franklin fixtures
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STANDARD • MODIFIED • CUSTOM DISPLAY FIXTURES

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# franklin fixtures

www.FranklinFixtures.com @FranklinFixtures
621 Maxwell Street • Cookeville, TN 38501
931-400-0300 • info@franklinfixtures.com

Thank you for your interest in our products! Franklin Fixtures has the best reputation in the industry for high quality, lasting fixtures. We enjoy knowing that our fixtures are the only commercial fixtures of their kind sold on the aftermarket by name – they are that good.

Please reference relevant terms and conditions listed on the inside back cover and know that our small company will do everything in our power to make sure that you are pleased with your Franklin purchase. Period.

All Franklin fixtures are offered in 12 standard melamine laminates & wood veneers: Solstice, Spectra, Vintage, Hardrock Maple, Bourbon Cherry, Black, White, Natural Red Oak, Expresso Oak, Chocolate Cherry, Natural Maple, Natural Cherry.

Contact us for additional colors, stains or materials, including custom-match colors.

Material selection affects appearance, durability and cost. Because our fixtures are designed to accommodate any material or finish, your choices are virtually limitless. All of our wood and laminate fixtures are produced in our own factory, where we quality-control the entire manufacturing process.

The Ivy Bookshop, Baltimore, MD

# OUR EXTRAORDINARY STORY IN SUPPORT OF LITERACY AND U.S. MANUFACTURING.

This is a love story. It began with two grateful people wanting to do something wonderful with the gifts they had in each other – something that mattered to U.S. manufacturing and economies and a thing that impacted literacy in America.

In 2014, Lisa and Dave married after working together for almost a decade. They considered their union a miracle of sorts – and at a time and age that many would be considering retirement, they left the security and stability of executive employment and went "all in." They wanted to work together and to make a difference.

And in that quest, they fell in love with Franklin Fixtures – a 40 year old company devoted to independent booksellers, libraries, museum stores and college campuses. What was there to love? A legacy of fixtures unlike any other in the world – fixtures dedicated to engagement with books and related merchandise. A quick search revealed that Franklin Fixtures were special – they were the only fixtures sold by name on the after market, the only fixtures that held their value and use after decades of use… and, to the Uhrik's surprise, they discovered that there is a lot of technological savvy in the making of great fixtures for books. Who knew there were real secrets to making shelves for book spaces? The secrets surprised and invigorated the Uhriks.

They wanted to expand operations to Tennessee, where economic development and good jobs were critical needs, and determined that a move from Cape Cod to Cookeville would be a good way to better serve Franklin's national market. When they pitched this idea to bankers, it fell flat. They presented 17 total banking packages before finding

# OUR WHY

an SBA lender who could help them make it happen. No one thought there was a future in bookselling, the competition had all folded and only local millwork companies were trying to fill the gap as not everyone understood the difference between these fixtures and something from a local millworker or a mammoth disposable fixture company like Ikea... And to move a long-standing company for one and done customers who would never need to replace their fixtures? The banks were unenthused. But Lisa and Dave found a way to do it anyway – not for the profit potential, but for the great impact that this small manufacturing business could have with people who love helping their communities grow and learn.

Since the 4th grade, Lisa's passion for America's development and for the problem of literacy and U.S. manufacturing have been driving forces. Her "Pledge to America" speech in high school won accolades that paid her way through undergraduate work and facilitated wild and wonderful exposure to some of the country's top thinkers and leaders. Growing up with a Dad in manufacturing leadership and a family in education, Lisa's career in developing efficient, engaged U.S. manufacturing led her to that first meeting with Dave.

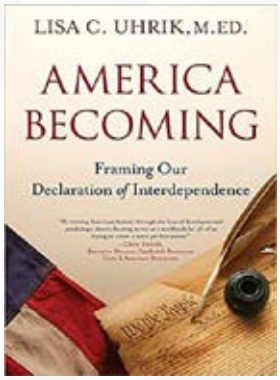
Dave began working in manufacturing at the age of 16 – as a leader and supervisor – and had weathered many industry turns, emerging as a top manufacturing leader in a corporate setting. He wanted to work with Lisa and saw them as the "dream team," but it was important to him not to consult, but to actually make something – to preserve and prove that U.S. manufacturing can, in fact, compete. He had done that many times in his career and was ready to do it again.

Manufacturing is sexy. At least to the Uhriks, it is. There is a reason that entrepreneurs are encouraged to let someone else around the globe make things – manufacturing is also hard. The risks are extremely high – with equipment costs, maintenance and employee needs in the U.S. – and the margins are extremely low, competing with the world. Effective manufacturing is hard, elusive and a little mysterious – but the heartbeat of an effective organization is electric, alive and fundamental to local economies and quality of life. And that makes manufacturing sexy.

"I'm excited to see Franklin grow & help shape these spaces that are so important to individuals & communities."
– Dave Uhrik

Dave proudly stands with Franklin's first set of solar panels

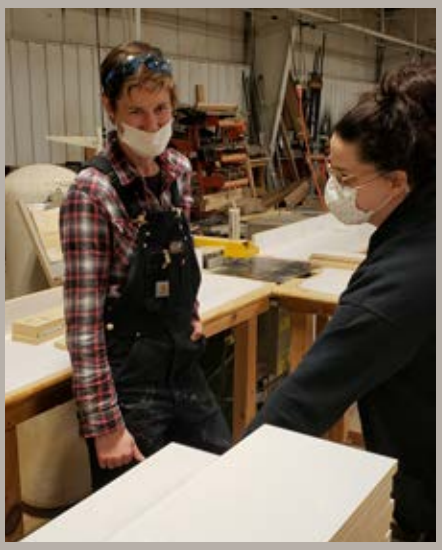
The love story today extends to a whole family of 35 employees... and their families, too. In a solar-powered, highly sustainable space that produces tiny amounts of scrap and leads the way in lean, green processes – the Franklin family makes fixtures at a quality level that is unparalleled. They are not only the best in the world – they strive to be the best for the world too. And in the continued, unlikely dedication to independent booksellers, libraries, museums and college campuses – Franklin continues to thrive and to contribute each day to literacy and to successful U.S. manufacturing.




The Uhriks remain thankful to be involved and excited about the future, which includes a bookstore of their own as well as promotion of a new book about the growth of our country right now: America Becoming. That book positions you – the booksellers, museum store leaders, college campus creators and library leaders – at the forefront of America's development needs right now. Reading is essential to creating and reframing our declarations of INTER dependence. But you know that. And that's why we say that our company doesn't have customers – Franklin gathers community collaborators and friends that are served with passion. It's a love story that includes you.

## Design & Sales Team

Christine Hart • Dave Uhrik, Jr • Cory Stephens



We're growing craftspersons, growing stores and growing communities.

Seacoast Bookstore, Mt. Pleasant, SC

# THIS WORKS 2

You've probably noticed that some spaces just feel better than others – they seem to have a certain sort of atmospheric quality that makes them enjoyable to be in. Other spaces can sometimes just feel awkward. While you can't really put a finger on what it is, something feels off.

What is this subtle quality that makes some designed environments feel great, while others don't? Christopher Alexander called it "*aliveness*" – a deeper wisdom that we can draw from in design to create a sense of peace, harmony, & cohesion.

Christopher Alexander's theories about the nature of human-centered design have affected fields beyond architecture, including urban design, software, sociology & others. C.A. has designed and built over 100 buildings, both as an architect & a general contractor.

## What Works for You: Pattern Languages of Successful Retail Spaces

Timeless patterns inform the best spaces. And we've collected the patterns that make the most magical retail spaces – the spaces people most enjoy. The places to which we return and feel a sense of belonging.

Franklin Fixtures Owner, Lisa Uhrik, M.Ed., M.Ed., has thoughtfully put together years of research and conducts workshops virtually and nation-wide on *Pattern Languages of Successful Retail Spaces*. We hope you'll be able to join one of her workshops in the future – sign up to be alerted of her Pattern Language workshops on our website: franklinfixtures.com/contact-us.

On the following few pages, we'll explore and show examples of some of the patterns we've identified. These are useful tools for specialty retail, booksellers and those creating spaces for people.

1 Hierarchy of open space and gradients of intimacy
2 Built-in seating
3 Frequent rearrangement of space
4 Waist height merchandising
5 Child Caves
6 Good materials
7 Communal Eating
8 Activity Pockets

1

Story & Song Bookstore Bistro, Fernandina Beach, FL

**Hierarchy of open space and gradients of intimacy**
We wade into a store like we experience a home.... from a public transition space to increasingly personal spaces that we select within the store.

# Examples of Pattern Languages in Retail

2

Invitation Bookshop, Gig Harbor, WA

**Built-in seats**
There's something magical about tucking in between shelves to take a closer look before buying.

3

Greedy Reads, Baltimore, MD

**Frequent rearrangement of space for multiple purposes**

There is LIFE in a space that is moving and that can be moved with ease. It feels adaptable, inviting and friendly all at the same time.

"From a sequence of these individual patterns, whole buildings with the character of nature will form themselves within your thoughts, as easily as sentences." – C. A.

4

An Unlikely Story, Plainville, MA

**Waist high and it will fly.**
Waist Height is a pattern language facilitated by fixtures that makes a huge difference to your bottom line.

Sidekick Coffee & Books, Iowa City, IA

5

**Child Caves**
Children love to be in tiny, cave-like places – places that make them feel big. In the course of their play, they will seek out these spaces to get into and under.

"The more living patterns there are in a place...the more it comes to life as an entirety ... [and] has that self-maintaining fire which is the quality without a name." – C.A.

6

**Good materials**
You can feel good work and strong materials. They ground a space. Your invisible sales staff has a quality that is absorbed and felt on entrance.

An Unlikely Story, Plainville, MA

The Rough Draft Bar at
Story on the Square, McDonough, GA

7

**Communal Eating**
Let your fixtures help facilitate some sort of shared food and beverage -- even if it is a simple water or coffee table or the sale of pre-packaged foods with a table spot to share them.

"Without communal eating, no human group can hold together." – C.A.

Politics & Prose, Union Market, D.C.

8

**Activity Pockets**
Use the super power of flexible fixtures to rearrange & create cozy nooks reflecting different customer interests. Facilitate interaction with pockets of activity planned in those spaces... a chess game here, a book club there, a children's maker-space over there.

# What Works for You:
# How Franklin Fixtures Work Differently Than Others

Timeless patterns inform the best spaces. We've collected the patterns that make the most magical retail spaces – the spaces people most enjoy. The places to which we return and feel a sense of belonging.

- Story-telling in display – Bring books and sidelines together and tell a story.
- Bottom tipped shelf & T-shelf angles – Book spine-to-eye contact at all levels, even on the bottom shelf.
- Variable shelf depths – things don't sell in the shadows. We are drawn to the light. Use of Feature Face Out Shelves built to bring books forward.
- Flexibility for change - Shelves need to move regularly to showcase new books & merchandise.
- Made for books with strength for heavy loads – Good, quality materials, grounding a space.
- Pyramid tables with book heights considered in the design
- Octagonal fixture to maximize book & sideline display while creating visual interest.
- Mission-style table (and others) with strength for books.
- Inventory protection – again, quality materials that solidly protect your books.
- Heights, angles and flexibility, facilitating quick turnover and increased sales.

"When they have a choice, people will always gravitate to those rooms which have light on two sides, and leave the rooms which are lit only from one side unused and empty." – C.A.

