



# FULL DEALER DEVELOPMENT CATALOGUE I

FULL DEALER DEVELOPMENT CATALOGUE

0463 580 0000.  
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# VISUAL MERCHANDISING

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## VISUAL MERCHANDISING: BACKGROUND, NECESSITY AND BRAND RELEVANCE

In the power tools market, competition is fiercer than ever in the forestry, agricultural, gardening and construction sectors. New technologies such as batteries, and a growing number of private customers representing potential growth in the future, are changing the nature of this competition. More than anything else, STIHL dealers are characterized by the three pillars of: **expert advice, service and premium products**. Nonetheless, on the one hand we have competitors raising the bar (e.g. with large stores or online retail) and on the other, new customer groups have higher expectations which go beyond the services traditionally offered by dealers.

When customers visit a dealer they want to feel at ease, find inspiration and experience the positive sensations associated with the brand. Shop fittings that fulfil these requirements increase the time customers spend at a dealer, and promote unplanned additional purchases - so-called impulse buys. The way to achieve this is by consistently implementing the principles of Visual Merchandising.

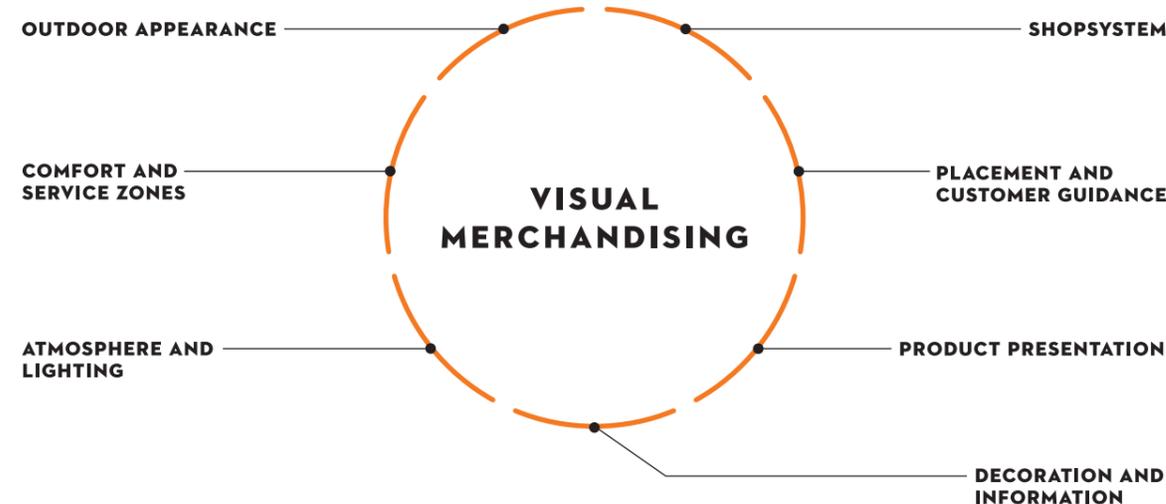
STIHL is already firmly established in customer's minds as a strong premium brand. In order for dealers to successfully harness this brand awareness, we must ensure that the brand promise we make in our advertising is also kept on the sales floor. This can be achieved through a generous and clear separation of the STIHL brand from other brands. Consistent, exciting, high-quality brand staging also strengthens your position as a STIHL dealer and gives customers the impression that you have the right product for any of their needs.

As a premium brand whose products are used outdoors, STIHL is associated with strong emotions. This emotional aspect can easily be crystallized into something that customers can experience first-hand on the sales floor.

## THE INSTRUMENTS OF VISUAL MERCHANDISING - THE 360° PRINCIPLE

STIHL offers a Visual Merchandising toolbox that enables dealers to present the STIHL brand appropriately in terms of inspiration, experience and brand relevance. The toolbox contains all the components required to achieve this successfully: from the dealer's outdoor appearance and product presentation to the comfort and service zones (e.g. workshop and coffee corner).

In addition to the necessary hardware (ShopSystem, outdoor advertising, dealer equipment, workshop equipment), the Visual Merchandising toolbox also includes a suitable operating system which allows STIHL dealers to make effective use of the hardware provided.



