White) € 189,-
 AKL.12R-B (Black) € 199,-
 Capacity: 12 frames
 Weight: 0,75kg



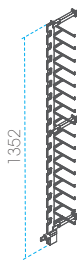
AKL.13R-W (White) € 196,-
 AKL.13R-B (Black) € 206,-
 Capacity: 13 frames
 Weight: 0,78kg



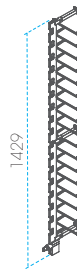
AKL.14R-W (White) € 203,-
 AKL.14R-B (Black) € 213,-
 Capacity: 14 frames
 Weight: 0,82kg



AKL.15R-W (White) € 210,-
 AKL.15R-B (Black) € 220,-
 Capacity: 15 frames
 Weight: 0,86kg



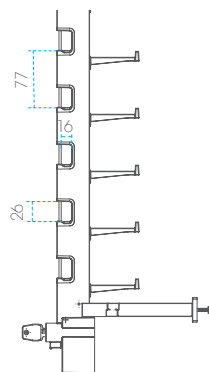
AKL.16R-W (White) € 219,-
 AKL.16R-B (Black) € 229,-
 Capacity: 16 frames
 Weight: 1,05kg



AKL.17R-W (White) € 226,-
 AKL.17R-B (Black) € 236,-
 Capacity: 17 frames
 Weight: 1,09kg



AKL.18R-W (White) € 233,-
 AKL.18R-B (Black) € 243,-
 Capacity: 18 frames
 Weight: 1,13kg



ALUMINA EYEWEAR RODS

NON LOCKED

The non-locked version of the Alumina Eyewear rods is an efficient solution for presenting eyewear in an accessible way.

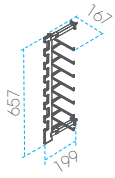
These rods ensure stable positioning of the eyewear. Especially used for high-volume eyewear presentation.



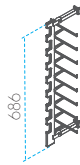
- ACCESSIBLE
- STABLE POSITIONING
- VERTICALE PRESENTATION

ALUMINA EYEWEAR RODS - PRODUCT SPECIFICATIONS

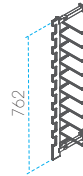
NON LOCKED



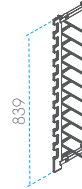
ANL.7R-W (White) € 87,-
 ANL.7R-B (Black) € 97,-
 Capacity: 7 frames
 Weight: 0,43kg



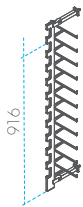
ANL.8R-W (White) € 91,-
 ANL.8R-B (Black) € 101,-
 Capacity: 8 frames
 Weight: 0,46kg



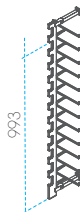
ANL.9R-W (White) € 95,-
 ANL.9R-B (Black) € 105,-
 Capacity: 9 frames
 Weight: 0,49kg



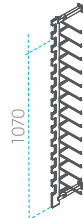
ANL.10R-W (White) € 99,-
 ANL.10R-B (Black) € 109,-
 Capacity: 10 frames
 Weight: 0,52kg



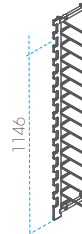
ANL.11R-W (White) € 103,-
 ANL.11R-B (Black) € 113,-
 Capacity: 11 frames
 Weight: 0,55kg



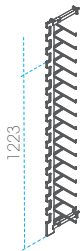
ANL.12R-W (White) € 107,-
 ANL.12R-B (Black) € 117,-
 Capacity: 12 frames
 Weight: 0,58kg



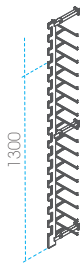
ANL.13R-W (White) € 111,-
 ANL.13R-B (Black) € 121,-
 Capacity: 13 frames
 Weight: 0,61kg



ANL.14R-W (White) € 115,-
 ANL.14R-B (Black) € 125,-
 Capacity: 14 frames
 Weight: 0,64kg



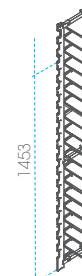
ANL.15R-W (White) € 119,-
 ANL.15R-B (Black) € 129,-
 Capacity: 15 frames
 Weight: 0,67kg



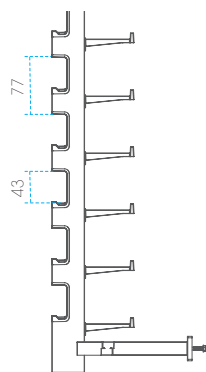
ANL.16R-W (White) € 124,-
 ANL.16R-B (Black) € 134,-
 Capacity: 16 frames
 Weight: 0,84kg



