

# MDL BY LUNDIA

*The retail  
wood  
fixture  
system.*





— *Solid construction. Easy installation.*

The most talked about retail fixture available today is as easy to use as it is to spell. It's called MDL. And while the name stands for Merchandise Display Line, it also stands for integrity in design and manufacturing. That's because the company that offers it won't sit still for anything less.

We're Lundia. Since our beginnings some 60 years ago, we've been creating shelving so that people like you could showcase your products rather than overshadow them. We care and distinction. And we've substitutes are just that. Sub- and an active imagination yield diverse collection of fixture



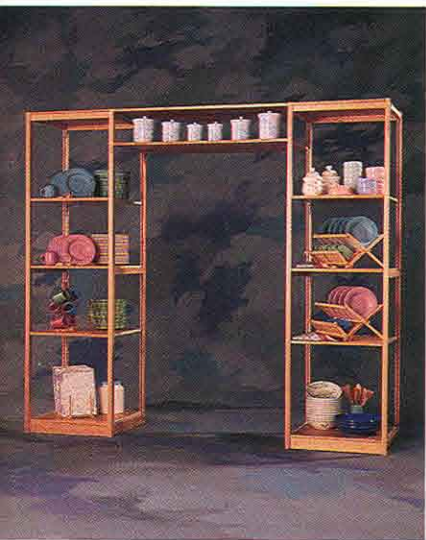
Even the purest manifestation a twist. And the twist is this: add to the simple, original design your ability to creatively configure and reconfigure the pieces. Then add options, accessories, and best of all, custom finishes. With a limitless number of custom hues, shades and texture options, choosing the color may prove to be the toughest part of all.

approach every design with always used wood. Because substitutes. □ Shelves, uprights, the key to creating the most configurations ever assembled. of form and function deserves





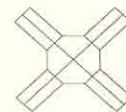




### — Housewares.

In the competitive arena of retail housewares, every square foot needs to really cook. So if you've ever heard the phrase "sell the sizzle, not the steak," you're about to meet the sizzle. □ In this application, MDL allows you to design a floor plan that is a kaleidoscope of colors, shapes and configurations. While our standard finishes consist of clear, natural, whitewash, white, and black, our custom finishing capabilities can also provide for textures, tones and a host of primary and muted shades.

The modular sections convert to enable a glassware display to become a pots and pans arrangement, and a pots and pans arrangement to transform into a small appliance grouping. And it's all done without the expense, delay or permanence of custom-built fixtures. □ MDL offers literally hundreds of combinations in standard sizes, and because set-ups are minimal, we encourage you to ask about special dimensions for that problem space or that special use you've always wanted. We can even provide design assistance should you desire it. Who said kitchen work wasn't fun?



*Display cluster.*



*Display shelving  
with door kits.*





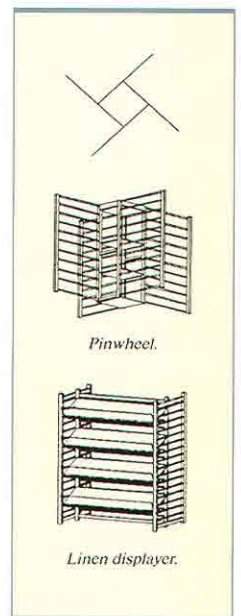




### — Linens.

Don't throw in the towel yet. Here's a merchandising phenomenon that's ideal for sheets, blankets, or any accessory for the bathroom, kitchen or bedroom. This application of MDL features tall units for display up top and self-service on lower levels. □ And while MDL can be finished in many shades or textures, or even combinations of them, white creates a clean, fresh appearance that's been forever associated with linens and towels. But the purity is more than just an ambiance, it's a part of the design as well. Options include sculpted uprights for a more classical look and a crown molding that helps "close" the top of the unit to give the appearance of specially built casework. Only the designer and the purchasing agent will know that it's actually made from standard prefab Lundia components.

A radiused outside corner shelf lets you go a whole new direction with this shelving. This comfortable curve enables you to maneuver the fixture around columns, corners, and other architectural features without forfeiting the flow or cohesiveness of the merchandise display. □ Quite frankly, MDL can provide a coexistence of stocked items and displayed products more effectively than any fixture on the market. And just when you think you need something new, with MDL you've got it. It's that easy to convert.