## Magic Retail Patterns

- They are in a walkable community path (1 mi. radius -- consistent with findings of social architecture, urban renewals like Seaside)
- Frequent rearrangement of space for multiple purposes/gatherings
- Hierarchy of open space – gradients of intimacy
- Inter-generational engagement
- Gender inclusive environment
- Network of learning and web of shopping
- Part of a mosaic of subcultures
- Identifiable neighborhood
- University as a Marketplace
- Small services without red tape
- Individually owned shops
- Number of stories, less than 3
- Pedestrian Street
- Small parking lots
- Entrance Room
- Tapestry of Light and Dark
- Light on two sides
- Pools of light
- Things from your life
- Ceiling height variety
- Different chairs
- Entrance transition
- Seat spots outdoors, movable seating
- Something roughly in the middle
- Common areas at the heart
- Activity pockets
- Open shelves
- Waist-high shelves
- Both built-in seats & movable seating
- Child caves
- Secret place
- Good materials
- Ornament
- Warm colors
- Communal Eating

# Illustrations of Patterns in Action

An Exercise:
How many patterns can you find
in the image of An Unlikely Story below?

An Unlikely Story, Plainville, MA

Hint: Your pattern count should be over 10!

↑ Righton Books, St. Simon's Island, GA ↓

# Materials and colors evoke different feelings, depending on which ones are used.

## Take a few minutes with the following pages to find your inspiration.

Inspire. The word means "to breathe life into."

Through the physical spaces we frame together, we engage, invite and breathe life into the lives of the occupants. This is a moment to think about your own inspirations.

- What makes your eyes light up?
- What sparks your curiosity?
- What spaces make you feel welcomed and relaxed?

Think about your favorite space for a moment and mentally look around: what is it about that space that works for you?

It is likely that your cherished spaces have much in common with the kinds of space you're creating now – your store. The physical store is an expression of your "why" and at its best it is an accurate representation of you. We want to buy from some one – not anyone. We want to shop in your space because it is uniquely yours.

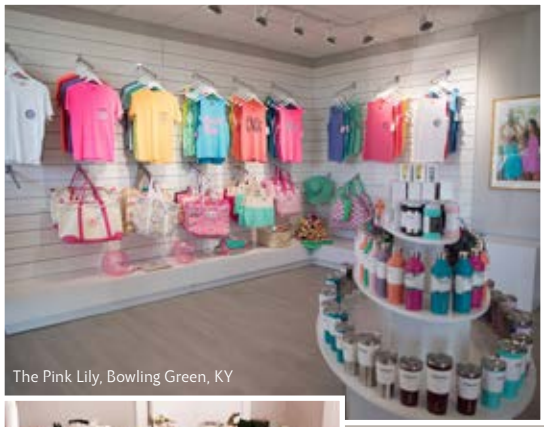
## Your store should be as unique as your thumbprint.

In the pages that follow, we've collected some images from stores filled with unique life in hopes that they help you articulate and inform your own, unique, direction as you create and select.

We've grouped photos in color tones because color is to the eye what music is to the ear --- color and light tell us what we should expect and how we should feel in the space. Color and light and sight lines with forms can give us the feeling of a great big hug or of a sacred, reverent space. Color evokes whimsy and play, serious study, peaceful reflection.

Shape your store in ways that are both functional and that inspire you and your friends and customers.

# White
# Clean • Fresh • Timeless


The Pink Lily, Bowling Green, KY

Word on the Street, Marlborough, MA

Word on the Street, Marlborough, MA

The Open Book, Warrenton, VA

The Toy Post, Westport, CT

Bookie's, Chicago, IL

# Black
## Dramatic • Bold • Honest

Reads & Co., Phoenixville, PA

Valley Books, Jackson Hole, WY

Infinite Realities Comics, Tucker, GA

Volumes Cafe, Chicago, IL

Volumes Cafe, Chicago, IL

Smoky Mountain Knife Works, Sevierville, TN

# Warm Woods
## Hygge • Comfortable • Classic

Whirlwind Book Bar, Altus, OK

Lark & Owl Booksellers, Georgetown, TX

Bronx River Books, Scarsdale, NY

Books Are Magic, Brooklyn, NY

Invitation Bookshop, Gig Harbor, WA

The Bookloft, Great Barrington, MA

Commonplace Reader, Yardley, PA

← The Book Jewel, Los Angeles, CA ↓

Magic City Books, Tulsa, OK

Lark & Owl Booksellers, Georgetown, TX

# Cool Woods
## Modern • Inviting • Refreshing

The Ivy Bookshop, Baltimore, MD

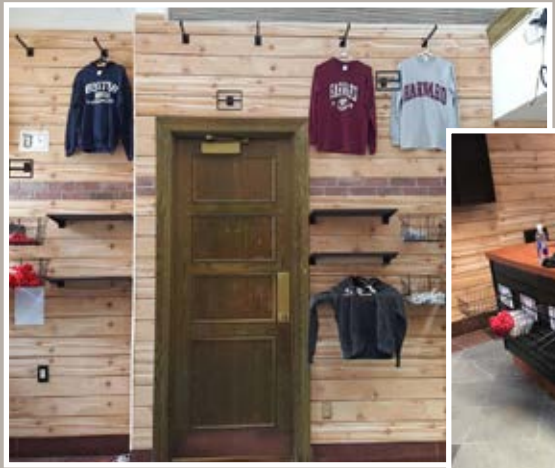
Briars & Brambles, Windham, NY

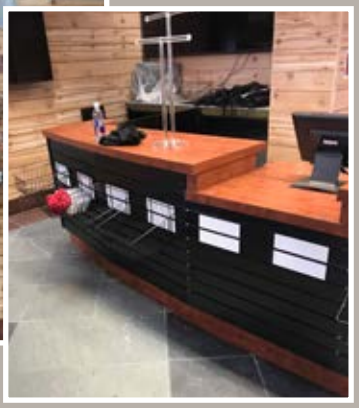
Politics & Prose at Union Market, D.C.

The National WWII Museum, New Orleans, LA

Plaid Elephant Books, Danville, KY

# Custom Colors
# Bespoke • Elevated • You





**Greater Boston Visitor & Convention Bureau**
The cash counter is modeled in shape, color and details, after the USS Constitution; the Freedom Trail – a 2.5 mile long path through downtown Boston – is creatively carried out in a brick slatwall pattern on each slatwall-clad wall.

**Hillwood Estate, Museum & Gardens**
Hillwood is a decorative arts museum in Washington, D.C. The museum store features custom, built-in style wall cases with lower storage around the store's perimeter. A custom Maple wood wall display case and table were made and custom stained to match an existing laminate sales counter in the museum store.

**An Unlikely Story**
"I think that there is really a place for bookstores in small communities.... People don't go to the general store at the center of town anymore. They go to Target and to Costco. So bookstores have this opportunity to step in and be the reason that people come together and get to know each other."
- Jeff Kenney, *Diary of a Wimpy Kid* author in a February 27, 2015 Boston Globe article

Parnassus Books, Nashville, TN

# Before you start fixture shopping, please review our Fixture Basics.

**DIMENSIONS**
Dimensions listed are typical, but any size is possible.

**SHELF STYLES**
The shelf styles listed are those normally supplied with a specific fixture, but many other styles are available. Please refer to the Shelves & Inserts section on page 22 of our color catalog and to page 20 of Franklin Facts for more information.

**NUMBER OF SHELVES**
In most cases, we normally supply one shelf for every twelve inches of fixture height, including the bottom shelf. For example, an 84" high case would come with the fixed bottom shelf and six adjustable shelves. Of course, additional shelves can be ordered. PLEASE NOTE: There are some exceptions to this guideline. If exact shelf quantities are a concern, please inquire.

**OPEN TOP/FLAT TOP**
Any fixture which is 72" in height or less is normally manufactured with an Open Top and an adjustable fixed top shelf. Any fixture over 72" high is manufactured with a Flat Top. However, we can reverse these guidelines or can alter any fixture to meet your specific requirements.

**FINISHED/UNFINISHED TOP**
Any fixture which is 72" in height or less is normally manufactured with a Finished Top, since it can be seen from the floor. Fixtures over 72" in height are normally manufactured with an Unfinished Top. However, there are circumstances when you might want to specify a Finished Top on a tall fixture (e.g., if the top of the fixture can be seen from a stairway).

**USABLE SHELF DEPTH**
The Usable Shelf Depth (referred to as "USD") is the actual amount of shelf depth that can be used for display. Shelf Back thickness and the space behind the shelf back are not included in this dimension.

**SHELF BACK HEIGHTS**
Shelf Backs prevent shelves from bowing under the weight of the product. In addition, they also protect the merchandise and support it at the proper display angle. Our standard guidelines on the heights of Shelf Backs are as follows:

- A 5" USD has a 3" high Shelf Back.
- A 6 1/2" USD has a 3" Shelf Back. *(a 5" Shelf Back is a popular option)*
- A 8 1/2" USD has a 5" Shelf Back.

**PRICING**
We offer our built-to-order fixtures in any size, shape, material, or finish. We have prepriced many of these combinations, which creates a large and complicated price list. For the convenience of our customers, we quote prices based on their requirements. It's quick and easy and can be done right over the phone. All quotations are confirmed in writing.

*All dimensions shown are nominal. If your installation requires precise dimensions, please give us a call. We reserve the right to modify product specifications and designs where necessary.*

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# Layout & Design

We offer complete project management, including the layout and design of your new store fixtures. Starting with your space's measurements, we'll work on your store's conceptual layout. Together we will choose fixtures that optimally display your products while creating a space designed to sell. And if you have difficult-to-work-around features, such as support poles or awkward spaces, we'll incorporate them into the design.

Our space renderings give you a real sense of what your store will look like. Following is the space layout we made for Lark & Owl Booksellers. This particular store selected beautiful Natural Cherry fixtures with a blue HPL interior back. Let's take a closer look...

# Donna Paz & Liz Dion

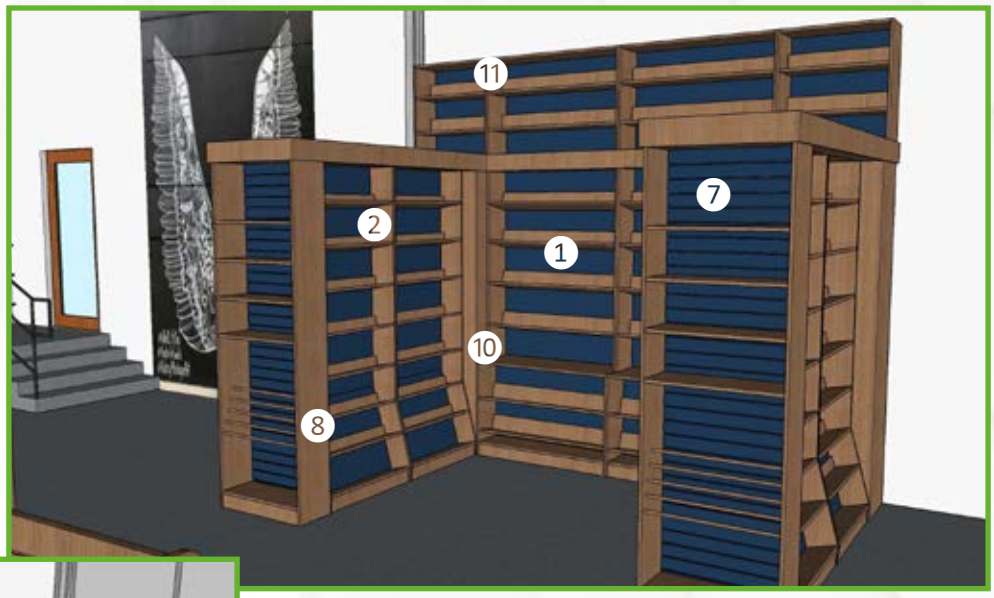
As an independent bookstore owner, you want a space that reflects your unique character and feels special to your community, creating a community gathering place.

