



- ***New products***
- ***Special Accessories***
- ***Displaying Children's Bikes***
- ***Additional Presenters***



# MAGNETIC-Wall

*Display with magnetic motif panel*

Prototyp



A partitioning solution which also creates structure and flexibility

The MAGNETIC-Wall System is a display with a motif panel for advertising texts, designs or pictures. The display is made of a three millimetre thick plastic sheet fitted with magnetic tapes, allowing it to be easily changed within just a few seconds. The MAGNETIC-Wall System provides a flexible system solution for your sales area. Available up to 2.40m long and 1.25m high.

The resulting dividing wall or back wall creates a variety of background options for your bicycle display.

The bicycle market is very dynamic. With the help of *Birkhold* modular elements you can react swiftly and effectively to any changes in the market and maintain a modern, up-to-date bike display which remains well arranged and appealingly presented.

Prototype, price on request.



## DUO-Display

Optionally available  
with magnetic panel

*E-Bikes, Mountain Bikes or City Bikes: A display for two bicycles which takes up less than 1.3m<sup>2</sup> floor space!*



*Birkhold is pleased to introduce the DUO-Display at Eurobike in 2017. Taking up less than 1.3m<sup>2</sup> floor space, two bikes can be effortlessly placed in the spotlight.*

The DUO-Display can also be used to display e-bikes in conjunction with pedal adaptor attachments. The lightweight frame can be taken apart and reassembled, making it ideal for trade fairs and exhibitions. The display is mounted on 4 rollers, ensuring that it is easy to manoeuvre and reposition. The complete display can be customised with individual prints or designs allowing varied presentation solutions for different bicycle related displays.



## TOPnROLL

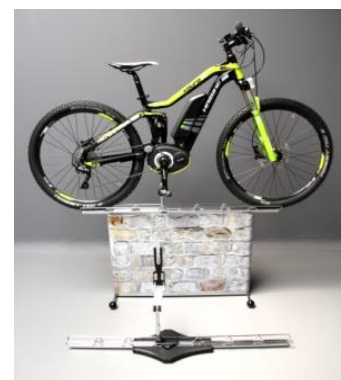
*Add variation to rows, accentuate presentation whilst adding advertising space.*



TOPnROLL with MAGNETIC motif panel



TOPnROLL



TOPnROLL\* with photo banner, ROLLI

TOPnROLL displays your bicycle at a height of approx. 60 cm and is fitted with rolling balls. Additional struts ensure the necessary stability and safeguard against tilting. The length and width of the TOPnROLL are less than those of the fully assembled bike and therefore no extra space is required. The display can be used to bring variety to multi-level presentations. The walls of most salesrooms are already full, so alternative space must be found for POS displays. Whether you require a solution for shop-in-shop displays, trade fair exhibits, high-impact advertising or want to bring structure to product groups: TOPnROLL provides attractive new display options!

In addition to the illustrated\* photo banner for the TOPnROLL, which is available from us, also individually designed banners can be used.

Optional: available with new MAGNETIC motif panel.

These three millimetre thick plastic sheet fitted with magnetic tapes. Within seconds, the motif panel can be changed. The imprint is individually selectable.

Large picture: prototype. Price on request





## WALL-frame System

*Banner frame for a more spatial layout*



Organising the sales floor to add structure and flexibility is now even easier:

At the Eurobike 2017 *Birkhold* is introducing a revised version of WALL-frame to add more structure to floor-level bicycle displays.

The modular mounting system can be used for banners of all lengths and nearly all heights whilst providing additional structure to your sales display.

This is made up of a rear panel which acts as a background for the bicycles on display. *Birkhold* recommends displaying the bikes at varying heights to ensure that each bike comes into its own. Contrasting flooring makes the display more attractive by providing clearly defined lines.

The system is being introduced as a prototype, before being made generally available in the coming year.

Combining the WALL-frame with a contrasting floorcovering provides a display solution which can be adapted according to any special requirements or the space available.