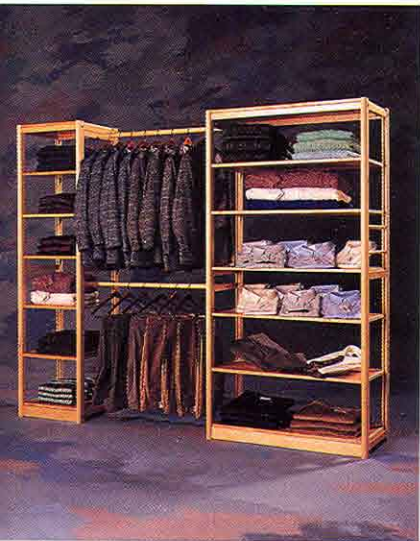
*Pinwheel.*

*Linen display.*



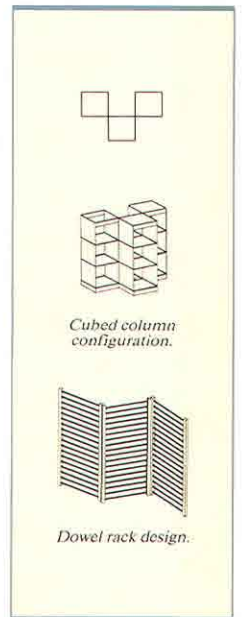






### — Apparel.

Fashions change. Wouldn't it be nice to have fixtures that could change with them? Now you can. MDL's apparel application can be as trendy or as traditional as the styles you drape on it. In mere minutes it can look laid back and casual, or cool and contemporary. And that's just by changing the components. Change the finish and you'll change the way you look at retail fixtures forever. Whether the latest styles are traditional or avant garde, your fixtures can be just as fickle. □ But don't just think shelving is what these displays are all about. While they're exactly what you need for folded, boxed or packaged goods, our dowel racks let you spread your wings and show it all off. Dowels offer an unexpected alternative to the worn and tired look of slatwall or gridwire. In fact, while dowel racks complement the shelving, a "dowelwall" by itself can make for a striking display of fashion. Use them for perimeter fixtures that convert to floor fixtures. Dowel racks also give an open and airy feel to a space without hindering vision to adjacent areas. The panels even come hinged as freestanding racks. □ If all this weren't enough, there are accessories that will help you further differentiate your display. Hangrods, shelf dividers, faceouts, notched waterfalls, hooked downslants, sloped shelves and shelf lips all help MDL tailor-make a fixture for your needs.





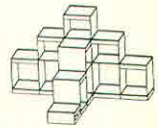
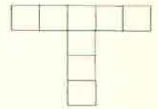




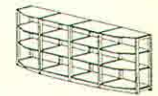


### — Shoes.

This is where it all started for Lundia. In the too-small stockroom of a shoe merchant who wanted more shoes in less space. We delivered. And now, with MDL, we're putting our best foot forward on the sales floor for all to see. □ Here's an eye-catching combination of stock and display that has as many variations as you do shoe sizes. The adjustable and movable shelves mean your fixture can conform to the display area, as well as cater to varying box sizes without wasting space. And the overall atmosphere of the unit can change from shoes to boots or kids to adults in a blink of the eye. Without any tools. □ From departments to compartments, you can lay out your store and direct traffic flow by arranging modular units, shelving runs, and counter displays in a number of different ways. Plus, with MDL's options, you can embellish even further. Sloping shelves, heel strips, shelf lips, laminated counter tops, and closed ends and backs let you dress your department from head to toe. □ Think about MDL for your applications. After all, if the shoe fits...