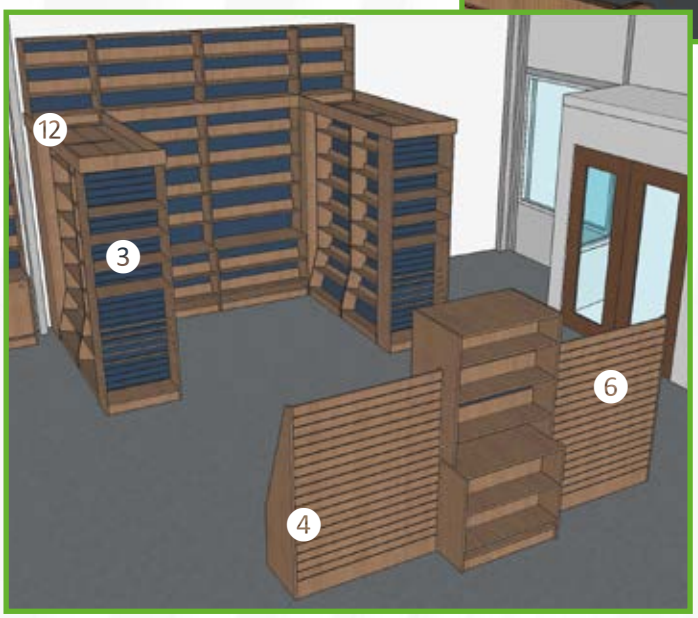
The resources offered by The Bookstore Training Group of Paz & Associates are the best way to lay the foundation for your success. If you need one-to-one help with business plans, bookstore design, inventory selection and management, cafe operations, or business valuations, we can't recommend Paz & Associates enough!

Combining creative flair with technical expertise, bookstore architect and retail lighting specialist Liz Dion is ready to transform any space from a historic building, existing spaces or new construction.

**Lark & Owl Booksellers' space took advantage of our many different fixtures and options. In these renderings, look for the following:**

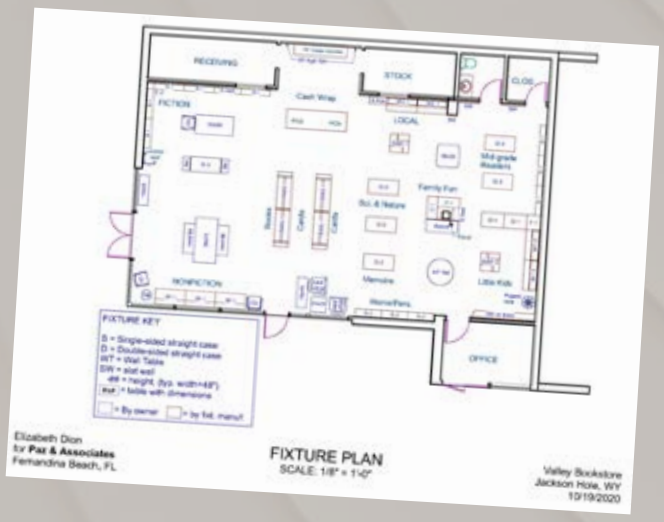
1. Wall Tables
2. Flared Single Sided Cases
3. Straight End Caps
4. 1 Tiered Cascades
5. Double Sided Straight Cases
6. Slatwall finished back
7. Slatwall interior back
8. Wrapping paper dowels
9. Slatwall end panels
10. Corner columns
11. Overstocks
12. Valences



When you work with Donna and Liz, you'll harness the knowledge of people who adore indie bookstores and work to create a unique sense of space for each bookstore they design. [Remember that "thumbprint" tip on page 15?] With their combined skills in bookstore architecture, retail lighting, merchandising and customer service, you can count on a bookstore design with all its elements carefully thought out.

Shown right is one of many fixture plans by Liz Dion, this one for Valley Bookstore in Jackson Hole, WY. With incredible attention to detail and a great knowledge of merchandising, Liz set Valley up for success before they opened their doors. Anyone can buy fixtures and fill them up with books, but to truly be successful, you need a plan. We highly recommend teaming with Paz & Associates to prepare you and your store for success. Vist them at: [pazbookbiz.com](pazbookbiz.com).



# CASES

## Straight Cases

Straight Cases provide maximum flexibility in a minimum amount of floor space. Their shelves can be installed at practically any angle, and can accommodate the widest variety of shelf styles, inserts, options and accessories. Because so many different display techniques can be utilized, this type of fixture is applicable to the largest assortment of merchandise.

Straight cases can be single or double sided, open or flat top. From there, your options include slatwall end panels, slatwall interior backs, varying widths and heights, castered, varying shelf types, valence, wired or unwired lights, wood or glass doors, tipped (standard) or flat bottom shelf, and unfinished, finished or slatwall finished back.

Closed Top Open Top

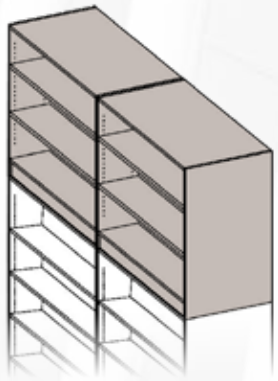
Straight Single Sided w/ Standard Tipped Bottom Shelf - 84"H x 48"W x 12"D

Straight Double Sided Closed Top - 54"H x 48"W x 23.5"D

Straight Double Sided Open Top - 54"H x 36"W x 23.5"D

Refer to page 56 to review our shelf types.

Straight Single Sided Flat Top - 54"H x 48"W x 12"D



Flat Top Overstock w/ Sign Plate (2 shown grayed) - 40"H x 48"W x 12"D

Single-sided flat top straight cases w/ locking glass siding doors and glass shelves.

Straight single sided flat top w/ slatwall interior back, glass & flat shelves, valence. Custom size.

### Most Common Sizes:

Straight Single Sided Case:
84"H x 48"W x 11.75"D

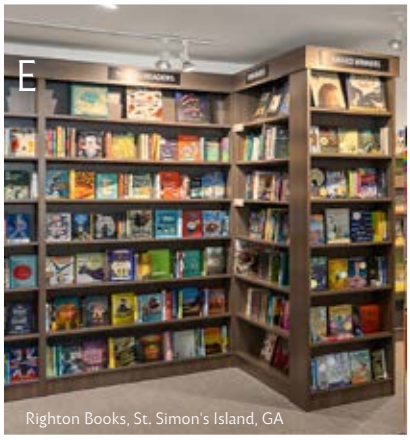
Straight Double Sided Case:
54"H x 48"W x 23.5"D

Straight End Cap:
54"H x 23.5"W x 11.75"D

## Straight Case Options:

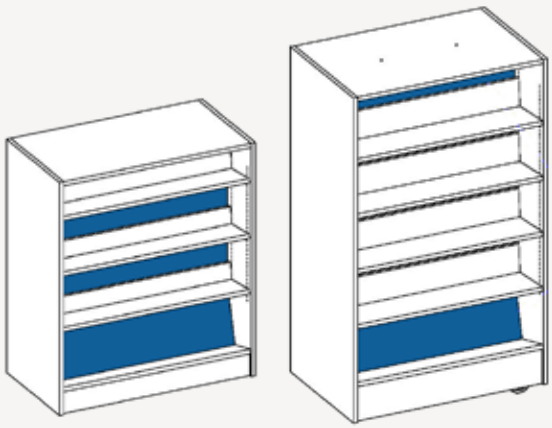
- Finished Back (single & end cap)
- Slatwall Finished Back (single & end cap)
- Slatwall Interior Back
- Slatwall End Panel (double & end cap)
- Wood or Glass Doors - Sliding or Hinged
- Flat Bottom Shelf
- Wired or Unwired Light (single)
- Recessed Metal Standards
- Contrasting Color Interior Back/End Panel
- Contrasting Color Edgebanding
- Open Top
- Valance
- Canopy

A) Crown Molding
B) Slatwall End Panel
C) Slatwall Finished Back
D) Canopy
E) Valence
F) Contrasting slatwall interior back w/ aluminum inserts

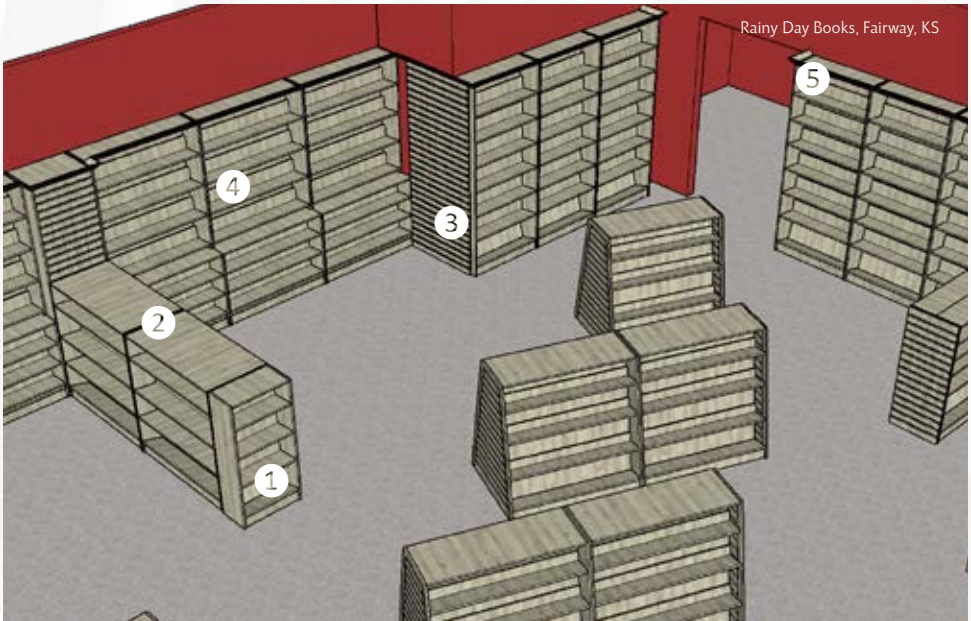


Righton Books, St. Simon's Island, GA

Custom double sided straight case.
Optional features include: reduced size (24"Wx30"H), slat wall end panels, industrial exposed locking casters.



Straight Doubled Sided Closed Top w/ Contrasting Interior Back (blue) & Standard Tipped Bottom Shelf. Unit on right on casters & drilled for sign holder dowels -
42"H x 36"W x 19.5"D (left)
61"H x 36"W x 23.5"D (right, on casters)



Rainy Day Books, Fairway, KS

## Types of Straight Cases:

- Straight Single Sided
- Straight Double Sided
- Straight End Cap
- Overstock
- Wall Table

**In this rendering:**

1. **Straight End Caps**
2. **Double Sided Straight Cases**
3. **Slatwall panel**
4. **Wall Tables**
5. **Moulding Trim**

Invitation Bookshop, Gig Harbor, WA

Commonplace Reader, Yardley, PA

Harvey's Tales, Geneva, IL

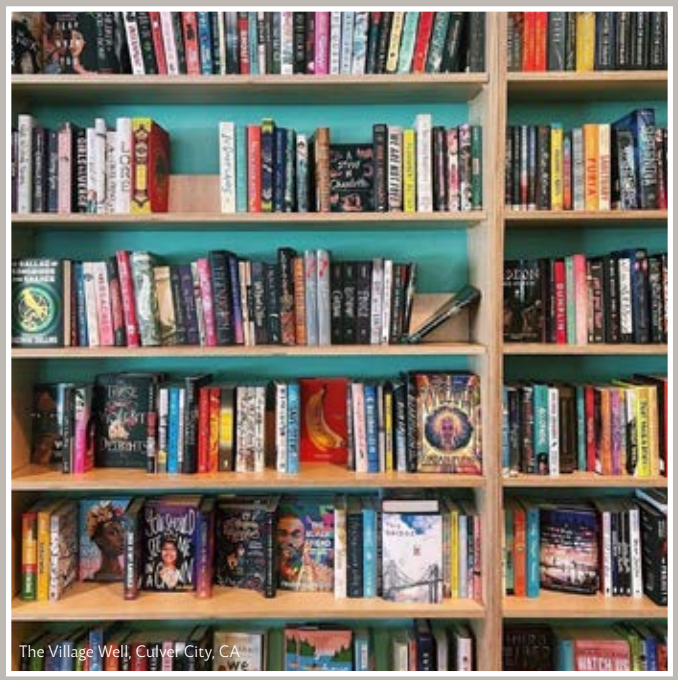
Books Are Awesome, Parker, CO

Magic City Books, Tulsa, OK

Word on the Street, Marlborough, MA

Katonah Reading Room, Katonah, NY

Magic City Books, Tulsa, OK



The Village Well, Culver City, CA

Books Are Awesome, Parker, CO

Books of Wonder, New York, NY

An Unlikely Story, Plainville, MA

# Flared Single Sided Cases

Flared Cases are very popular because they provide the best display angle and maximum product visibility. Cases are available with either Open Top or Flat Top. We recommend adding a slatwall end panel to double sided cases – the ability to integrate slatwall display with shelf display enhances flexibility. Also, an Overstock can be installed above any single-sided case against a wall to increase storage and display space.