The bicycle market is very dynamic: use modular elements in your salesroom. *Birkhold* products ensure the ability to react to changes and to maintain an up-to-date display. A purchase that can be relied on for years to come.

WALL-frame (excluding Banner) zinc	258,45 EUR
WALL-frame (excluding Banner) chrome	302,45 EUR



# Hold e-bikes securely in position

*Secure and stable support for e-bikes.*



The features and design of the pedal adapter have been further improved and can be used perfectly with any e-bike.



**NEW:** pedal adaptor with motorplate and crank reduction.

## Pedal adaptor with wear resistant DUPON high-tech coating

The pedal adaptor slots into the gap between the pedal and the crank. This attachment is primarily used when displaying e-bikes. Almost 100 % of all e-bikes on the market today can be securely displayed in this way! **NEW** is the attachable motor protection plate, which protects the engine from damage. In addition to the extremely wear-resistant coating, plastic clips are attached to narrow the crank guide. This one removes only with e-MTB's with extremely wide crank (in part Haibike, Rotwild).

The new adjustable pedal adaptor provides improved holding. The decisive innovation is the ability to adjust the attachment from the side: if a bicycle is not straight, it can be realigned vertically using this adjustable feature.

The adaptor can be fitted to any *Birkhold* system; however the best results can be achieved by using it together with a rail with reduced spring displacement.

We recommend combining ROLLI and ROLLI-up displays with e-bikes. The split-level arrangement provides a space saving, yet attractive, display solution. All e-bikes can be accessed easily, simply pull the handlebars to draw the bike out of the display. Fully assembled bikes can be displayed with a distance of less than 40cm between the bikes!

For the perfect presentation of your e-bike display, we recommend different coloured floor coverings to mark out the display area (e.g. PVC flooring, laminate).

Displays with two rows can be enhanced using our WALL-frame system as a decorative partition.



## ROLLI up&down

*A variably adjustable system*



ROLLI up&down at the highest display level (approx. 56 cm): with an e-bike.



A conventional MTB: at the lowest display level (approx. 35 cm)

ROLLI up&down enhances the existing program of diverse *Birkhold* systems and provides even more display options.

The variably adjustable system can hold bikes in an upright position at a height of between approx. 35 cm and almost 60 cm. The continuously variable height adjustment means that the bicycles can also be displayed on a slight slope.

Depending on the presentation rail either conventional bikes or e-bikes can be fitted - ROLLI up&down can really help to promote all types of bikes.

The system provides a realistic alternative to a stand-alone platform; it is clearly a more efficient solution in terms of saving space, easy access and an attractive display.

As with nearly all Birkhold Systems, the bike and the display can be moved extremely easily thanks to the 4 brass-mounted rollers.

Note: When set at the highest level (just under 60 cm) we recommend using stabilising supports (chrome)

\*Due to technical reasons the base support of the zinc-plated model is made of chrome.





## Emotion picture as an 3D illumination

*Shows the landscape in your shop*



We need a picture in a high resolution version to let produce a durable vinyl-picture. Up to 2 m width available. Length unlimited.

Conventional pictures are two-dimensional. With 3D photography you can bring the third dimension in your shop. It is an easy and efficient possibility to create a special shopping experience.

Show the customer the illusion of a presented bike in the landscape.

In cooperation with an partner we can offer you this unique opportunity to an fair price. You get an printed vinyl covering, resisted and long life.

For example: above listed motive, 2 m width, 3,60 m long ca. 589 €





## BIG-Banner

*An impressive addition to the 2-IN-ONE-Presenter.*



Display option:  
BIG-Banner frame fitted to a  
2-IN-ONE-Presenter, a  
stretched canvas with  
printed mountain landscape

We are pleased to be able to offer a new optional extra for the 2-IN-ONE-Presenter:

The BIG-Banner display provides an attractive background and can be used as an advertising tool.

Your own individual design can be brought to life on the 1.90 x 2.10m frame.

This solution is more versatile than a stationary frame or a wall-mounted option. Also ideal for trade fairs and exhibitions!