*Cascading cube design with peninsula configuration.*



*Four section shelving unit with angled-end shelves.*



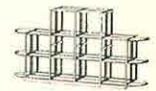




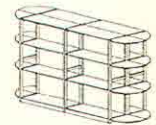


### — *Electronics.*

Don't let the sleek, polished facade of this fixture fool you. It's just as sleek under that finish. As with all MDL fixtures, this unit is crafted from solid woods. We're well aware that when you trust thousands of dollars of fragile electronics to our shelves, there's got to be more than a cosmetic facade holding it all together. And there is. □ But we can take all that brawn and apply some of the most exotic or subtle finishes imaginable to create whatever mood you want. From Mozart to Led Zeppelin, we're in tune with it all. □ The wood shelves are kind to electronic equipment and are sure not to conduct electrical charge, heat or humidity. Adjusting shelf pins means you can keep tight shelf spacing to display more product while protecting electronics from dust and scratches. And as easy as that is to do, you can also open the shelving up to showcase televisions and speakers. □ These displays are so flexible you can even use other fixturing components, such as slatwall, to give birth to yet another look. We'll fit and finish them so that it's all integrated. Now that's powerful shelving.

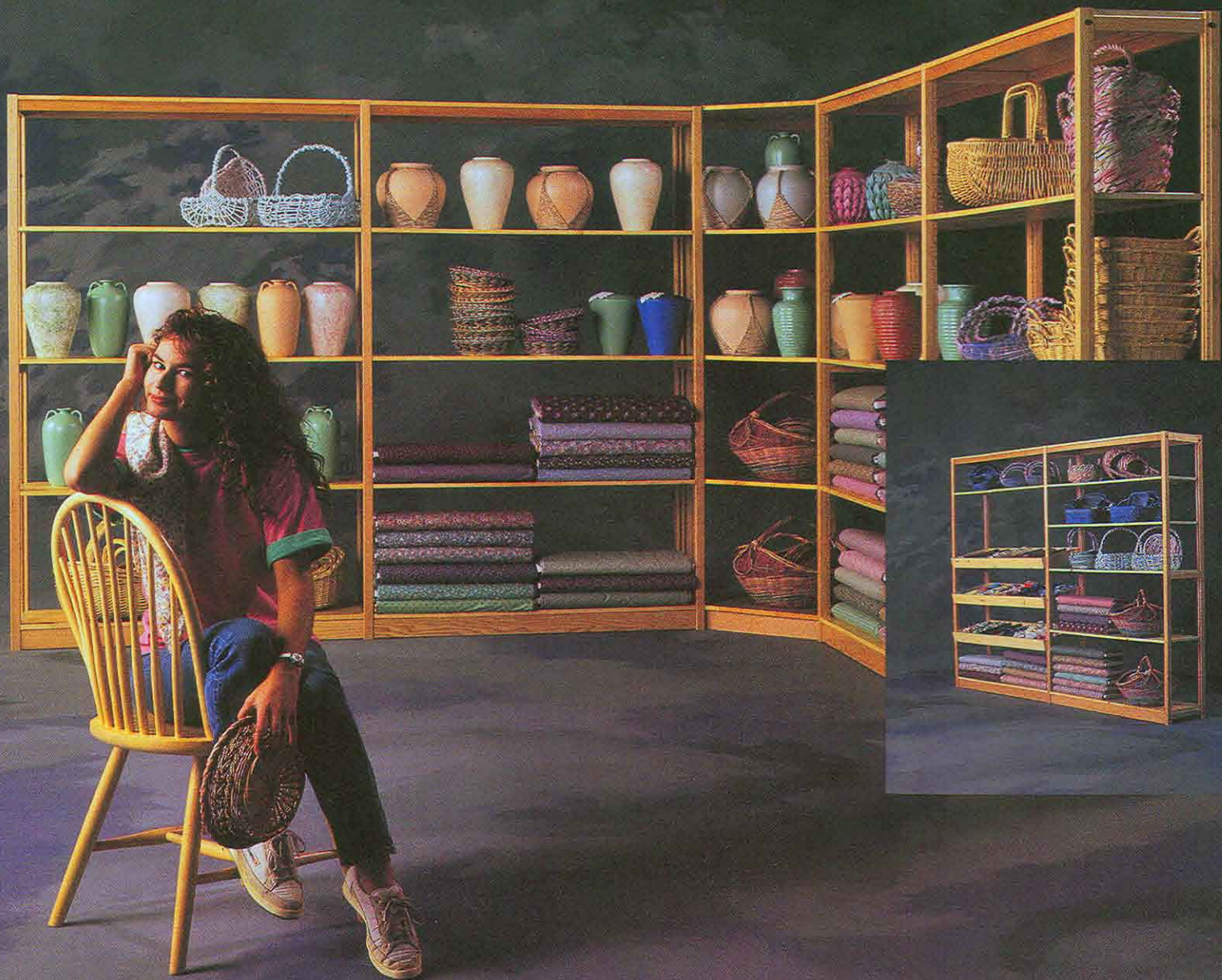


*Stair-stepped design with curved-end shelving.*



*Single level shelving unit with curved-end shelves.*









