



FREQUENTLY ASKED QUESTIONS

1. How are a Flat Top and Open Top used?

A Flat Top is typically used on taller cases, its advantage being that the top can be used to display or stack product. An Open Top is often used on shorter cases and allows product to protrude above the top of the unit. Our general guideline is that fixtures 72" and below in height are manufactured with a standard Open Top and an adjustable fixed top shelf. Fixtures above 72" in height are manufactured with a standard Flat Top, although these guidelines can be reversed if required.

2. What is a Finished Back? What is an Unfinished Back? What is an Interior Back?

A Single-Sided Case normally has an unfinished exterior back. If the exterior back of the case is going to be seen, a Finished Back needs to be ordered. Finished Backs can be made of a solid panel or slatwall. Use of a Slatwall Finished Back greatly increases merchandising opportunities. It can be used for window displays, to create corners, or for saving space.

The interior back of a case is always finished. It, too, can be solid or slatwall. A Slatwall Interior Back provides great opportunities for cross-merchandising.

3. What's an End Cap?

An End Cap is a fixture that goes against the end of a row of Double-Sided Cases to create highly visible, extremely valuable display space. An End Cap is simply a Single-Sided Case with a finished back. Its width matches the depth of its corresponding Double-Sided Case.

4. What is Usable Shelf Depth?

Usable Shelf Depth (USD) is the amount of space which can actually be used for display.

It does not include the thickness of the shelf back or the space behind the shelf back. For example, the full depth of a T-Shelf with a 6 ½" Usable Shelf Depth might be 8 ¼", which includes the ¾" thickness of the shelf back and the 1" of space behind the shelf back. The 1" space is needed for clearance when the shelf is tipped.

5. What is Shelf Deflection?

Shelf Deflection is the "bowing" caused by weight on the shelves. It can be reduced by increasing the thickness of the shelf or reducing the span of the shelf. Our years of experience enable us to suggest the proper shelf thickness and span for your specific display requirement. We use the BIFMA (Business and Institutional Furniture Manufacturers Association) standards for shelf deflection as a guideline.

6. What kinds of shelf supports are available?

Our standard shelf support system utilizes pin and hole hardware as shown in most photos in the color catalog. Recessed metal standards with metal clips are available upon request at additional cost. Please note that in either case, end-panel support provides more functionality, flexibility and durability than rear-shelf support.

7. How is the capacity of a book fixture measured?

Since books come in so many different sizes, it is difficult to accurately predict fixture capacity. The method most often utilized is to use *average* book sizes to determine capacity.

- **Spine-Out Display:** Assume that the average book is 1" thick, which would mean that if books were displayed spine-out on a 48" wide fixture, you could display approximately 48 books per shelf.
- **Face-Out Display:** Assume that a paperback is 5" wide x 7" high, that a trade paperback is 6" wide x 9" high, and a hardcover is 7" wide x 10" high. As an example, on a 48" wide fixture with a 6 ½" Usable Shelf Depth, you would have nine paperback facings across, and each could contain as many as six 1" thick books.
- Multiply by the number of shelves and you will have the maximum capacity of the fixture. You can then calculate the largest and smallest capacities to establish a range. Since inventory requirements vary throughout the year, it's helpful to know the capacity range, both full spine-out and full face-out.

8. When should I use Casters? Which type of Casters should I use?

Casters add tremendous flexibility to your fixtures, enabling them to be moved throughout the year.

However, weight and stability sometimes make this a more complicated issue than one might expect. We will be happy to recommend the proper uses and types of casters.

9. How do you ship?

Most all our built-to-order fixtures are shipped FOB Shipping Point blanket-wrapped on moving vans, like furniture, thereby reducing the risk of damage. Our customers find this to be extremely efficient and convenient, because the fixtures arrive fully assembled and can be moved right into place. While the transit costs of blanket-wrapped shipments are slightly higher than those of a common carrier, this is offset by several economies. First, the set-up time of your store is reduced. Second, the costs associated with packing materials and labor are eliminated. Third, your costs associated with unpacking labor and disposal of packing materials are also eliminated.

For small 2 -3 fixture orders, we typically crate or pallet wrap to save on shipping costs.

10. Do you install?

Because our built-to-order fixtures are shipped fully assembled, they are installation-friendly and typically need only to be set into place, leveled, and anchored. However, we do offer a full array of project management services, including installation. Wall Systems and Steel Fixtures often require the assistance of a professional installer. We are happy to quote installation services.

11. When should I use steel fixtures?

Steel fixtures are strong, flexible, economical and are most appropriate when a high degree of weight-bearing capacity is required, such as for textbooks in a college store. However, steel fixtures consist of many parts and consequently can be complicated to order and install. In addition, most people feel they are unattractive. We can help you "dress-up" steel with wood and laminate end panels and shelf details. Contact us for more details and photo examples.

12. I want my store to look different or I have a specific layout requirement. Does this mean that I must purchase expensive custom fixturing?

No. Our Standard Designs are built-to-order in any material or finish, creating a limitless number of looks. Because they are pre-engineered, they are the most cost-effective and include numerous standard options and accessories. Additionally, it is easy to modify our Standard Designs to create a custom look without the demands of custom work. We can make dimensional, functional, or aesthetic modifications to any Standard Design. Custom Designs may be required for truly one-of-a-kind display requirements. The Franklin craftspeople build these fixtures from designs created by us, by you, or by your architects or designers. Some of our customers need to look no further than our Standard Designs in different materials or finishes. Others prefer a blend of Standard, Modified, and Custom Designs to create a custom look without expensive custom fixturing.

13. Can I pay by credit card?

Yes, we accept Visa, MasterCard and American Express. However we offer a discount for cash (check or ACH transfer) payments.

Have more questions? Call us at 931-400-0300 or email us at info@franklinfixtures.com