Fitting the BIG-Banner to your 2-IN-ONE-Presenter combines a versatile decoration with an enhanced bicycle display.

BIG-Banner frame attachment (excluding Banner) zinc	197,95 EUR
BIG-Banner frame attachment (excluding Banner) chrome	236,45 EUR



## FAT-wheel-clip

*Simply clipped into the Birkhold rail – and the rail holds the fatbikes!*



With this simple accessory for the *Birkhold* presentation rail you can hold the fatbikes secure. It is easy to mount: you only have to clip the part into the rail.

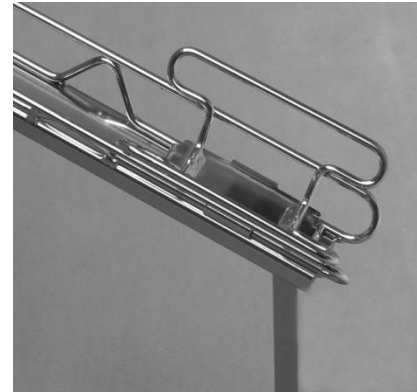
The FAT-wheel-clip has a similar design to that of the presentation rail. The track of the clip is designed so that even the widest wheels are held firmly in position on the rail.

For bikes with tyres over 2.3 to 2.6 wide you can take the BIG-Wheel clip.



## BIG-wheel-clip

*Simply clip onto the BIRKhold rail – perfect support for wide tyres!*



An accessory to hold wider tyres which can be simply clipped into the rail, recommended for bikes with tyres over 2.3 to 2.6 wide.

The BIG-wheel clip has a similar design to that of the presentation rail. The track of the clip is designed so that even the widest wheels are held firmly in position on the rail. For extreme wide tyres you can take the FAT-wheel-clip (till 4.8").

The BIG-wheel-clip can also be attached to platforms. Together with a *Birkhold quicky* spring-support, a platform display can be transformed swiftly and reasonably. Nothing detracts from the look of the bike and the wheels remain fully visible.





**For wide tyres and very long wheelbases:**

## **Rail-Extensions**

*Rail extensions as an attachment for Birkhold rails.*



Rail extensions can be necessary for bikes with an extra-long wheelbase. This is the case for some e-bikes and some downhill bikes with an extremely long suspension fork and a long wheelbase.

Rail extensions may also be required with certain 29" bikes.

The rail extensions fit all *Birkhold* rails with two different methods of attachment.