### — Crafts.

When you're talking crafts you're talking one of the most diverse product categories ever to go on a shelf. And when you're talking MDL, you're talking a match made in heaven. Never before have so many sizes and shapes looked so at home on a shelving fixture. The numerous shelf lengths and adjustable height options provide a forum that is more than ingenious. It's downright crafty. □ Standard whitewash and natural finishes lend a sense of comfortable warmth to a display packed with products made to stir the imagination. Isn't it nice to have a shelving system that also has a little imagination? □ Options such as dividers, bins and racks are perfect for holding the hundreds of knickknacks and accents that make this kind of retailing visually exciting and always challenging. □ Yet another feature of this fixture is an inside corner shelf that enables you to run an entire wall of shelving and turn a 90° corner without forfeiting what would normally be dead space in the corner, and still maintain the flow of your display. MDL works smart so you don't have to work as hard.



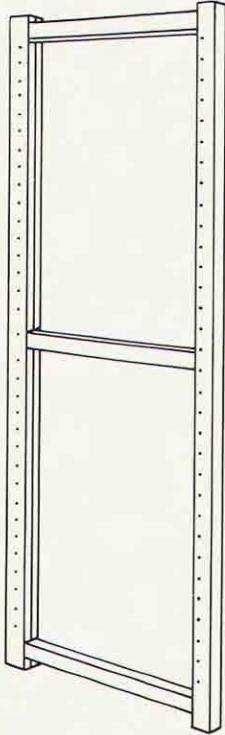


*OPEN UPRIGHT: Solid Fir/Hemlock. Mortised, nailed, glued construction.*

*STD. Depths: 9", 12", 15", 18", 24", 28½"*

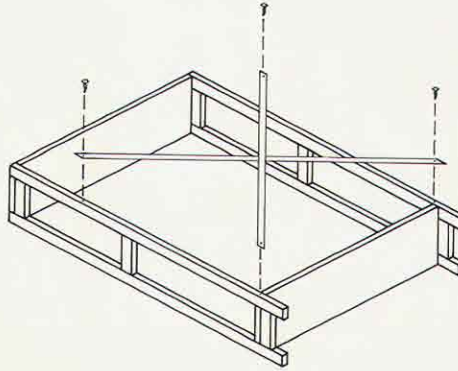
*STD. Heights: 3' x 14' (one foot increments)*

*Shelf support holes on 1" or 2" centers.*

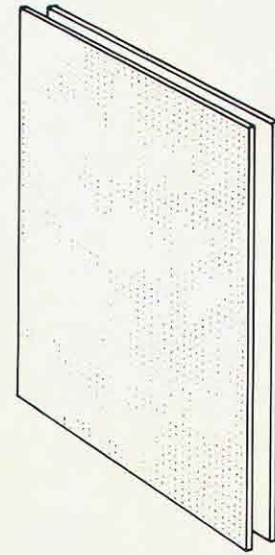


*X-BRACE: Flat steel straps riveted to form an X when in use. Galvanized or painted antique white. Use every third section.*

*48" (on 36" wide sections to 60" high) 60" (on all units to 72" high) 72" (on all units taller than 72")  
Double X brace 10' and taller*



*BACKS: Painted hardboard, pegboard or laminate. Also made of compatible materials by request (slatwall, gridwire) to fit any shelving section. Specify width and height.*