The instruments of  
Visual Merchandising - the 360° Principle



### NOTE

Visual Merchandising means:  
Everything the brand promises, is  
delivered at the Point of Sale



## OUTDOOR APPEARANCE

You never get a second chance to make a first impression!



### STIHL RECOMMENDS

A friendly, inviting atmosphere will overcome any reservations a customer may have about stepping inside.



### OUTDOOR APPEARANCE - SHOWCASING PROFESSIONAL EXPERTISE

STIHL is a premium brand with a high level of brand awareness and high quality standards. We have won the trust of our customers over the years. Customers also transfer these positive characteristics to STIHL dealers, thereby boosting the perceived expertise of the dealer in advance. A consistent dealer appearance that ties in with the brand will cause customers to automatically assume they will receive the best of service and advice.

This brand expertise can be clearly shown with a clear STIHL brand image and through the use of STIHL outdoor advertising modules.



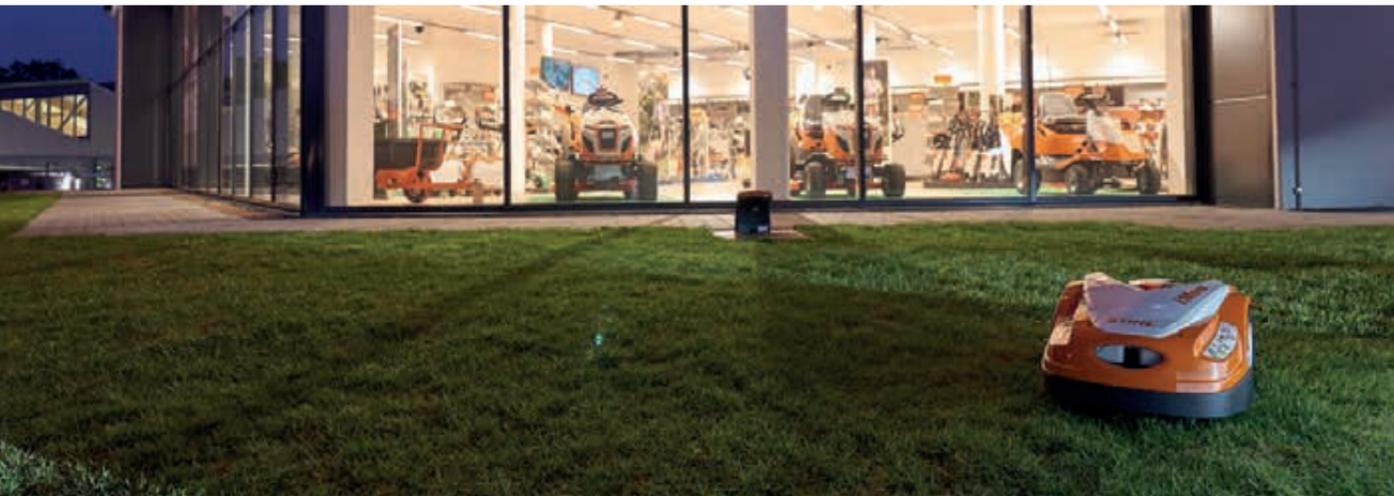
### STIHL RECOMMENDS

The STIHL outdoor advertising modules

- ✓ facade band
- ✓ pylon
- ✓ wall sign and
- ✓ flags

strengthen the effect of the outdoor appearance.





## VIEWING AREAS AND DISPLAY WINDOWS

Glass surfaces that offer a view into the sales area are the business card of the dealership. These viewing areas are visible to everyone 365 days a year. Therefore, it is important to make sure that they are bright and clean. Any old posters or stickers should be removed. The focus is on the targeted presentation of a particular topic with clear messages about current products and special offers. This makes it possible to send compact visual messages about special offers or new products cheaply and quickly - and transforms observers into customers!

When designing your display window, please also consider the direction of travel of passers by. Products should also be positioned with regard to the direction from which people will be approaching and how they will view the display.

## ENTRANCE AREA

The entrance area is the first important area of contact. You should prepare a professional, friendly welcome for your customers:

- ✓ Clearly legible opening hours
- ✓ Communicate the services you provide (less is more!)
- ✓ Keep glass surfaces clean
- ✓ Illuminate the entrance and make it as bright and open as possible
- ✓ Provide information about special offers
- ✓ Display products attractively in the outdoor area

## SHOPSYSTEM

Showcase the sales area ideally!