ANL.17R-W (White) € 128,-
 ANL.17R-B (Black) € 138,-
 Capacity: 17 frames
 Weight: 0,87kg

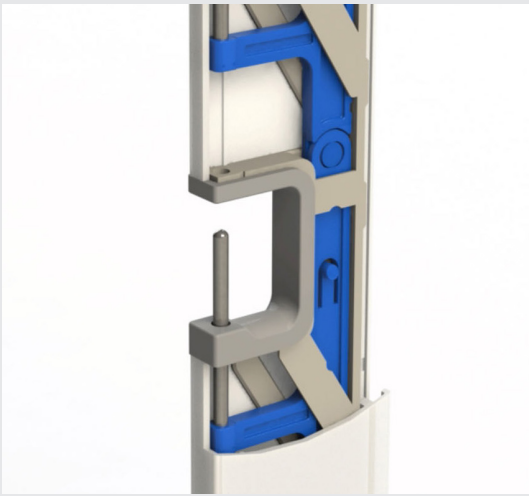


ANL.18R-W (White) € 132,-
 ANL.18R-B (Black) € 142,-
 Capacity: 18 frames
 Weight: 0,90kg



ALUMINA EYEWEAR RODS

INDEPTH INFORMATION



HOW DO OUR RODS OPERATE

The mechanical components within this unibody structure are linked together within this solid housing, ensuring smooth running technology for a long lifespan.

When opened, the reinforced steel pin "disappears" within the rod, focusing the attention on the eyewear.

These features guarantee:

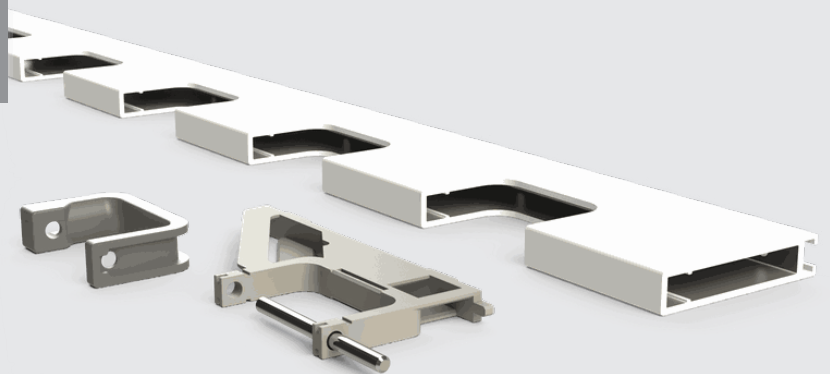
- SMOOTH OPERATION
- ENERGY EFFICIENCY
- INVISIBLE SECURITY WHEN OPENED

DURABLE UNIBODY STRUCTURE

Alumina eyewear rods feature a unique and patented unibody structure that ensures rigidity and reliability.

This feature guarantees:

- RIGID STRUCTURE
- PATENTED TECHNOLOGY
- DURABLE



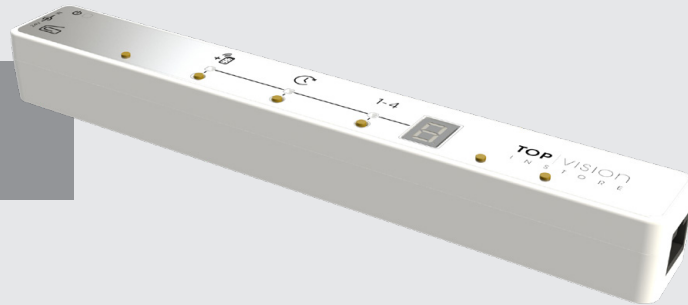
HOW TO CONNECT YOUR REMOTE CONTROLLED EYEWEAR RODS

The LX is a high-end remote controller that is user-friendly and highly reliable. Its clear display allows easy programming, servicing, and error detection.

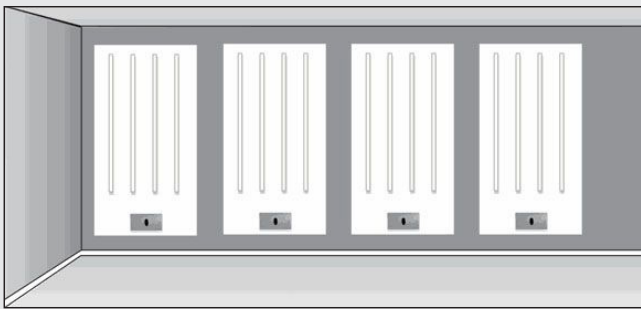
The LX control unit that drives the Alumina eyewear rods and can control up to 8 columns. There are various programming features for each controller. For example: in such cases when a mirror in your store reflects the infrared beam there is a chance that more groups will open at the same time. The grouping function solves this problem.