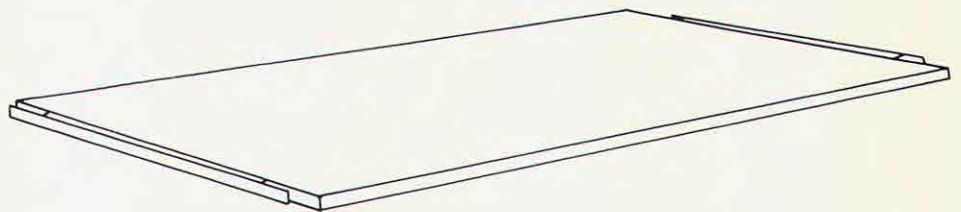


## MDL Shelving Basics

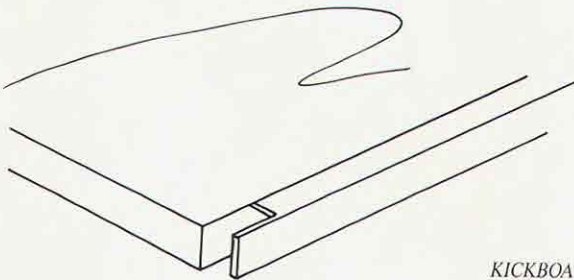
*SHELF: Made of either quality Pine or select Northwest Alder. ¾" thick shelves are fitted with steel end channels to interact with uprights and rest on steel support pins.*

*STD Depths: 9", 12", 15", 18", 24", 28½"*

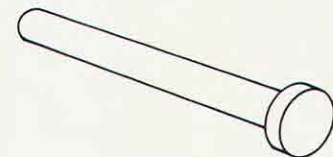
*STD Lengths: 36", 42", 48"*



*SHELF CORNER DETAIL*



*SHELF SUPPORT PIN*



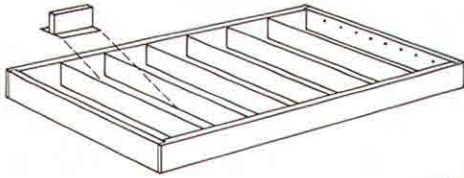
*KICKBOARD: 1" x 3" Pine or Northwest Alder. Machined to slide over wires at bottom of upright.*



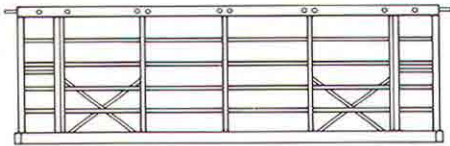


**DUMP BIN:** Pine sides, hardboard bottom and dividers. Glue and nail construction can be used flat or sloped.

**Dimensions:** 18," 24" deep 36," 48" long 4" high

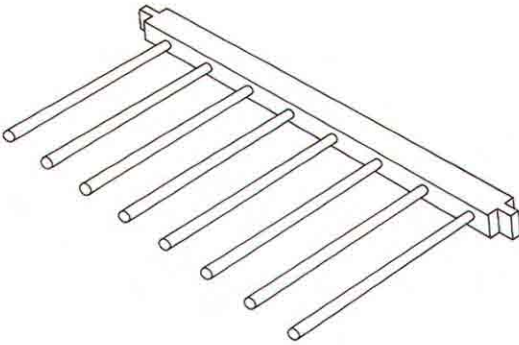


**DOWEL HEADER:** Lundia header trim machined to accept 1" dowels for hanging display.



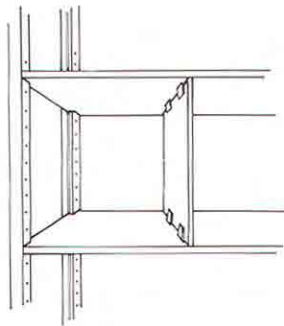
**CANDLE RACK:** Fir and Birch. Dowels are angled upward to compensate for weight of candles. Fits into open upright for end display.

**Dimensions:** 18," 24"

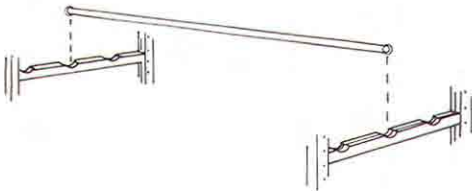


## MDL Shelving Options

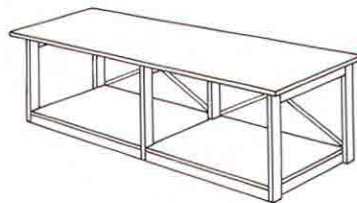
**SHELF DIVIDERS:** Bright steel clips fasten to shelf to accept hardboard (or other 1/8" thick material). Cut to fit desired opening.