STIHL has developed their own shopfitting system which you can use to achieve a harmonious product presentation. The STIHL ShopSystem amplifies the brand effect through the targeted use of colors, materials and shapes. Uniform shopfitting allows products to be staged perfectly.

The STIHL ShopSystem is the base for an efficient and sales increasing brand and product presentation. When combined with the implementation of Visual Merchandising principles, the shopfitting system can be used optimally which increases the turnover.



### → APPROACHING FROM THE LEFT

The passer by approaches the window from the left.



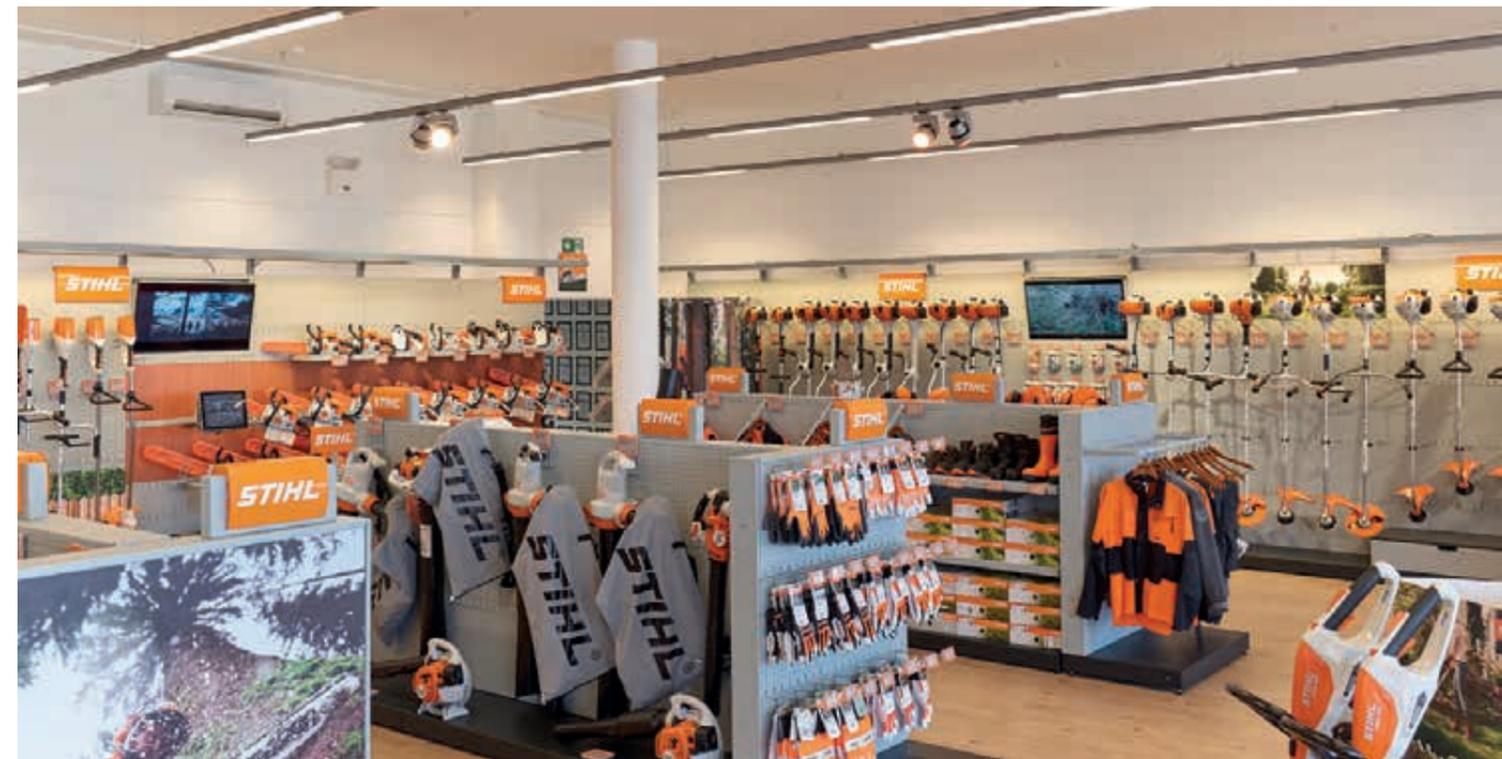
### ↑ APPROACHING FROM THE FRONT

A passer by approaches the window from the front.