These features guarantee:

- EASY PROGRAMMING
- CLEAR DISPLAY
- ENERGY EFFICIENT

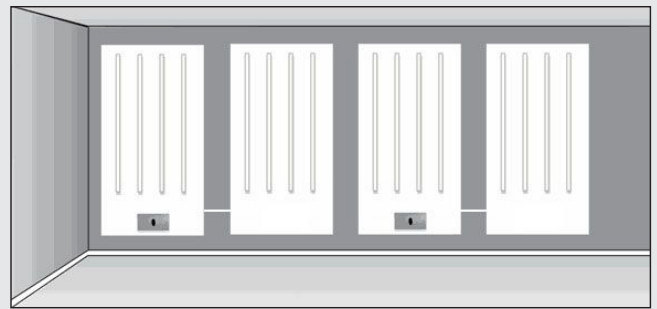


GROUPING OPTIONS



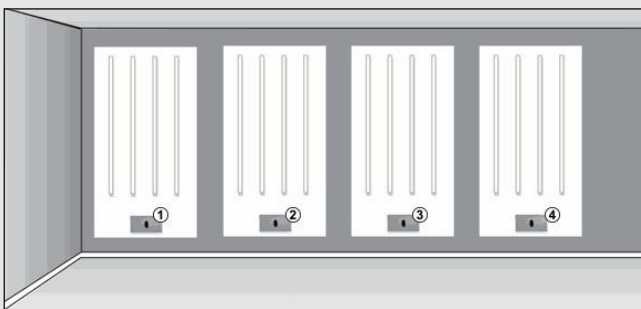
SINGULAR PANELS/SECTIONS

Each XL controller can control up to eight eyewear rods. In most cases, it's easiest to use one LX controller for each panel or section. It is therefore most beneficial to use panels or sections with eight eyewear rods each. This is the optimal solution.



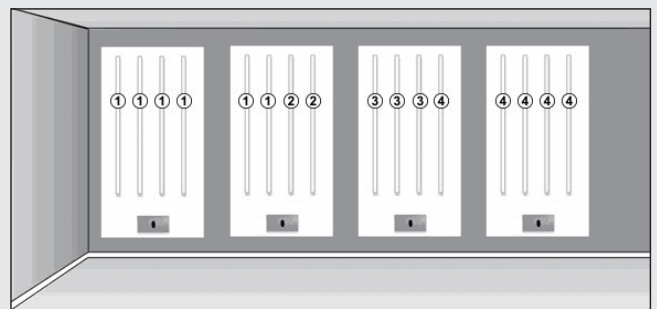
COMBINED PANELS/SECTIONS

In the case that your panels or sections are fitted with less than eight columns each, you could choose to combine the next panel with the LX controller of the other panel. By doing this, you would need to purchase less LX controllers. This is an economical solution.



GROUPED PANELS/SECTIONS

When you want to unlock your panels from a larger distance (e.g. from behind your counter), the remote control will have a wider reach and might be controlling more panels or sections than you intended. By setting each panel or section to a specific group number, you can access specific sections by clicking the referring numbers on your remote control.



GROUPED EYEWEAR RODS

In the case that your panels or sections are fitted with less than eight columns each, you could choose to combine the next panel with the LX controller of the other panel. By doing this, you would need to purchase less LX controllers. This is an economical solution.