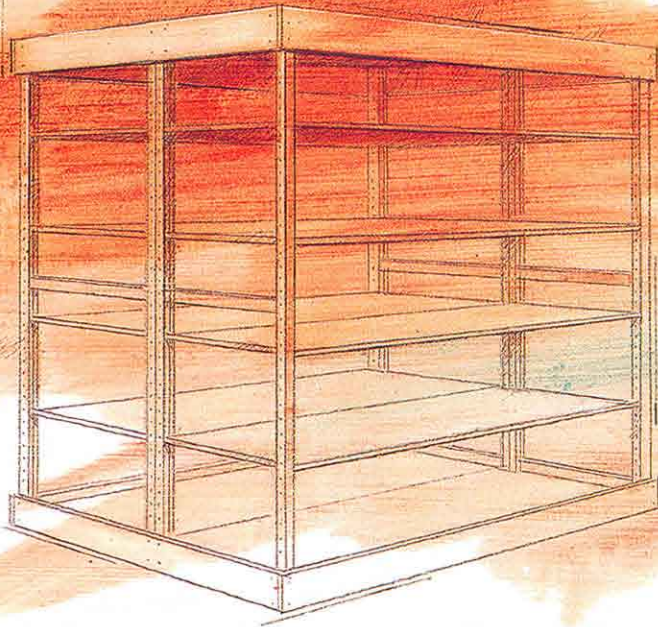
**HANGRODS:** Steel: 1" tube (36," 42," 48" long) flared to rest on rails which fit into upright as shown.  
Wood: 1 1/2" Hardwood rod cut to desired length. Connects to rails which fit into upright.



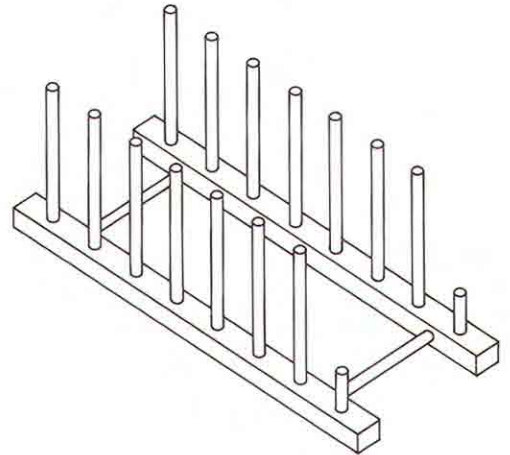
**COUNTERTOP:** Laminate countertop can be made to fit any low shelving unit. 3/4" or 1 1/2" thick. Hardware included.



**TRIM BOARDS, HEADER AND BASE:** Clear 1" x 6" Fir. Provides top and bottom trim and can be used for structural support.



**PLATERACK:** Fir and Birch. Sits on a shelf. 18" deep.



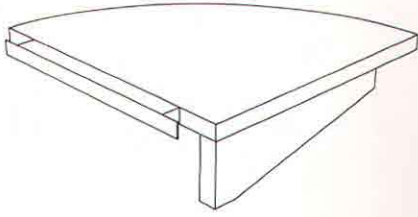
**SHELF LIPS:** Wood, Pine or Alder. Corresponds to shelf length. Rabbeited fit. Projects 3/8" above shelf face.

**Acrylic, clear. 2" or 4" high, 1/8" thick.**





**CORNER SHELF, OUTSIDE:** Designed to create a fluid corner when perpendicular shelving runs around a corner at a wall, column, or other architectural feature. Other uses include endcap shelving (when used in pairs). Fits 12", 15", 18", and 24" uprights.



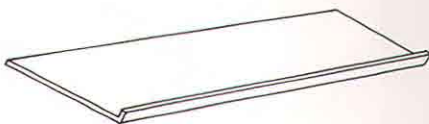
**CORNER SHELF, INSIDE:** Designed to join (at the corner) two perpendicular runs of shelving. Also used as an angle shelf in other applications. Standard dimensions: 12" x 24" x 23 3/4" or 15" x 28 1/2" x 27 7/8".



**SLATWALL INSERT:** Slatwall machined to recess into open upright. Cam lock hardware retains inserts in upright. White laminate standard.