Flat Top Overstock
w/ Sign Plate
(2 shown grayed) -
40"H x 48"W x 12"D

Open Top

Flared Single Sided Cases -
54"H x 36"W x 18"D

Closed Top

Types of Flared Cases:

- Flared Single Sided Case
- Flared Single Sided Case w/ Canopy
- Flared Double Sided Case
- Flared End Cap

Options:

- Finished Back
- Slatwall Finished Back
- Slatwall Interior Back
- Flat Bottom w/ Optional Step
- Open Top / Flat Top
- Slatwall End Panel
- Valance

Research indicates that correct angulation allows customers to see 73% more titles.

Barrett Bookstore, Darien, CT

Flared Single Sided Flat Top
Case w/ Canopy -
84"H x 36"W x 18"D

Flared Single Sided Flat Top
Case - 84"H x 48"W x 18"D

# Flared Double Sided Cases

Flared Double Sided Flat Top Case -
54"H x 36"W x 30"D

Flared Double Sided Open Top Case -
54"H x 36"W x 30"D

**Flared Island w/ End Caps**
Qty 1 - Flared Double Sided Open Top Case -
54"H x 36"W x 30"D
Qty 2 - Flared Open Top End Cap -
54"H x 30"W x 18"D

Casters add tremendous flexibility to your fixtures, enabling them to be moved throughout the year for specialty merchandising or events. Adding casters doesn't necessarily mean adding a visually un-appealing wheel to the bottom of your fixture. We will be happy to recommend the proper uses and types of casters.

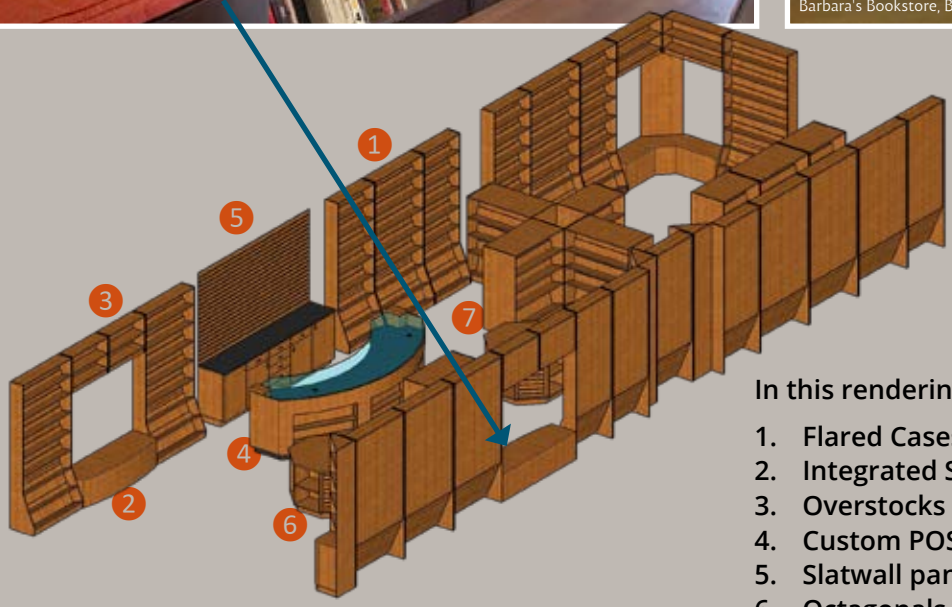
# Famous Flares: The Shop Around the Corner

20 years ago Books of Wonder was replicated as the "Shop Around the Corner" for the film "You've Got Mail." Because Franklin Fixtures had made the shelving for Books of Wonder some 19 years earlier, it made sense that Franklin make the shelving for the film (for both that store and the Fox Books set). So the fixtures became movie stars.

Franklin Fixtures wants to clarify that "You've Got Mail" told the story of an Indie closing to a big box, which was fiction. In real life, that didn't happen; in real life, owner Peter Glassman has expanded the store half a dozen times in the last 40 years and is in the midst of some exciting plans for 2021. Books of Wonder has two stores in NYC. "And we're still using the Franklin Fixtures we bought over 30 years ago and those we've added along the way." says Peter.

↑ Bronx River Books, Scarsdale, NY ↓

Barbara's Bookstore, Burr Ridge, IL




In this rendering:

1. Flared Cases
2. Integrated Seating
3. Overstocks
4. Custom POS
5. Slatwall panel
6. Octagonals
7. Double Sided Cases

Books of Wonder, New York, NY

Barrett Bookstore, Darien, CT

← Beausoleil Books, New Orleans, LA ↑

The Ivy Bookshop, Baltimore, MD

Greedy Reads, Baltimore, MD

↑ Books of Wonder, New York, NY →

The Ivy Bookshop, Baltimore, MD

↑ Walls of Books, Parma, OH ↓

# Tapered Single Sided Cases

Tapered Cases have a built-in display angle that enhances product visibility and creates a clean, attractive look. Cases are available with either Open Top or Flat Top.

Open Top

Flared Single Sided Cases - 54"H x 36"W x 18"D

Closed Top

Straight Single Sided Flat Top, shown with optional finished slatwall back - 84"H x 48"W x 18"D

<u>Types of Tapered Cases:</u>

- Tapered Single Sided Case
- Tapered Single Sided Case w/ Canopy
- Tapered Double Sided Case
- Tapered End Cap
- Window Display
- Dumpster on Casters

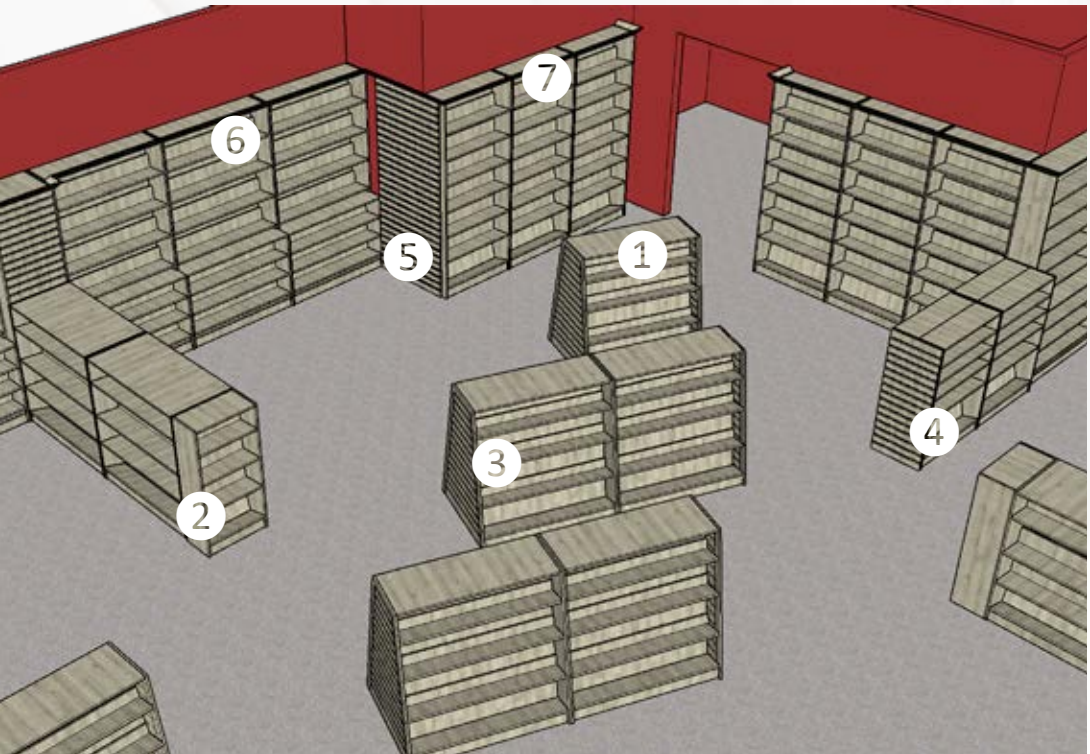
<u>Options:</u>

- Finished Back
- Slatwall Finished Back
- Slatwall Interior Back
- Flat Bottom w/ Optional Step
- Open Top / Flat Top
- Slatwall End Panel
- Valance

# Tapered Double Sided Cases

Flared Double Sided Flat Top Case - 54"H x 48"W x 30"D

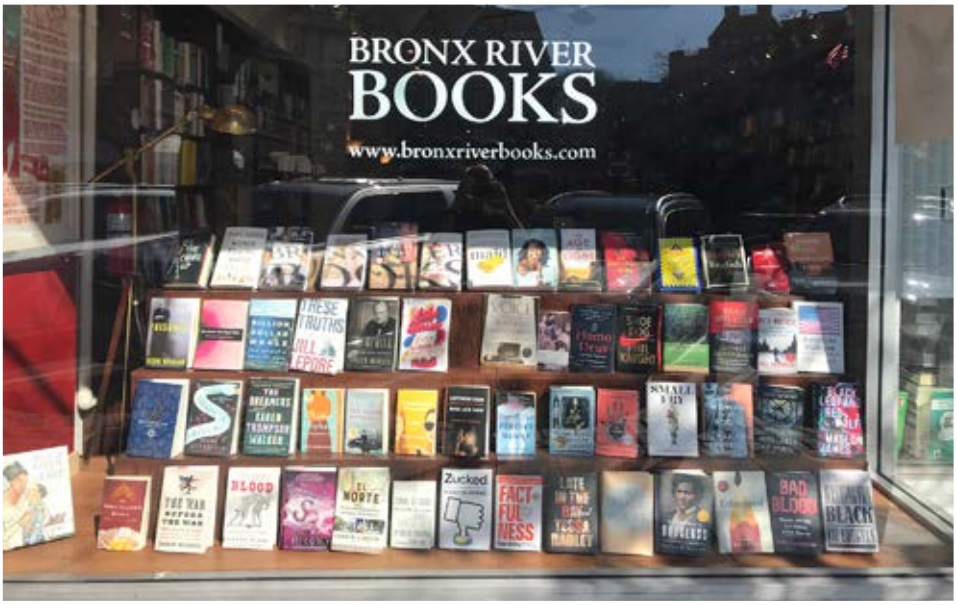
Flared Double Sided Flat Top Case - 72"H x 36"W x 30"D

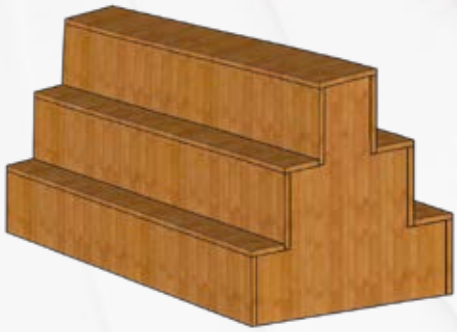



**In this rendering:**

1. **Tapered Cases**
2. **Straight End Caps**
3. **Tapered Double Sided Cases w/ Slatwall End Panel**
4. **Straight Double Sided Cases w/ Slatwall End Panel**
5. **Slatwall Panel**
6. **Wall Table**
7. **Straight Cases**

# Window Displays



Step Display - Modeled after stair steps, this efficient display offers a large surface area without any additional pieces, such as acrylic shelves for slatwall. Perfect for those who want window displays to be one & done!