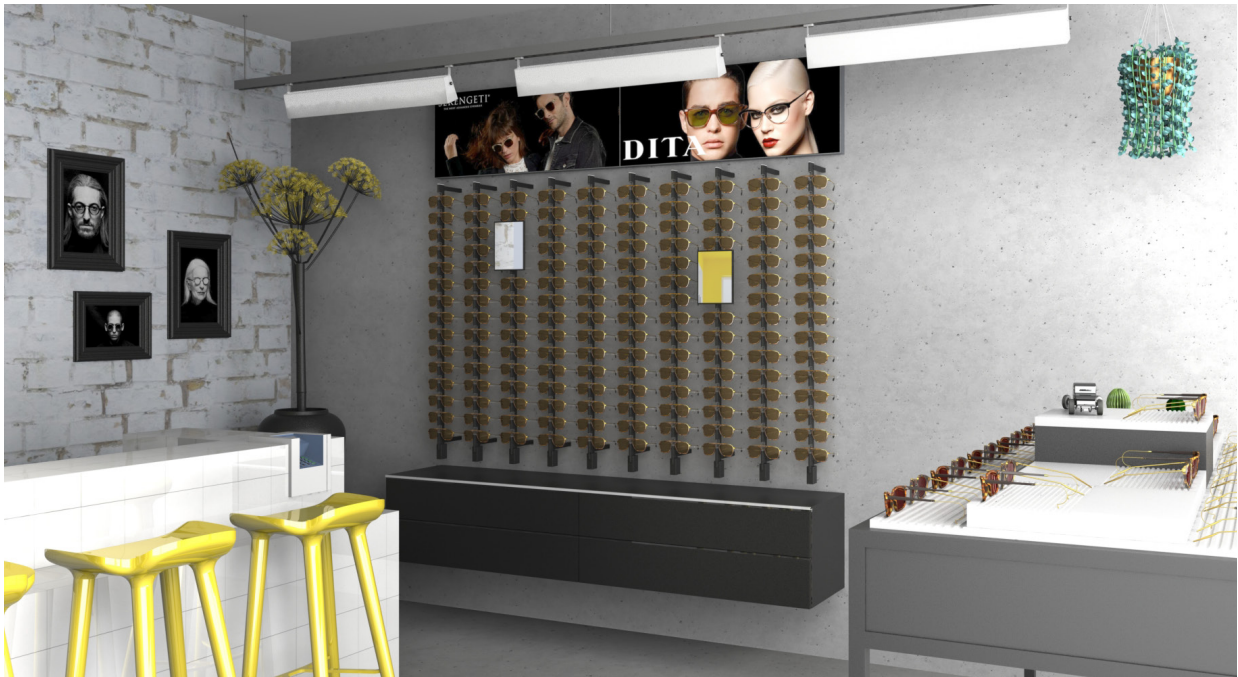
THE PERFECT SETUP OF YOUR SUNGLASS CORNER

When looking for a boost in sunglass turnover, an updated sunglass corner is a real must. Make sure it has a fresh look, with the correct capacity and a setup that is user-friendly and reliable for both you and your customers. In the end, it's up to you to create a complete experience for your clients, to make sure they find the perfect sunglasses.

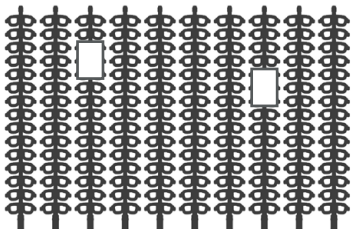
Our Alumina eyewear rods can help you to create the perfect setup to achieve those goals. Here are several example grids, which might inspire you.



EXAMPLE CORNER URBAN

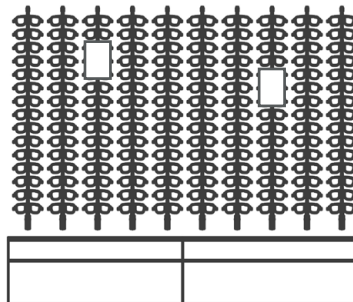


Install our eyewear rods directly to the wall, and add optional storage cabinets and/or illuminated banners.



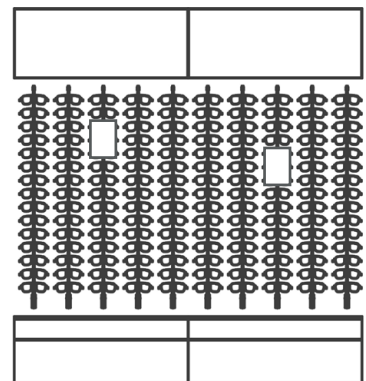
EYEWEAR RODS GRID:

10x Alumina eyewear rods
2x A5 mirror holders



STORAGE:

10x Alumina eyewear rods
2x A5 mirror holders
2x Storage cabinets 100cm



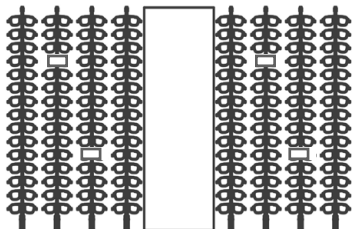
STORAGE AND BANNERS:

10x Alumina eyewear rods
2x A5 mirror holders
2x Storage cabinets 100cm
2x Illuminated banners

EXAMPLE CORNER NATURAL

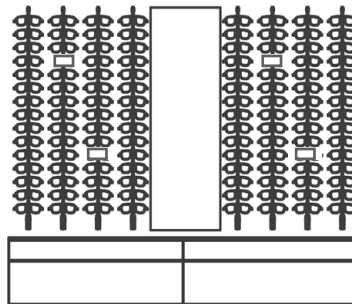


Install our eyewear rods directly to the wall, and add optional storage cabinets and/or illuminated banners.