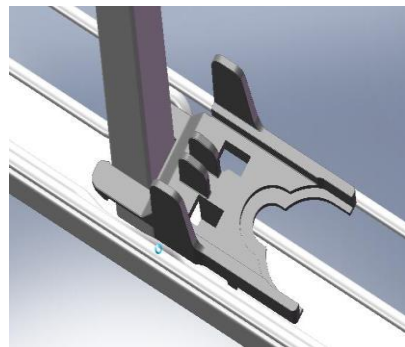
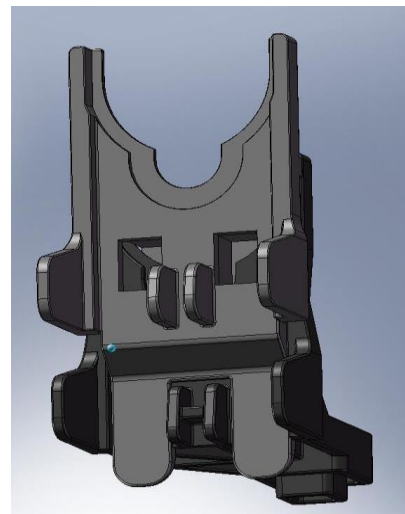
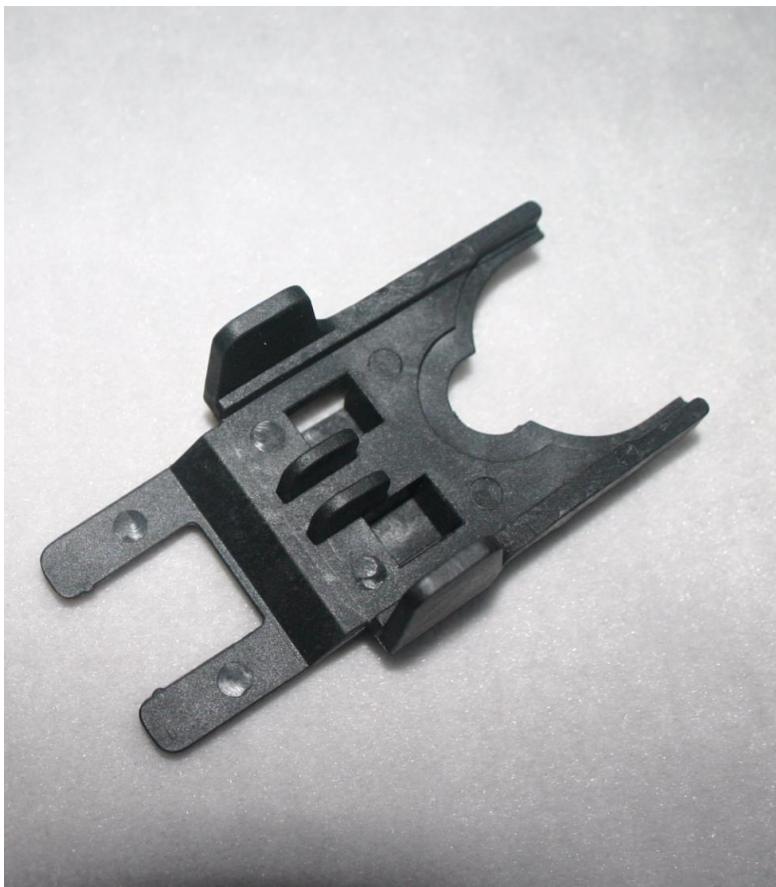
The rail is made not only longer but also wider, the equivalent of the BIG-Wheel clip for tyres over 2.3" wide.



## Pressfit attachment

**Holds top-of-the-range mountain bikes perfectly in position!**

*Just clip into position - simple!*



Bottom brackets with Pressfit technology are becoming increasingly common on high quality MTBs. These bikes can be held securely in position with *Birkhold's* reliable systems, but not always perfectly straight. The attachment guarantees that the bike is held in a straight, upright position.

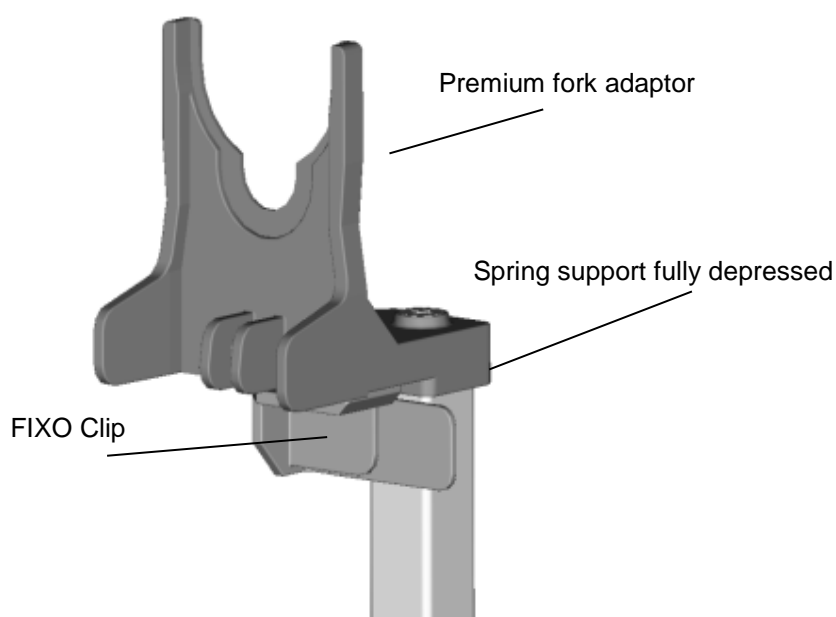
The Pressfit attachment is clipped onto the Premium Fork Adaptor and can be removed just as quickly and easily. When not required it can be simply slotted into the spring support for safe keeping.