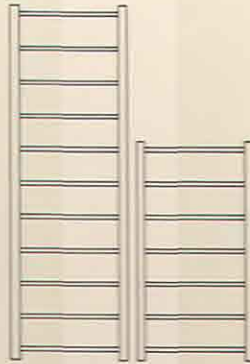


**SLOPED SHELF:** Same or over-size shelves can be sloped at a number of angles.

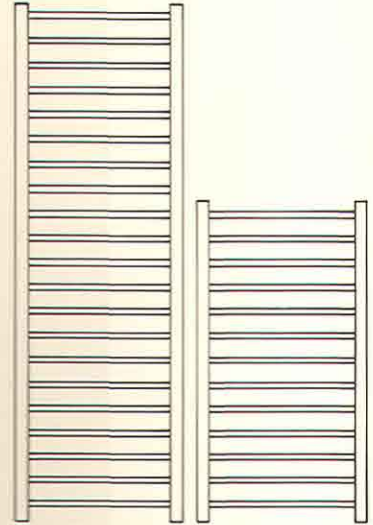


## Dowel Rack Basics

**DOWEL RACK 8:** Fir and Birch. 7/8" dowels 8" on center for hanging, draped display. Dimensions: 24" x 36" wide 72", 84", 96" high

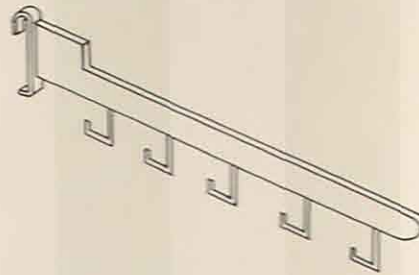


**DOWEL RACK 4:** Fir and Birch. 7/8" dowels on 4" centers for use with Lundia accessories (\*). Dimensions: 24" wide 51", 60", 72", 83", 96" high

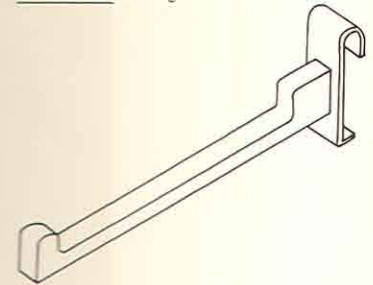


## Dowel Rack Options

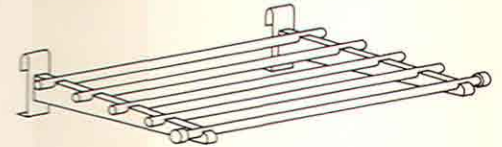
**5-HOOK DOWNSLANT(\*):** Solid Oak, steel hanger bracket, plated steel hooks. Dimensions: 17" long



**FACEOUT(\*):** Solid Oak, steel hanger bracket. Dimensions: 12" long



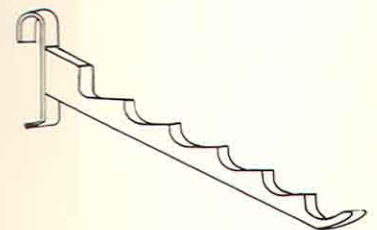
**DOWEL SHELF(\*):** Oak supports, steel hanger brackets, Birch dowels. Dimensions: 14" x 24"