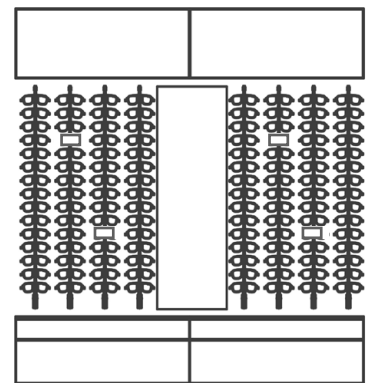
EYEWEAR RODS GRID:

- 8x Alumina eyewear rods
- 1x Full mirror
- 4x logoholders



STORAGE:

- 8x Alumina eyewear rods
- 1x Full mirror
- 2x Storage cabinets 100cm



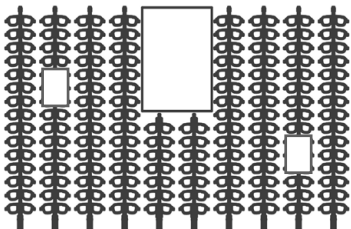
STORAGE AND BANNERS:

- 8x Alumina eyewear rods
- 1x Full mirror
- 2x Storage cabinets 100cm
- 2x Illuminated banners

EXAMPLE CORNER BOUTIQUE

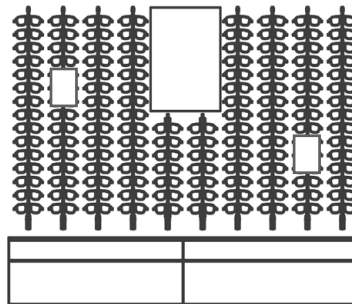


Install our eyewear rods directly to the wall, and add optional storage cabinets and/or illuminated banners.



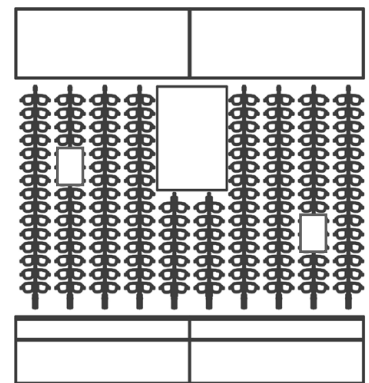
EYEWEAR RODS GRID:

10x Alumina eyewear rods
1x Half mirror
2x campaign holders



STORAGE:

10x Alumina eyewear rods
1x Half mirror
2x campaign holders
2x Storage cabinets 100cm



STORAGE AND BANNERS:

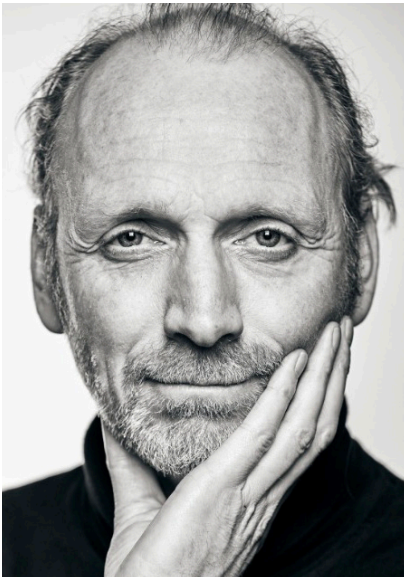
10x Alumina eyewear rods
1x Half mirror
2x campaign holders
2x Storage cabinets 100cm
2x Illuminated banners

DESIGNTEAM

We have always loved making beautiful and industrially designed products. For more than thirty years we created sophisticated columns for lockable and non-lockable presentations.

For our next generation of eyewear rods, we wanted to create a presentation system that would integrate seamlessly into any retail interior, without compromising on functionality and security.

By using a combination of Dutch Design and in-house technology, we created a reliable eyewear rod that can give the user years of pleasure without ever looking outdated.



ALUMINA

Contact your agent for more
product information



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