## Window displays offer unique display solutions for storefronts.

Window Display - This unit has a straight slatwall display panel with table top surface on the window side. Reverse is your choice of case style (tapered case shown).

The Village Well, Culver City, CA

Righton Books, St. Simon's Island, GA

Window Display - This popular unit has an angled slatwall panel, starting from the bottom of the window to the top of the case. Reverse is your choice of case style (straight case shown).

Rainy Day Books, Fairway, KS

Bull Moose, Scarborough, ME

Oblong Books, Millerton, NY

Rainy Day Books, Fairway, KS

← High Five Books, Florence, MA →

Word on the Street, Marlborough, MA

↑ The Well-Read Moose, Coeur d'Alene, ID ↓

In this rendering:

1. Tapered End Caps
2. Double Sided Tapered Cases
3. Straight Single Sided Cases
4. Wall Tables

# WALL TABLES

Wall tables are a one of the most versatile options for bookstores. They incorporate a bookcase with a table top display. They are a ideal for perimeters and walls while also being budget-friendly; the standard 54"H x 48"W size includes five "T" shelves with 8-1/2" usable shelf depth and 5"H shelf back. Add a feature faceout shelf or slatwall interior back for additional merchandising options or add crown molding for a high-end, finished look.

Wall Table -
96"H x 48"W x 18"D

Wall Table -
84"H x 48"W x 18"D

Deep Wall Table -
84"H x 48"W x 24"D

Wall Table w/ Lower Sliding Doors-
84"H x 48"W x 18"D

## *The Raven Book Store* Before & After: See what just 3 wall tables can do!

These shelves only STORE.
These fixtures SELL!

WALL TABLE OPTIONS:

- Valance
- Finished Back
- Slatwall Finished Back
- Slatwall Interior Back
- Open Top / Flat Top
- Waist-height Top
- Overlay Table Top
- Tapered End Panels
- Recessed Metal Standards
- Wired or Unwired Light
- Storage Shelves
- Wood or Glass Doors (Sliding or Hinged)
- Drawers
- Understock

← Commonplace Reader, Yardley, PA ↑

## Limitless merchandising options with slatwall interior backs & adjustable shelves!

Invitation Bookshop, Gig Harbor, WA

↑ Rainy Day Books, Fairway, KS →

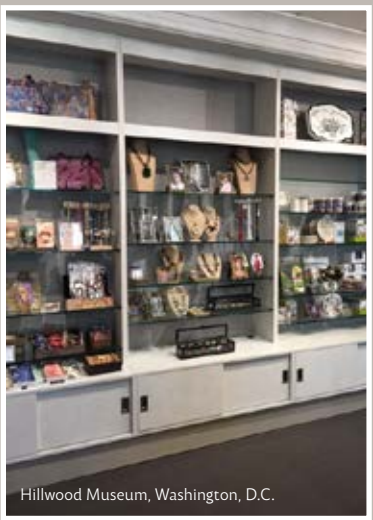
Midtown Reader, Tallahassee, FL

The Well-Read Moose, Coeur d'Alene, ID

44th & 3rd Booksellers, Atlanta, GA
Photo credit: Chris Herrin Photography

Plaid Elephant Books, Danville, KY

Righton Books, St. Simon's Island, GA

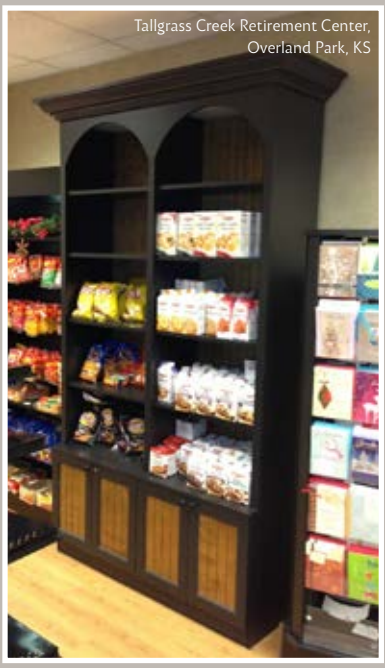


Hillwood Museum, Washington, D.C.

Kinokuniya Bookstore, Katy, TX

Dog Eared Books, Ames, IA

Story on the Square, McDonough, Ga



Tallgrass Creek Retirement Center, Overland Park, KS

Homestyle Charlie, Hershey, PA

Book Club Bar, New York, NY

Walls of Books, Parma, OH

↑ Wishing Tree Books, Spokane, WA ↓

Story & Song Bookstore Bistro, Fernandina Beach, FL

Whirlwind Book Bar, Altus, OK

On this page:

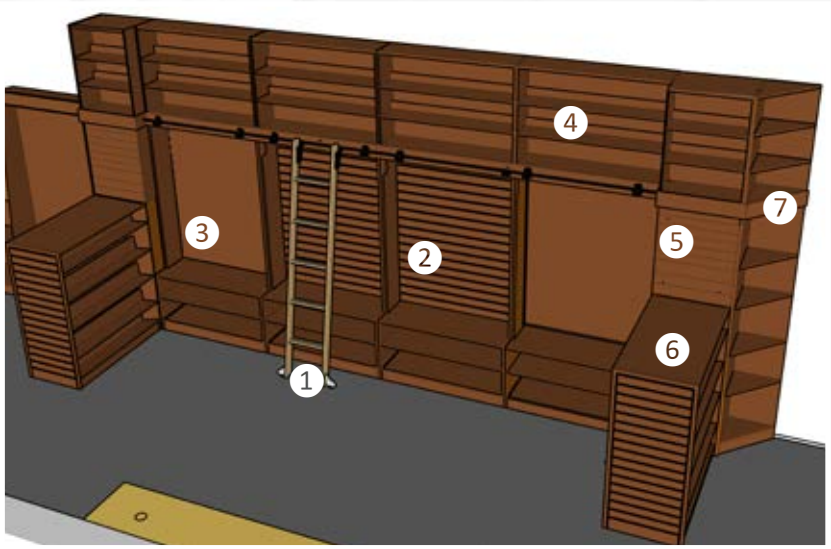
1. Rolling Ladder
2. Dimensional Slatwall in Weathered Brick
3. Overstocks
4. Display Base w/ Feature Faceout Shelves
5. Straight Single Sided Cases
6. Tapered Double Sided Cases w/ Slatwall End Panels

## Dimensional Slatwall

Notice how Whirwind Book Bar uses a bit of brick slatwall in the midst of their shelving? It creates a powerful "pop" for face out books and mixed merchandise storytelling displays. (Many customers believe they're magically using an exposed brick wall in this old bank building.) A bit of dimensional slatwall extends their brand and can do the same for yours. It comes in a plethora of forms – bricks, woods, subway tiles, concrete and more – so you can let your imagination run wild. Our Dimensional Slatwall catalog can be found on our website.

In this rendering:

1. Rolling Ladder
2. Wall Table w/ slatwall interior back & display below
3. Wall Table w/ display below
4. Overstocks
5. Slatwall Panel
6. Straight Double Sided Case w/ Slatwall End Panel
7. Corner Display w/ Triangular Shelves & Overstock




Final Version Wall Tables changed to:

2. Wall Table w/ 24"H table, slatwall interior back & sliding doors below
3. Wall Table w/ 24"H table & display below

Whirlwind Book Bar, Altus, OK

# CASCADE CASES

Cascade Cases create overlapping display which effectively merchandises softback, non-rigid products such as magazines, children's books, work books, comics, atlases, maps, calendars and greeting cards.

We offer fixture-matching benches for customers to sit and browse. 60"W x 18"D shown. Add an upholstered cushion top for comfort.

2-Tier Tapered Side Profile
54"H x 48"W x 18"D

2-Tier Curved Profile
54"H x 48"W x 18"D

1-Tier Case
60"H x 48"W x 18"D

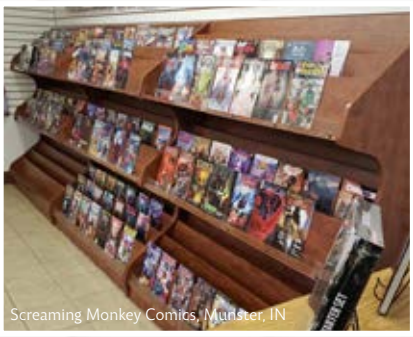
3-Tier Curved Profile
72"H x 48"W x 18"D

Righton Books, St. Simon's Island, GA

Dumpster Bin
42"H x 36"W x 18"D

Cascade Side Profiles:
- Curved
- Tapered
- Tapered w/ Radius
- Straight
- Straight w/ Radius

Options:
- Finished Back
- Slatwall Finished Back
- Canopy
- All-Pocket Bottom
- Flat Bottom



Screaming Monkey Comics, Munster, IN

Newbury Comics, multiple New England locations

Pamlico Books, Washington, NC

Barrett Bookstore, Darien, CT

2-Tier and 3-Tier Cascade Cases are available with the shelf configurations shown below. Rows 1 and 2 show fixtures with a Traditional Curved Side profile. Rows 3 and 4 illustrate a Tapered Side profile, while Rows 5 and 6 show a Straight Side profile w/ radius. Please keep in mind that our Tapered Side profile is also available with a radius, and our Straight Side profile is also offered without a radius.

| | 48" High | 54" High | 60" High | 66" High | 72" High |
|---|---|---|---|---|---|
| Row #1 Curved Sides 24" Deep | | | | | |
| Row #2 Curved Sides 18" Deep | | | | | |
| Row #3 Tapered Sides 24" Deep | | | | | |
| Row #4 Tapered Sides 18" Deep | | | | | |
| Row #5 Straight Sides w/Radius 24" Deep | | | | | |
| Row #6 Straight Sides w/Radius 18" Deep | | | | | |

The Open Book, Warrenton, VA

Plaid Elephant Books, Danville, KY

↑ Newbury Comics, multiple New England locations ↑

# SLATWALL FIXTURES

Slatwall fixtures are very flexible. They can display many different types of merchandise because of the wide variety of accessories that are available. Slats can be natural or filled with black plastic or aluminum inserts to add strength. We offer slat spacing at 3" (standard), 6" (ship lap) or your custom size.

Magic Beans , Multiple Locations, Boston Area

Slatwall 2 Way w/ Square Base
(Radiused Top shown in photo)

Slatwall 3 Way w/ Square End Base

Slatwall Spinner
(Available w/ spinner on tower or base.)