**BANGLE BAR(\*):** Alder body, Birch rod, steel hanger bracket. Dimensions: 14" across

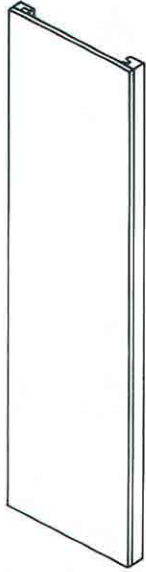


**6-NOTCH WATERFALL(\*):** Solid Oak, steel hanger bracket. Dimensions: 16" long

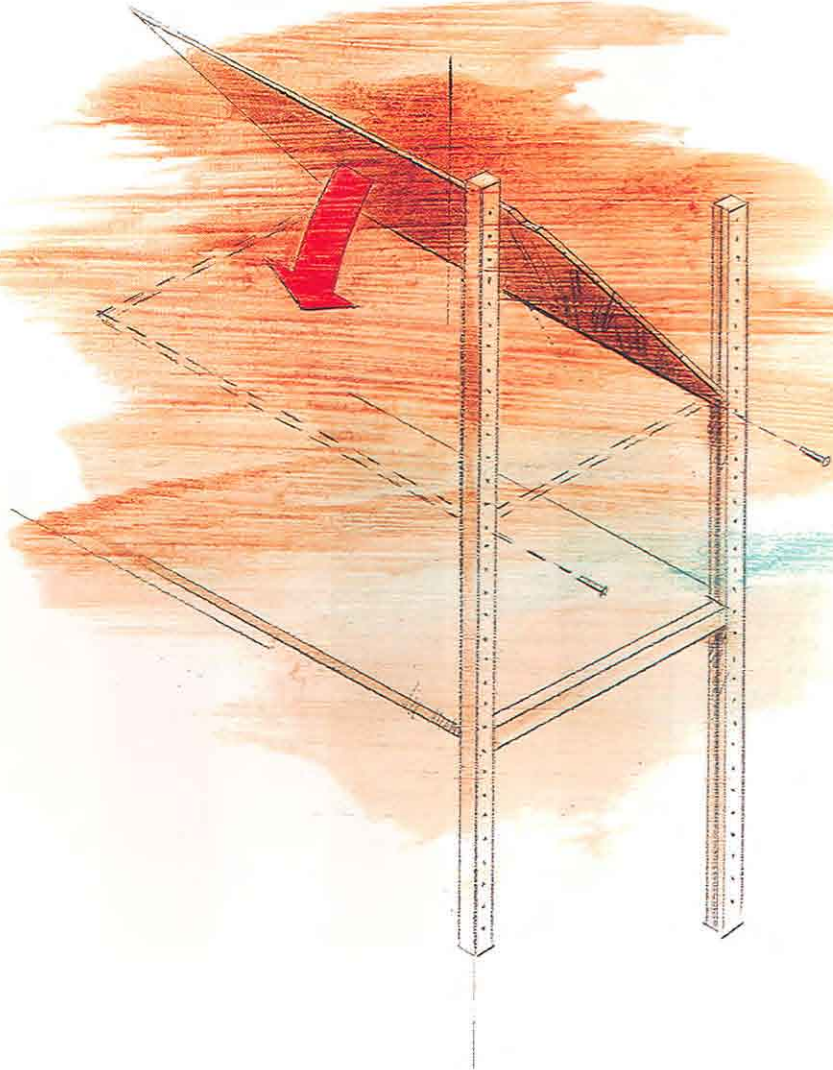




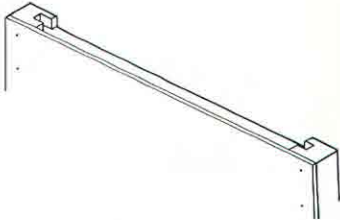
*CLOSED UPRIGHT: Upright fitted with painted hardboard or decorative laminate panel. Special materials can be used as well. Dimensions same as open upright.*



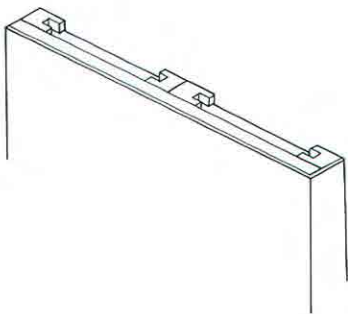
*UPRIGHT-SHELF-PIN ASSEMBLY*



*SINGLE UPRIGHT*



*DOUBLE UPRIGHT*



**— Components that cultivate new ideas.**

As if MDL fixtures weren't flexible enough, we've added a host of options that will stimulate a new breed of thinking. It's a whole new way of looking at merchandising. But then again, MDL is a whole new way of looking at shelving.



MDL products are available immediately by contacting Lundia's corporate office or working through our nationwide network of sales and service offices. Regardless of your application, our retail wood fixture systems are bound to capture attention as well as sales. To find out specifically how we can help with your store's fixtures call or write today. □ If you discover our MDL products aren't appropriate for your application, maybe you should inquire about Lundia's LCC mobile shelving for back room storage or other Fullspace products for all types of mobile shelving applications.



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