



MultiPly

The Architectural Collection POP

2 x 5 Waterfall Point of Purchase Display Rack

Also available in a 1 x 10 format

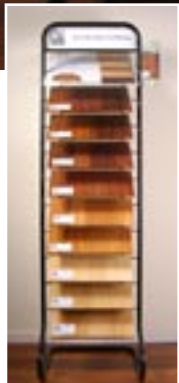


2 X 5 POP Rack

BUY

WFI's 2 x 5 Waterfall POP rack is the best way to display your WFI wood flooring sample boards. It holds ten 16" x 16" display panels or storyboards. The rack is 39" wide x 20" deep x 60" tall.

	Species/Panel	Width	Grade
1	MultiPly Architectural Storyboard		Shows All Species
2	Rosewood, Bolivian	3"	Select
3	Rosewood, Bolivian	5"	Select
4	Cherry, Brazilian	3" & 5"	Select
5	Mahogany, Santos	3" & 5"	Select
6	Timborana	3"	Select
7	Timborana	5"	Select
8	Maple (N. American)	3" & 5"	Select
9	Oak, Red (N. American)	3" & 5"	Rift & Quartered Select
10	Oak, White (N. American)	3" & 5"	Rift & Quartered Select



1 X 10 POP Rack is also available as a space-saving option.

BUY

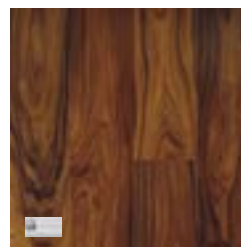


POP Rebate Coupons for the full price are included with each POP rack! Learn more about our [POP Rebate Program](#) on our website.



BUY

Storyboards show all the species available, as well as a cross-sectional sample. On the reverse side, each storyboard contains detailed information including technical specifications, accessories available, hardness chart, etc.



BUY

Individual Display Panels show how a single species will look when installed, showing some of the grain/color range found in each wood. On the reverse side is detailed technical information about the species.

To order your POP Rack and Accessories
call 856-764-2501 or email www.wflooring.com.



MultiPLY

The Architectural Collection Marketing Tools

Marketing Aids and Sales Tools



Retail Brochures provide specific product line species and features information in a convenient "take it home" quad-fold format. Each POP rack comes with ten complimentary brochures of each product line displayed.

BUY

'**Black Box**' sample set includes samples of each Species, Product Literature, Technical Specifications, Brochures and more ! Comes in a handy box that's easily stored away on the shelf for future uses.



BUY



Fan Sets are a great way to show all of the species in the Architectural collection at one time. The samples are joined together at one end along with a convenient leather handle that makes this great marketing tool easy to carry.

BUY



BUY

Hand Samples available in all species, widths, and grades. Order by phone or on our website [sample store](#).



WFI Reference Manual contains all the Product and Technical information on all the WFI Product Lines in one, well indexed binder. Included species and grade photos, products available, and individual species information pages. Turn your Sales Staff into the Exotic Wood Flooring Experts !

BUY

To order your Marketing Tools
call 856-764-2501 or email wfi@wfflooring.com.