## FIXO Clip

### Little effort – large impact

*For even easier handling on upper display levels.*



The telescopic spring support clicks into the open position when fully depressed. This makes positioning or removing the bicycles much easier. The FIXO-Clip engages automatically when the telescopic spring support is pushed down.

The bicycle can then be placed on the rail without having to manipulate the spring support. Simply support the bike with one hand whilst releasing the FIXO-Clip with the other hand. The fork adaptor can then easily be positioned at the crank.

When removing the bike, it can be simply lifted down to the side, there is no need to lift it vertically.

This function is available at a small extra charge and is particularly recommended for displays over 60cm high.





## Clear and simple: **Oval-Plates in combination with *Birkhold* presenters!**



Striking: yes! But maintaining the ability to inspect the bicycles at close quarters: those were the findings of our research with end-customers!

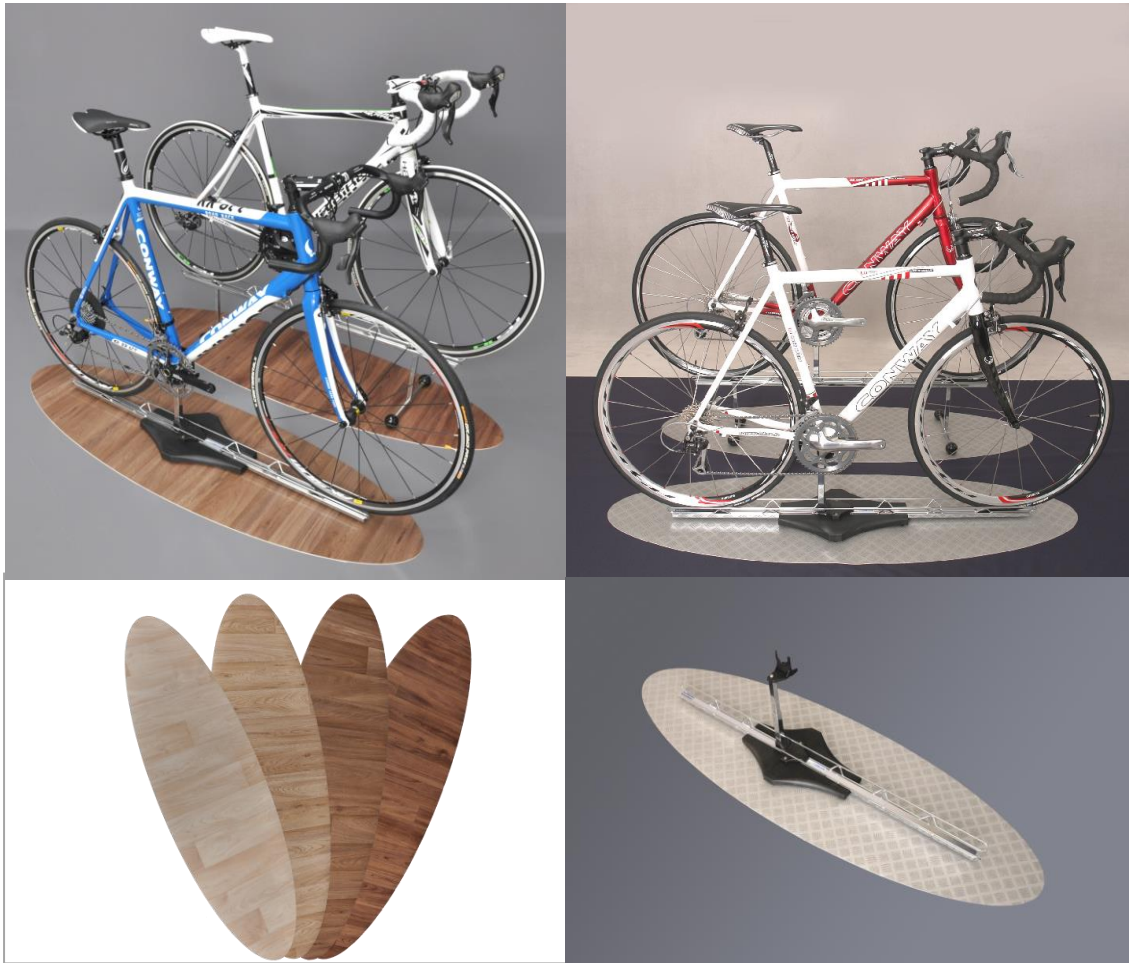
The Oval-Plates (with PVC coating) clearly define the display area and the single presenter completes the display.