The Well-Read Moose, Coeur d'Alene, ID

Slatwall Hexagonal Pedestal
36"H x 30"W x 26"D

Commonplace Reader, Yardley, PA

Slatwall 4 Way w/ Square Base
(shown w/ 6"USD)

Story & Song Bookstore Bistro, Fernandina Beach, FL

Slatwall Gondola w/
Slatwall End Panels

# Slatwall Adds Great Flexibility To All Fixtures!

Slatwall End Panels serve the same purpose as an End Cap Fixture without taking up floor space.

Slatwall Finished Back Panels allow you to merchandise on the back of the fixtures (great for window displays!).

Slatwall Interior Back Panels enable you to remove existing shelves, replace them with slatwall accessories, and enhance cross-merchandising. Your fixtures have even more super powers when you add slatwall interior back panels!

Prologue Bookshop, Columbus, OH

Options:

- Slatwall End Panel
- Casters/Locking Casters
- Spinner Function
- Radiused Top
- Varying Shelf Depths
- Recessed Metal Standards
- Radius Corners on Bases
- Varying Widths Between Slats
- Gondola Available w/ End Panel Shelf Supports

Magic Beans , Multiple Locations, Boston Area

Story on the Square, McDonough, GA

Story & Song Bookstore Bistro, Fernandina Beach, FL

University of Iowa, Iowa City, IA

Magic Beans , Multiple Locations, Boston Area

# DISPLAY TABLES

Union Ave Books, Knoxville, TN

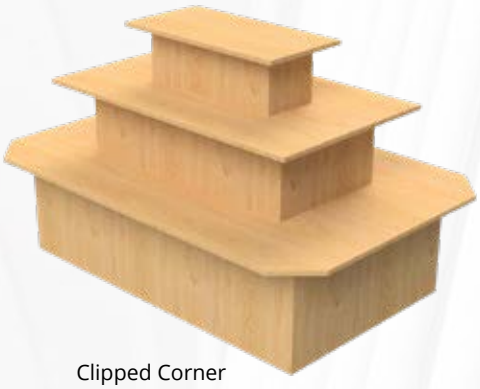
Tables prominently display a broad selection of merchandise. They are available in a wide variety of styles. Pinwheel display, octagonal, pedestal and tier tables are usually equipped with casters to add flexibility.

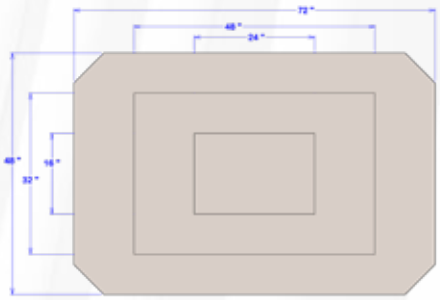
Octagonal tables are fun as well as functional. They allow for a large amount of product to be displayed in a variety of ways -- table top, shelf, and slatwall -- while maintaining a small footprint. Adding a tabletop riser greatly increases product visibility.

Octagonal - 30"H x 48"W x 48"D
Octagonal riser - 12"H x 24"W x 24"D

Small Octagonal - 30"H x 36"W x 36"D

The Pink Lily Boutique, Bowling Green, KY


Clipped Corner
Tier Table
42"H x 72"W x 48"D


Standard merchandising dimensions for
Clipped Corner, Oval & Racetrack Tier Tables.

Oval Tier Table
42"H x 72"W x 48"D

Racetrack Tier Table
42"H x 72"W x 48"D

Square Tier Table
42"H x 48"W x 48"D

Round Tier Table
42"H x 48"W x 48"D

Table w/ 4-Sided Display
(Long & Short shelves)
32"H x 36"W x 36"D

Magic City Books, Tulsa, OK

Rim Top Table w/ 4-Sided Display
(Long & Short shelves)
32"H x 36"W x 48"D

Table w/ 4-Sided Pinwheel Display
32"H x 32"W x 36"D

The display tables shown on this page are available as a rectangle as well as in a tapered configuration. However, cube shaped is most commonly ordered. The number and mix of options for these tables make for a truly custom fixture without a custom price tag.

Any table top elements, like wells and removable rims, can be combined with any table bottom elements, like doors and shelves.

New Castle Comics & Games, Maryland Heights, MO

Country Music Hall of Fame Museum Store, Nashville, TN

Bin browsers are clean, orderly "flip-through" media displays. They allow for a large amount of media to be displayed in a small footprint. Shown above are bin browsers with storage drawers.

Bin Browser w/ Dividers
& Sliding Doors
40"H x 48"W x 36"D

# DISPLAY TABLES

Nowhere Books
Alamo Heights, TX

Books of Wonder, New York, NY

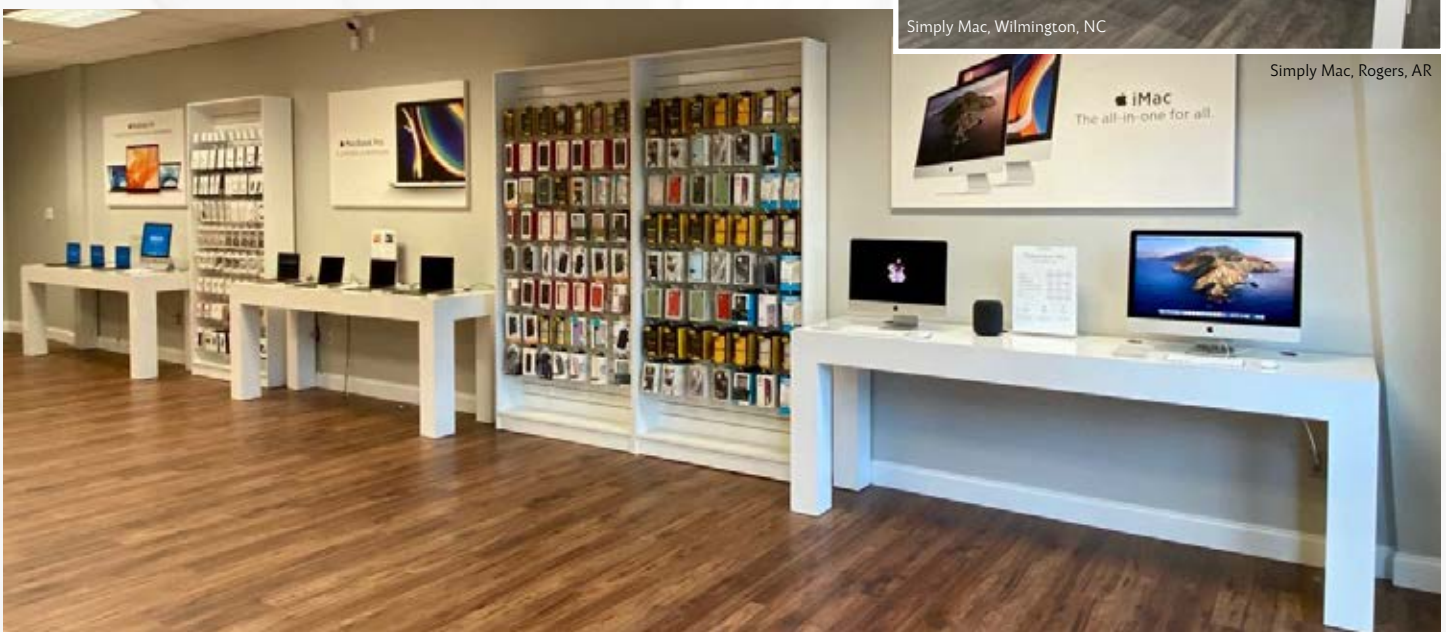
No matter the current trend, tables will always be a necessary and desirable part of stores, from bookstores to boutique retail to coffee shops. This spread is a sampling of our table offerings.

If you're looking for something a little different, we encourage you to visit our Bespoke Franklin section on our website.

The Well-Read Moose, Coeur d'Alene, ID

Parnassus Books, Nashville, TN

Simply Mac, Wilmington, NC



Simply Mac, Rogers, AR

Nesting Tables w/ Riser

Nesting tables are an affordable and effective way to promote multiple products in your retail store design. The versatile nature of the nesting table design allows you to increase and decrease the surface space of your merchandising tables depending on your current merchandising needs and store layout.

Round
Tapered Leg Table

The custom table above was made for the gift shop at Hillwood Museum & Gardens in Washington D.C.

It features a wood stain HPL match, custom lockable pull-out drawer, split-front glass w/removable upholstered table top, all encased in a lead-free, anti-reflective glass case.

Oval
Tapered Leg Table

## Franklin Table Options:

- Countless leg options such as trestle style, tapered panels, turned legs, tapered legs, slab legs, square legs, & mission legs
- Beveled, rounded, or square corners
- Your choice of riser size
- Multiple material and finish options

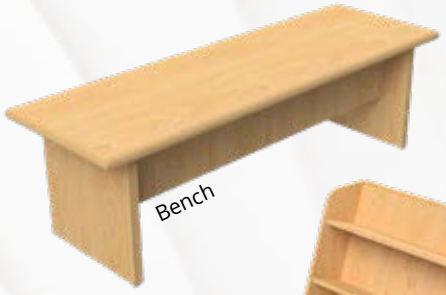
Round
Square Leg Table
w/ Round Riser

The Book Jewel, Los Angeles, CA

Simply Mac, Wilmington, NC

# BOXES & SPECIALTY

Cubbies


Bench

Slanted Steps

Dumpster

Putnam Co Library, Cookeville, TN

Mahogany Books, Oxford, MD

We offer many types of specialty display fixtures, including:

- Cubbies
- Display Boxes
- Slanted Steps
- Bench
- Dumpster
- Base w/ Glass Shelves
- Storage Base w/ Sliding Doors
- Display Base

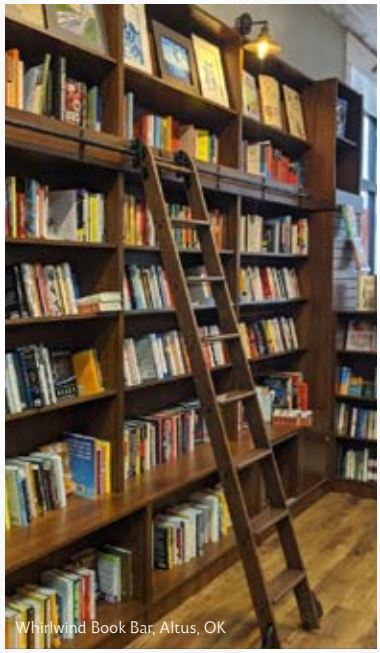
↑ Book Cart w/ Display Shelves
Book Cart w/ Flat Shelves & Well Top ↑

## Rolling Ladders

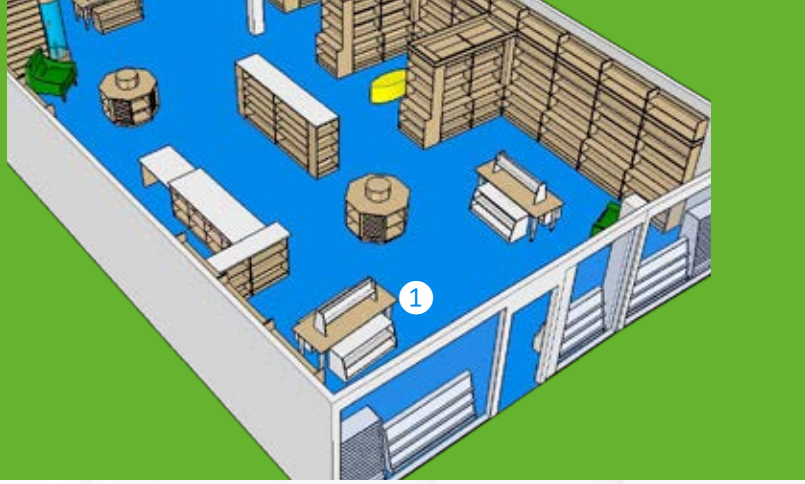
Make use of wasted space & reach new heights in your business with a rolling ladder!