### ← APPROACHING FROM THE RIGHT

The passer by approaches the window from the right.



## PLACEMENT AND CUSTOMER GUIDANCE

Invite the customer to stay and spend time in the store!



### STIHL RECOMMENDS

For the STIHL area dealers should select a prominent area that is likely to be noticed by customers. In order to generate impulse buys, the respective products should be placed in areas with a high level of attention.

Customers should feel comfortable in the sales area and quickly be able to orientate themselves and find what they are looking for. Therefore, some fundamental principles of product placement and customer guidance have to be considered when designing the sales floor. A predefined traffic route and targeted product displays guide the customers to the different parts of the sales floor. Thereby the attention of the customers is controlled and used in a targeted manner, which means that customers notice and experience the whole product assortment.

The potential that lies in the different levels of customer attention can be used most effectively by distinguishing between two basic types of buying behavior: planned purchases and impulse buying.

Planned purchases are purchases for which the customer has specifically come to the dealer. The customer has already decided to seek advice and possibly also to buy the product. Such purchases generally involve core products such as chain saws, brushcutters or lawm mowers, for which our dealers and the STIHL brand are well known.

On the contrary, impulse buys are based on spontaneous decisions. The customer is already in the store and buys an additional item that he/she had not planned to buy. Examples of impulse buys include fuels and lubricants, accessories or personal protective equipment (gloves, hearing and face protection, footwear, etc.).

Taking buying behavior into account, products should be placed in such a way that customers will buy more than they had initially planned to. This generates additional purchases and increases turnover.

Product groups should be placed in areas or zones where customer attention levels are higher or lower depending on whether they usually constitute a planned purchase or an impulse buy. This system can also be applied if you want to promote particular product groups through measures that will support sales.

The system outlined in this section is also relevant for multi-brand dealers regarding the placement of their STIHL area. As a premium brand, STIHL should be allocated a space within the retail area that will be positively perceived by customers.



## THE ENTRANCE AREA

A dealer's first contact with the customer takes place in the entrance area of the store. The entrance area is particularly important because it is the place where customers form their first impression of the dealer.

Generally, customers need to use the first three meters to „decelerate“ as they enter a store. They only slow their pace after this point. This means that customers pay less attention to standard product presentations in this area.

Product presentation here must be especially striking if it is to grab customers' attention and actively slow them down. This can be achieved, for example, by using a promotional section that welcomes customers and informs them about current offers.

Apart from slowing customers down, customers should also get a good overview of the offered product assortment. Therefore, all product displays should be placed in such way, that they become taller from the mid-floor area through to the back walls (arena principle). This offers customers an overview of the entire sales area.

The top level of the wall shelving units can be used as an information level to make it even easier for customers to find their way around the shop. For example, emotional images associated with the individual product groups could be placed here to show customers where various product groups can be found. Furthermore, pictures also create a pleasant shopping experience.



### STIHL RECOMMENDS

Customer's attention can be influenced by attractive product presentation in the entrance area. Applying the arena principle and making product sections stand out makes it easier for customers to get an overview of the store.





## CUSTOMER ROUTES AND FOCAL POINTS

When not given any orientation, people tend to move to the right. This tendency to pull to the right can also be observed in the retail space. On average, nine out of ten customers tend to move right in the sales area. This knowledge about customer's behavior should be considered when it comes to product presentation.

Customer's orientation to the right means that their attention is focused in particular on the areas to the right. These areas can therefore be used to generate impulse buys or to boost sales of selected product groups. On the other hand, areas where attention levels are lower should be used to place planned purchase products.

Customer routes on the sales floor can be influenced by placing gondolas or clever positioned focal points. Focal points include the counter area, promotional sections or eye-catching product displays. They automatically draw their eyes, provide quick visual information and thereby attract customers. Focal points should encourage customers to explore the sales floor, especially the STIHL area. By considering targeted placement of focal points, customers are drawn further in the sales area. Generally speaking, customer traffic routes should always be kept clear from products and tidy. Furthermore, customers prefer wide aisles. In order to present the entire product range conveniently to customers, routes should preferably be planned in such a way that the sales area can be explored as a circuit.