This has decisive benefits for both you and your customers:

- an end-customer focused display
- perfect access to the bike
- easy to move, flexible display solution
- space-saving, yet avoiding bulky structures such as platforms
- available in different shades, from light to dark (see above)

The bicycle appears to float - conveying weightlessness and value!

## Many more possible combinations: **A pair of Oval-Plates!**



Variant colours

Metaloptoc

Displaying bicycles at different heights means that each item really stands out from the next and each bicycle is displayed to advantage. In addition, the Oval-Plate bases provide clearly defined lines. An attractive display is achieved requiring only approx. 40cm between the bikes.

ROLLI-up and ROLLI have been used here as a display combination. The shade of the Oval-Plates should be chosen to contrast with the existing flooring and surroundings.



## KID-BIKE Presenter - 3-level display

*The best use of the available space, whilst maintaining accessibility!*



The display is modular and available in any length. A 2.5m display can hold up to 28 children's bikes (12 - 24") with handlebars turned to the side. When the bikes are displayed with the handlebars fully assembled, there is still enough space for 12 - 15 children's bikes – in an area of just 3m<sup>2</sup>. The extending rails allow the bikes to be easily accessed.

The integrated technical functions set new standards in the space-saving display of children's bikes

Children's bicycles require presentation rails with a shorter extension range, so the reasonably-priced MINI Presentation rails can be fitted.

The system can be used in rooms over 2.60m high.

Reasonably priced displays which promote sales!





## KID-BIKE Rotating display

### An eye-catching way to display your children's bikes!

*Efficient, attractive and promotional.*



Eight children's bikes (12–20") can be displayed in an area of just 4.2m<sup>2</sup>; the rotating display really draws attention. The system can be fully disassembled and can therefore be used anywhere (e.g. at trade fairs).

The rotating display stops automatically when it encounters any resistance, making it safe to use if children are around. This also avoids any damage to the power unit itself, which can be easily turned on and off with the foot switch. The presentation rails can be positioned and swiveled as required, thus allowing 24" bikes to be displayed on the upper level,

The extending rails are fitted with a telescopic spring support with integrated ratchet action (FIXO-Clip) which allows all eight bikes to be easily accessed.

The system is also available without a power unit, in which case it can be fitted with high quality castors.



## EASY-BIKE Park System

*Store your bicycles securely and easily - and save space!*



It's a familiar problem. The garage is full of bicycles, leaving next to no space for the car, which is at constant risk of being scratched.

That is where this *Birkhold* System comes into its own: the telescopic tubes are simply fitted between the floor and the ceiling. Two brackets are fitted at the required heights and the rails attached. The rails are suitable for all bikes between 18" and 28". The bike is simply placed on the rail from above so that the universal fork adapter holds the bike securely at the crank. The adapter is fitted with a spring support which automatically adjusts to the size of the bike.

The bicycle is removed by simply releasing the telescopic spring support which automatically clicks into position, allowing the bike to be effortlessly removed to the side. Thus two bicycles can be accommodated in the space usually required for one.

EASY-BIKE-Park-System, galvano zinc, for two bicycles: Telescopic support between room heights from 2,20 m to 2,85 m. All room heights are possible for this system.