- Nearly limitless customization (3 roller styles, 4 in-stock wood species, 5 hardware finishes)
- Wide variety of optional features (inside corner turns, integrated handrails)
- Customized ladder lengths & a variety of wood species available
- Manufactured by American craftsmen

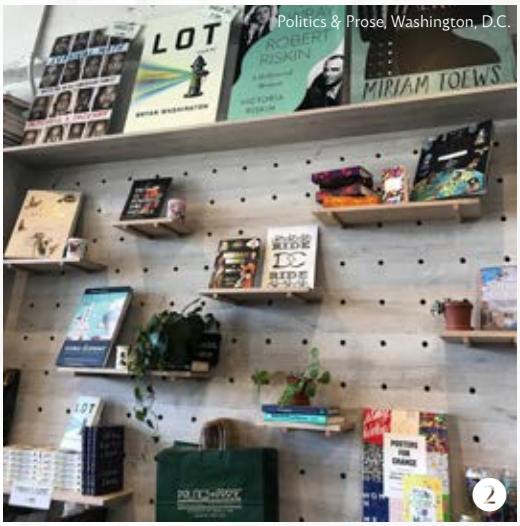
stock image from ladder manufacturer


Whirlwind Book Bar, Altus, OK

Interabang, Dallas, TX

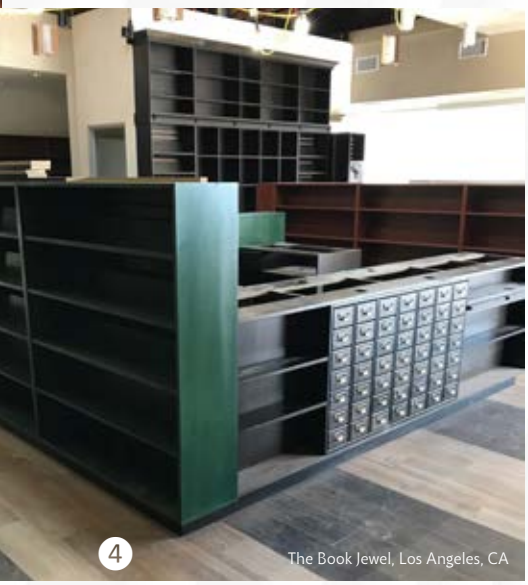


1. Tapered leg table on casters & custom 2-sided display table on casters
2. Pegboard wall panel
3. Custom display table w/ magnetic marker board discovery doors.
4. Custom Card Catalog style POS, multiple finishes; custom wall cases w/ cubbies
5. Custom Counter, Acrylic Front w/ Light
6. Custom Spinner Shelf



Politics & Prose, Washington, D.C.

An Unlikely Story, Plainville, MA


The Book Jewel, Los Angeles, CA

Magic Beans, Boston, MA

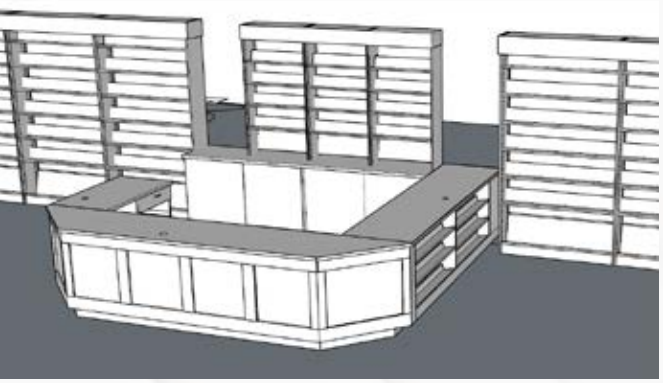
Putnam Co Library, Cookeville, TN

← Dog Eared Books, Ames, IA ↑
Custom Straight Double-sided Cases on Casters

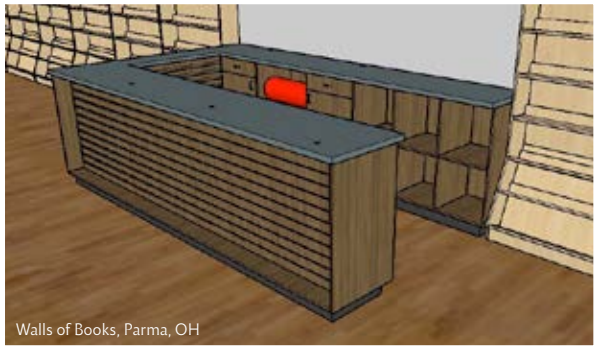
# COUNTER SYSTEMS

Franklin offers custom and modular counter systems. The FranklinFlex counter system (shown far right) is our standard modular system. It's an *a la carte* system designed to be assembled and reassembled in different ways. However, most customers opt for a modified counter system on ladder rails.

Franklin works with customers to ensure their point of sale counter system works for their specific store's retail and technology needs. Bring us your needs and we'll work with you to design your perfect counter!



← Still North Books & Bar, Hanover, NH ↑



Walls of Books, Parma, OH

Most commonly requested options:

- Wire Management
- Additional Shelves
- Additional Drawers
- Gift Wrap
- Sliding Doors

Righton Books, St. Simon's Island, GA

← The Bookloft, Great Barrington, MA ↓

Bookies, Chicago, IL

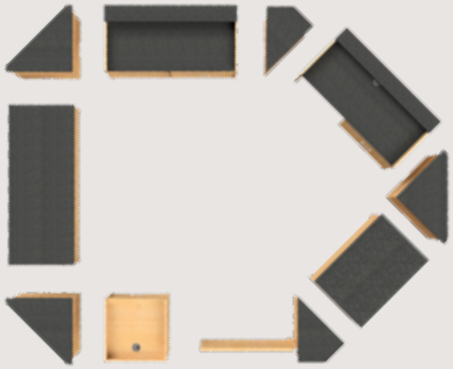
Prologue Bookshop, Columbus, OH

Whirlwind Book Bar, Altus, OK

# FranklinFlex Counter System

With the FranklinFlex Design System, you can get a custom counter (POS) without the custom price. Mix and match the counter fixtures to fit your needs with your colors... matching your style and fitting your budget.

To design your counter, create your layout concept, select the size and style of each counter, then add any design or display options. Pieces are a la carte and designed to fit together, perfect for your needs and budget.



## Modular Counter Types

- Basic Counter
- Counter w/ Front Display
- Counter w/ Front & End Display
- Counter w/ Slatwall Front
- Counter w/ Build-Up
- Work/Desk Counter
- Back Counter
- Register Stand
- 90° Counter
- 90° Counter w/ Display
- 90° Counter w/ Slatwall
- 45° Counter
- 45° Counter w/ Display
- Modular Glass Counter

Bookies, Homewood, IL

## Modular Options

- Cash Register Enclosures
- Wire Management w/ Access Panel
- Add'l Adjustable Shelves
- Drawers
- Edge Details
- Gates
- Gift Wrap
- Hinged Doors
- Rolling Shelves
- Sliding Doors
- Casters
- Well

# Custom POS Units

Walls of Books, Cookeville, TN

Pass-through included for book deliveries to slide under the counter and ready for processing without the employee lifting each box.

Custom C-shaped desk designed around support pole. Design includes 3 different colors, varying counter heights, product display and wire management.

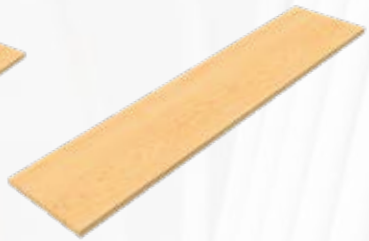
The Book Jewel, Los Angeles, CA

Reclaimed card catalog drawer fronts incorporated in this point of sale's design.

# SHELVES

T-Shelf
5"USD & 3" shelf back
6.5" USD & 3" or 5" shelf back
8.5" USD & 5" shelf back

L-Shelf
5"USD & 3" shelf back
6.5" USD & 3" or 5" shelf back
8.5" USD & 5" shelf back



Flat Shelf
USD depends on fixture
Recommended for
widths up to 40"

Feature Faceout Shelf
For single copy, face-out display
2" USD & 10" shelf back

Interchangeable shelves and shelf types are an integral part of the Franklin Fixtures. Their proper use can completely change the function of a fixture, enhancing its display capabilities and providing great opportunities for cross-merchandising.

The dimensions of most shelves depend on the style and dimensions of the fixture. Your project manager can help you determine the right type and size shelves for your store.

Calendar-Map Shelf
6.25" Acrylic front lip height
3" USD & 8" shelf back

Tip Forward Shelf
For gravity-feed & face-out display
USD depends on fixture
1.75"H Acrylic front lip height

Above: Closeup view of Franklin's standard T-shelf with books merchandised 1) spine out and 2) face out. Note how the shelf back prevents the book from touching the back of the case in either position, keeping the book corners in pristine condition.

Left: Our custom micro market shelves are flat shelves w/ a 3"H acrylic lip on the front. The shelves sit on adjustable slatwall brackets, displaying the merchandise (candy) at the perfect angle.

If you don't see a shelf offered that works for you, just let us know. We are happy to collaborate with you and customize your perfect shelf solution!

T-shelves provide product support and shelf stiffness, but the backs are visible on a two-color case when not fully merchandised. If you're wanting the appearance of flat shelves but the functionality of T-shelves, you can choose the shelf backs to be the same color as the case back, effectively making the shelf backs disappear.
Above: White wall tables with crimson backs. Standard all-white T-shelves on the left and contrasting shelf back T-shelves on the right. Straight single sided cases shown to the right of the corner.

# SIGNAGE

Signage is an extension of customer service. They help communicate information such as product categories, suggestions, and policies.

Franklin's signage enhances the overall design and efficiency of your store, adds to its character and stimulates sales. While we offer signage as unique, colorfully bold and brightly lit as you can imagine (check out the Bespoke section on our website), signage on this page is what store owners generally request and order. Thinking about signage on the front end of your order will save you headache down the road and keep your store's design cohesive.

You've got options! Choose your signs to be made in coordinating woods or metal. Your project manager can help you navigate your options. Following are our basic options:

- Wood Dowell: single or double sided
- Wood: Case or Wall Mount
- Metal: Case or Wall Mount
- Metal: on magnetic base
- Metal: on stand-alone bases
- Laminate or Chalkboard sign inserts, category lettering optional and available directly from Franklin

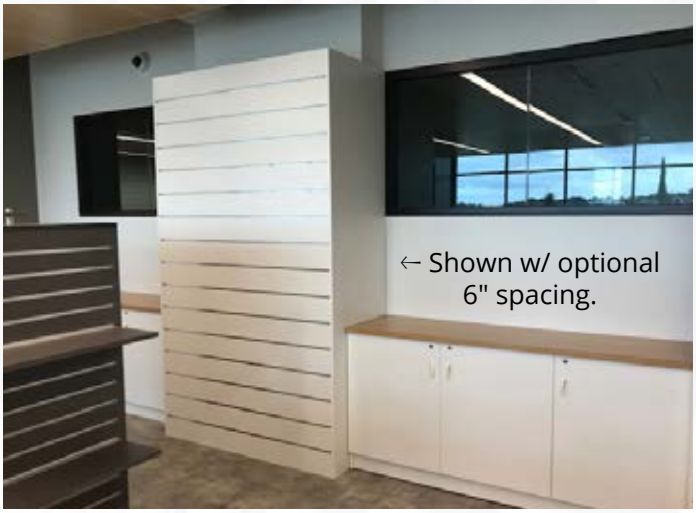
# SLATWALL

Individual Slatwall panels can be installed onto walls or incorporated into architectural details and hard-to-fit places such as posts, doors and corners.