Focal points and areas to the right of the customer's route are strongly perceived by the customer which makes these areas especially suitable for generating impulse buys. Other areas with a high level of attention are front gondolas as well as forks and crossings in the route.



### Differentiation of the sales area into planned purchases and impulse buys

- Areas particularly suitable for **planned purchases**
- Areas particularly suitable for **impulse buys**
- Areas with **high attention levels**
- **Focal points**



## STIHL RECOMMENDS

Product presentation and promotional sections can be selected in a targeted manner by analyzing customer routes. Customer behavior can be controlled by using focal points.



## PRODUCT PRESENTATION

Convey competence and availability!



### STIHL RECOMMENDS

The available retail space should be divided for the purposes of segmenting it into the relevant product areas. The aim is to create an exciting yet clear product display.

### BREADTH AND DEPTH OF PRODUCT RANGE

For an ideal presentation of STIHL products that will ensure strong sales, it is crucial to have a sufficiently broad and deep product range. A wide product range conveys competence. A sufficiently deep product range demonstrates availability and selling power to the customers. Therefore, you shouldn't present singular products. This applies especially to accessories and impulse buy products for which we recommend to present at least three of each.

A systematic approach is recommended. First, it is necessary to clarify which products to present and in what numbers. Then dealers can determine the shelving elements and merchandise holders needed for efficient, sales increasing presentation. Suitable decorative elements and materials can also be selected to create focal points.

### SEGMENTATION

In order to present the STIHL product range to customers in a clear manner that will promote sales, all shelving elements and product carriers should be arranged logically and organized by topic. This improves orientation, creates clarity and thereby generates additional sales. Long wall units should also be arranged clearly, exciting and attractive. This type of presentation highlights the brand status and supports sales.



### PRESENTATION LEVELS AND LINES

In order to create a customer-friendly product presentation, wall units can be divided into 3 levels.

#### ✓ Level 3: informational level

The informational level is highly effective from a distance. Here, the STIHL logo and a picture of one of the product group's product in action should be placed in order for the customers to orientate themselves and to be emotionally inspired.

#### ✓ Level 2: emotional level

Most products are sold from this level, which is made up of eye- to waist-height shelving (approx. 80 - 170 cm). Customers can see and touch the products comfortably and easily take them from the shelf.

#### ✓ Level 1: knee- and ankle-level shelving

Products displayed on this level are only clearly visible when the customer is standing directly in front of them. Heavy, large or inexpensive items can be placed here.

In order to make it easier for customers to orientate themselves as they stand in front of the shelf, products should be arranged in horizontal and vertical lines. Therefore, product carriers should also be laid out in a specific way.

Grouped presentations can help customers who are looking for suitable accessories for the core products. This promotes additional purchases, increasing turnover.



### STIHL RECOMMENDS

Accessories should never be displayed as singular items. Displaying several pieces of the same product demonstrates availability and therefore helps generate impulse buys.



## DECORATION AND INFORMATION

Create an eye-catcher for the customers!



### STIHL RECOMMENDS

Promotional areas must be adapted regularly, and should therefore be used for seasonal products, special offers, trends and new products. This will inspire even regular customers to buy new products.



### PROMOTIONAL AREAS

Customers make 70% of all buying decisions directly at the point of sale. Promotional areas and focal points can help encourage customers to make these impulse buys. These areas must stimulate desires in the customer. The best way to do this is to ensure the product presentation creates an image in the customer's mind.

In order to attract the customer's attention, it is important to ensure that only one specific topic is presented per promotional area (100% principle). An eye-catcher on eye level and decorative materials catch customers' attention. Product presentation must reflect reality as closely as possible. Consequently, products/ product groups (topic) are always integrated with relevant related purchases and product information. The structure of the promotional area is determined by the products to be presented. To give customers a simple and quick overview, the promotional area should be constructed from back to front according to the arena principle.

### MANNEQUINS

Mannequins are especially suitable for catching customer attention. Related products can be staged attractively. To this end, the figures need to be decorated authentically and realistically (lifelike). This makes it possible to present new products, innovations and accessories attractively as creative solutions to meet customers' needs.

Dealers should „play“ with suitable accessories to decorate the mannequins in an authentic, realistic manner. Ideally, the products should be shown in action, because it makes customers curious and highlights special features.



### PRICE LABELLING AND INFORMATION

Customers want to be provided with simple, self-explanatory information. Therefore, pricing and other (product) information such as flyers, brochures or other information materials must be positioned in a customer-oriented manner. Well-placed pricing and (product) information helps customers orientate themselves as assists them in narrowing down their choice.

In order to achieve these goals, the customer must be provided with the right amount of information. Up-to-date printed price labels for every product in the respective STIHL corporate design in an absolute necessity for a professional dealer appearance. Where possible, price tags should illustrate the advantages of the product.

All (product) information must be given in a targeted manner. Customers should not be overwhelmed by the volume of information. Therefore, it is important not to position or display too many different flyers, brochures, etc. per product group. As a rule, one additional piece of information per product group is sufficient. All displayed information material must be up-to-date and undamaged.



### STIHL RECOMMENDS

Printed and visible price tags reduce customers' intention to negotiate prices.



## ATMOSPHERE AND LIGHTING

Create a pleasant atmosphere!

The right atmosphere and mood increases the time customers spend at the dealer. For this reason, images and lighting are very important.

### PICTURES

Pictures convey emotions and characteristics with which customers identify. STIHL products are mainly used outdoors. Customers associate the products with a feeling of power and freedom. This feeling can be transmitted through the use pictures. **A picture is worth a thousand words!**

When selecting images, it is important to ensure they are up-to-date and according to the corporate design. Pictures should therefore be adapted or replaced on a regular basis.

Well-positioned, large images used outdoors are highly effective from a distance. Within the sales area, pictures have an emotionalizing effect. Both inside and outside, a small number of larger motifs has a greater impact than a large number of smaller ones.

### THE EFFECT OF LIGHT

Light affects how we see things and also influences the customer's mood. Therefore, the right lighting within the retail area is an important factor in creating a successful dealer business. It is not just about illumination, it is also about mood, atmosphere and effect. The objective is optimum illumination of the sales area in accordance with the overall concept.

Generally, basic lighting takes the form of stationary, flat lights. Accent lighting, which highlights particular products or areas, can be implemented using adjustable spotlights. The spotlights should always be adjusted to shine directly on focal points (frontal presentation, images, logo, etc.). When the spotlights are directed at the ShopSystem elements, they should be installed so that the beam is directed at the emotional level. However, customers should not be blinded by the lighting. Broken or faulty lamps have to be replaced immediately.



### STIHL RECOMMENDS

The lighting must be switched on and has to be adjusted after every change within the retail area.



### STIHL RECOMMENDS

A single large picture is more likely to be noticed and has a bigger effect than a large number of small posters with different motifs.

## COMFORT AND SERVICE ZONES

All areas that customers can access must be kept clean!

Comfort and service zones include the workshop, counter, coffee bar, changing room and the customer's toilet. You should also view these areas as part of your competence, quality and professionalism. Customers come to conclusions about the dealer's expertise and professionalism based on the impression they take from the comfort and service zones.

Cleanliness and order should therefore be given top priority. All areas that can be entered by customers must always be kept up-to-date, clean and tidy. These rules must be observed especially in the sales area, to avoid what are known as sales blockers.



### SALES BLOCKERS INCLUDE:

- ✓ Old advertising materials such as outdated or faded brochures, flyers or posters
- ✓ Dusty or dirty shelves/ product carriers
- ✓ Dirty, damaged or old products, boxes and packaging
- ✓ Products either on the floor, under or on top of shelving units
- ✓ Trash, empty boxes

The sales blockers listed above are perceived as unpleasant by customers and do not tie in with the STIHL brand image. The quality requirements of customers with regard to STIHL products must be reflected in the presentation of the dealer and the products.



### STIHL RECOMMENDS

All areas that customers can access should always be considered in terms of expertise, quality and professionalism and should be maintained accordingly.



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## OUTDOOR ADVERTISING

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## OUTDOOR ADVERTISING SOLUTIONS

For many customers, outdoor signage is the first point of contact with the dealer and should therefore be a focal point when designing the dealer's shop. The outdoor advertising includes advertising for the brands that are important to the customer: STIHL and the dealer, whose name is the brand for quality advice and service. Thus, it acts as an extension of the design in the store fittings and presents a uniform appearance to the customer - day and night with illuminated signage!