← Shown w/ base for additional display area.

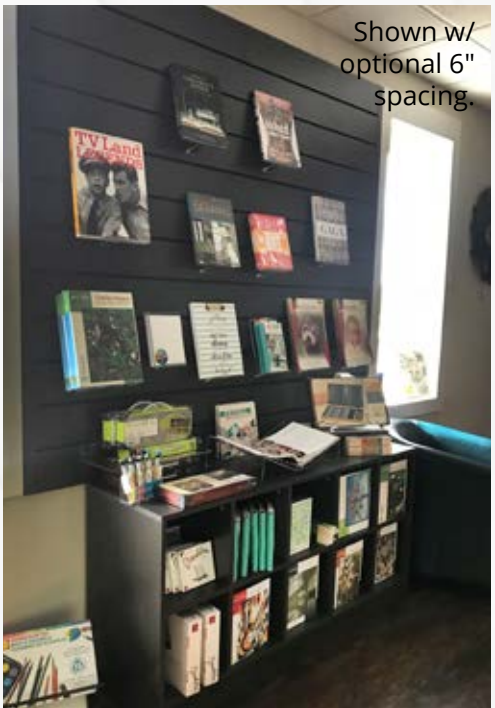
Commonplace Reader, Yardley, PA

↑ Abraham Baldwin Agricultural College, Tifton, GA ↓



← Shown w/ optional 6" spacing.

Looking for something with a bit more flair?
View our Dimensional Slatwall catalog on our website.



Shown w/ optional 6" spacing.

Slatwall is available in any of our colors to match your display fixtures perfectly.

Spacing between slats can be any width from 3"–9". Standard is 3" and the ship lap look is 6".

Additionally, we offer hooks, baskets, shelves, waterfalls and many other accessories for your slatwall.

# CORNERS & COLUMNS

Wishing Tree Books, Spokane, WA

↑ Corner Column

Radiused Corner Display

Corner Display

Corner Cabinet

Slatwall Post

Slatwall Corner Column

Corner Column

The Well-Read Moose, Coeur d'Alene, ID

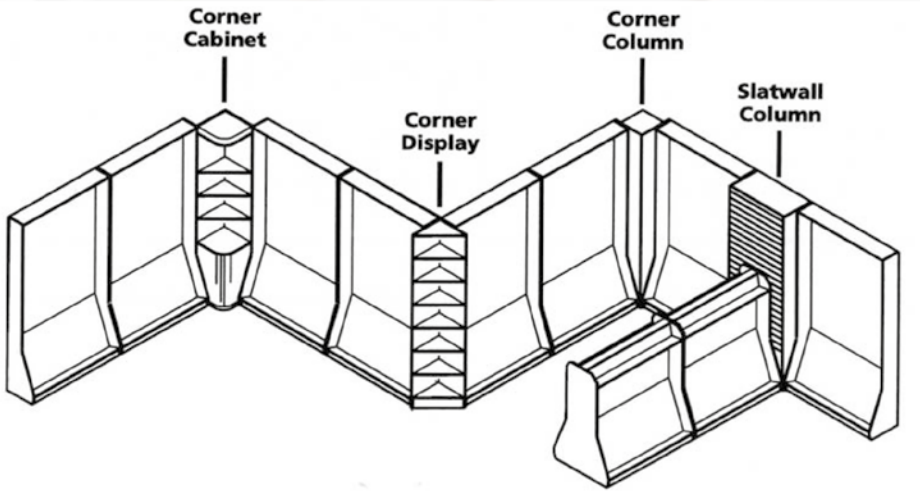
↑ Corner Cabinet
Slatwall Column ↓

Corner columns and corner displays create transitions between different types of fixtures, add a built-in look, fill in empty spaces and convert those spaces into profit-generating merchandisers.

Plaid Elephant Books, Danville, KY

This slatwall post → was integrated into the design of a tiered round table, all of which wrapped around and hid a support pole at Plaid Elephant Books.

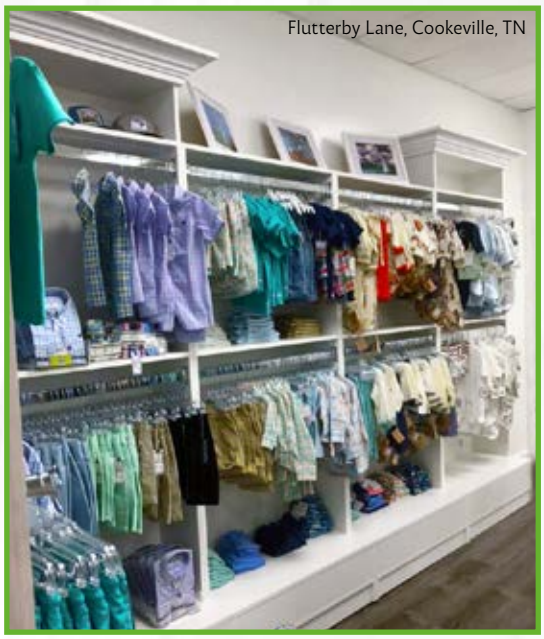
Rainy Day Books, Fairway, KS



# NON-BOOKSTORE RETAILERS

Smoky Mtn
Knife Works,
Sevierville, TN

↑ Boston Common Visitor's Center, Boston, MA ••• ↓ Five Star Micro Market, multiple locations



↑ Pink Lily Boutique, Bowling Green, KY ••• ↓ Cambridge Naturals, Cambridge, MA

"We spiffed up the new store with over $60,000 in new store fixtures from Franklin Fixtures, who have been making our store fixture for us since 1986. We've been working with Franklin Fixtures through 3 owners now and they have always been great partners to work with. Some of our glass enclosed cabinets for our old & rare children's books date back to 1986 and still look great!"

Peter Glassman, Owner | Books of Wonder

"They worked with me to measure, design, and arrange the fixtures to utilize every inch of the space to its maximum display potential while ensuring ADA-compliance. The computer-generated graphics helped me visualize where everything would be, so I could plan without the surprises that come with opening a new store. In the end, everything just slid into place like it was meant to be there."

Keith Lewis, Owner | Bookie's Bookstores

"Working with Franklin Fixtures was a great experience. As a new store owner, it was very helpful to have their expertise and insight into what types of fixtures would be most effective in my store. Working through the floorplan together also helped me to get a better handle on my opening inventory order, as I could clearly see which units would be where in the store and could calculate how many books I needed per section.

I am particularly pleased with a custom-designed piece that was built to wrap around a pesky support pole in the middle of my shop; now it's a tiered table that looks like it's always been there! The cascade shelves are another favorite, as they allow me to really showcase all my beautiful picture books.

I had the opportunity to visit the plant in TN; knowing that my fixtures were being made here in the US meant a lot to me."

Kate Snyder | Plaid Elephant Books

## Terms & Conditions

Franklin Fixtures has the best reputation in the industry for high quality, lasting fixtures and enjoys knowing that our fixtures are the only commercial fixtures of their kind sold on the aftermarket by name – they are that good.

Please reference relevant terms and conditions listed below and know that our small company will do everything in our power to make sure that you are pleased with your Franklin purchase. Period.

Shipping: All shipments are FOB Cookeville and usually shipped blanket wrap or by container/motor freight. The shipper accepts responsibility for the fixtures arriving in the condition in which they are shipped at time of shipment.

Damage in transit: Responsibility for the safe delivery of goods passes to the delivering carrier upon shipment. If the customer discovers damage or shortage upon receipt of their order, they must file a claim with the delivering carrier. We will be happy to assist in any reasonable way, but only the Buyer can initiate a claim.

Returns: Franklin Fixtures cannot accept returned goods without our prior written consent. Requests for returns must be made within ten days of receipt of merchandise. All returns must be received in resalable condition and are subject to a handling and restocking charge of $20. We cannot accept returns of Built-to-Order fixtures or Custom-made accessories. Returns must be shipped prepaid and are subject to inspection and acceptance before credit can be issued.

Limited Warranty: Products manufactured by Franklin Fixtures are warranted to the original Buyer against defects in materials or workmanship in normal use for one year after date of shipment from Franklin Fixtures. Any item determined by Franklin Fixtures to be defective in material or workmanship will be, as the exclusive remedy, repaired or replaced, at the option of Franklin Fixtures. No warranty or affirmation of fact, expressed or implied, other than as set forth in the limited warranty statement above is made or authorized by Franklin Fixtures. Any liability for consequential and incidental damages is expressly disclaimed. Franklin Fixtures' liability in all events is limited to, and shall not exceed, the purchase price paid. Products not manufactured by Franklin Fixtures may be covered by warranties available from the manufacturer of those products. Franklin Fixtures makes no warranties to those defined as consumers in the Magnuson-Moss Warranty-Federal Trade Commission Improvement Act.

Errors and Omissions: Typographical and clerical errors are subject to correction.

# TESTIMONIALS

"As Commonplace Reader is housed in a former Victorian home built in the mid-1880s, our team wanted to create a warm, cosy and comfortable feel to the bookshop. This was easily achieved with the beautiful and sturdy solid wood fixtures from Franklin. We were able to match the shelving with some stand alone period furniture. Mixing and matching styles is a reflection of the quality and clean lines of Franklin Fixtures.

A very positive feature for us as booksellers is the flexibility of slat wall – again clean lines and several choices of display racks for items as disparate as cards, socks, puzzles and books.... We have small genre labels that are perfect for the shelf display holders.

Overall the simplicity of Franklin fixtures and the sturdiness to handle books of all sizes makes enticing customers with our selections displayed relatively easy!!"

Liz Young, Owner | Commonplace Reader LLC

"Our faithful loyal Customers are raving about how beautiful and functional Rainy Day Books is now with our Franklin Fixtures Upgrade! I am honored and thrilled that Franklin Fixtures might see fit to include some of our Rainy Day Books Photos in your Marketing Materials!"

Roger Doeren, COO | Rainy Day Books

"I had an exceptional experience with Franklin Fixtures. The thing that impressed me the most was the level of communication. Everyone was so proactive about keeping me in the loop. I greatly appreciated it, since working with construction vendors was stressful."

Wendy Jacobs, Owner | Valley Bookstore

"Everyone we worked with at your establishment was so helpful and kind. Everyday as I enter my shop I am amazed at how beautiful and perfect it is. We send thanks to you for all you did to help us last year. I will never forget how quickly you made everything happen for us! Thank you."

Cammie Fuller, Owner | The Open Book

"We've experienced record growth at Simply Mac this year and... we're just getting started! I'd like to thank Dave Uhrik, Jr. at Franklin Fixtures. Without partners like him, our growth would not be possible. If you have any fixture needs, [the folks at Franklin Fixtures] are experts in their field!"

George Levins, Director | Simply Mac

"I highly recommend Franklin Fixtures. Every single step from consultation to ordering, delivery to production quality has been top-notch! The cases are well designed and beautiful! Plus their customer service is awesome!"

William Binderup, Owner | Elite Comics

"Our work with Franklin Fixtures goes back over three decades and there has not been a creative, professional fixture manufacturer that has dedicated themselves to our niche market like Franklin. As booksellers, we know the importance of supporting local; using fixtures that are hand-crafted in the U.S. by a socially responsible family-owned company is how we can walk the talk. Fixtures from Franklin are beautiful, safe, flexible, and will last decades. We are fortunate to have a vendor in our industry that shares our values, offers quality products, and takes pride in the outcome of every new bookstore they help create."

Donna Paz Kaufman, Bookstore Consultant | Paz & Associates

Sewanee: The University of the South, Sewanee, TN

Simply Mac, multiple locations nationwide

Valley Bookstore, Jackson, WY