### FACADE BAND

The STIHL facade band indicates **high quality** and **modernity** and is highly effective **from a distance**. The facade band features the brands that are important to the customer: STIHL and the dealer providing the service and quality advice.

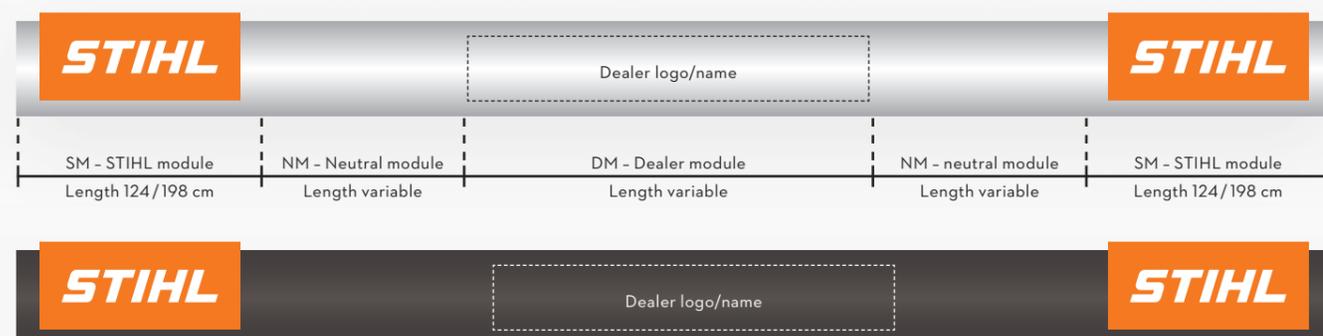
The STIHL brand and the dealer name are **illuminated**.

The dealer signage can be custom-made to the specific requirements of the dealer. In order to produce a customized sign, a template of the dealer's logo must be provided as a vectorized EPS file. The RAL colors and font in which the dealer's name should appear must also be sent to the manufacturer.

#### Technical features

- ✓ The facade band consist of a convex aluminium base frame in white aluminium (RAL 9006).
- ✓ The facade band is available in two standard heights: 50 cm and 80 cm.
- ✓ The STIHL logo and the dealer's name can be illuminated using LED technology.
- ✓ The total length of the facade band is flexible. Therefore, neutral modules can be used.
- ✓ If the facade band cannot be mounted flush with a wall surface, a substructure will be necessary.

**Effect in daylight:** The logos and dealer name are unlit in daylight. If no customized dealer logo is used, the dealer's name appears in black.



**Effect at night:** The logos and dealer name are illuminated at twilight and through the night. If no customized dealer logo is used, the dealer name appears in white.



### PLEASE NOTE

- ✓ Illuminated advertising systems must be approved by the building authorities.
- ✓ The outdoor advertising systems supplier will complete the planning applications forms.
- ✓ The dealer is responsible for submitting the planning application forms to the building authorities.
- ✓ Specific delivery dates can only be confirmed to the dealer after the responsible authorities have approved the planning application.
- ✓ Supporting walls and power connections are required for the mounting and securing of the signs and its connection to the mains.

### SMALL FACADE BAND (50 CM HEIGHT)

#### Facade band shorter than 3.5 meters

- ✓ Only one STIHL logo on the right side (according to CD)

#### Facade band between 3.5 and 4.5 meters

- ✓ One STIHL logo on the right side or two STIHL logos (one on the left and one on the right side) depending on the length of the dealer's name/logo

#### Facade band longer than 4.5 meters

- ✓ One STIHL logo on each side (left and right)

### LARGE FACADE BAND (80 CM HEIGHT)

#### Facade band shorter than 5 meters

- ✓ Only one STIHL logo on the right side (according to CD)

#### Facade band between 5 and 6 meters

- ✓ One STIHL logo on the right side or two STIHL logos (one on the left and one on the right side) depending on the length of the dealer's name/logo

#### Facade band longer than 6 meters

- ✓ One STIHL logo on each side (left and right)



**FACADE BANDS WHICH ARE INSTALLED ALONG A CORNER SHOULD BE CHECKED FROM CASE TO CASE.**

### STIHL FACADE BAND (2D)

Similar to the small facade band (50 cm height), less expensive alternative to 3D facade band

- ✓ If there is no possibility to install the Standard STIHL facade band (3D) due to cost reasons, the dealer can install a 2D facade band.
- ✓ Nevertheless, it should be made from durable material and the colors shouldn't fade when it's exposed to the sun.
- ✓ The same logo rules as for the 3D facade band apply.
- ✓ Please use the suggested dimensions if possible (50 cm height for small facade band or 80 cm height for large facade band). If you want to use another size, please make sure to use the correct dimensions for the logo.



# INDIVIDUAL ELEMENTS

The individual elements of the outdoor advertising provide an overview for the composition of a customized outdoor advertising system. These elements should be combined (facade band, pylon, wall sign) to create a high-quality outdoor appearance that is effective from a distance. You will have a consistent overall appearance.

If the facade band is longer than 3 m, the STIHL logo is placed on each end of the facade band (left and right). If it is shorter than 3 m, only one STIHL logo is placed on the right side (from a customer's point of view).



### SM - STIHL MODULE

available in two sizes

1	2
SM-50 convex, illuminated	SM-80 convex, illuminated
124 x 50 x 22 cm	198 x 80 x 30 cm
<b>0463 595 6111</b>	<b>0463 595 6112</b>
3	4
SM-50 rectangular, unlit	SM-80 rectangular, unlit
124 x 60 cm	198 x 95 cm
<b>0463 595 6511</b>	<b>0463 595 6512</b>



### DM - DEALER MODULE

available in two sizes

1	2
DM-50 convex, illuminated	DM-80 convex, illuminated
variable x 50 x 22 cm	variable x 80 x 30 cm
<b>0463 595 6141</b>	<b>0463 595 6142</b>



### NM - NEUTRAL MODULE

available in two sizes

1	2
NM-50 convex, unlit	NM-80 convex, unlit
variable x 50 x 22 cm	variable x 80 x 30 cm
<b>0463 595 6131</b>	<b>0463 595 6132</b>
3	4
NM-50 rectangular, unlit	NM-80 rectangular, unlit
variable x 50 cm	variable x 80 cm
<b>0463 595 6531</b>	<b>0463 595 6532</b>

### PYLON

available in two sizes



1	2
Pylon 3 m, illuminated on both sides, free standing	Pylon 4 m, illuminated on both sides, free standing
100 x 320 x 25 cm	130 x 420 x 33 cm
<b>0463 595 6430</b>	<b>0463 595 6440</b>



### WALL SIGN

available in two variants

1	2
STIHL logo illuminated, standard text unlit	STIHL logo illuminated, dealer name and customized text unlit
85 x 200 x 18.4 cm	85 x 200 x 18.4 cm
<b>0463 595 6211</b>	<b>0463 595 6212</b>



### DEALER LOGO OR LETTERING

for non-illuminated facade band

1	2
Dealer logo, vinyl, non-illuminated for 50 cm facade band	Dealer lettering STIHL Contraface, vinyl, non-illuminated for 50 cm facade band
variable x max. height 400 mm	variable x max. height 300 mm
<b>0463 595 6541</b>	<b>0463 595 6543</b>
3	4
Dealer logo, vinyl, non-illuminated for 80 cm facade band	Dealer lettering STIHL Contraface, vinyl, non-illuminated for 80 cm facade band
variable x max. height 700 mm	variable x max. height 500 mm
<b>0463 595 6542</b>	<b>0463 595 6544</b>

# STIHL STATION

Offer additional service to your customers - 24 hours, 7 days a week!



## INFO

If you are interested in the STIHL Station or if you want to have additional information, please reach out to your contact person in the STIHL subsidiary.

## STIHL STATION

The customary opening hours cannot meet the increasing demands of your customers anymore. In order to meet those demands, we offer the STIHL Station, which allows you to sell, rent and take in products for service 24/7. With the STIHL Station, you can not only increase customer satisfaction, but also generate additional turnover outside business hours.

Around 85% of the STIHL product range fits in the box, including smaller lawn mowers and brush cutters

### Functions

- ✓ Buy products / accessories
- ✓ Pick up products / accessories after they have been ordered online or via phone
- ✓ Rent products
- ✓ Hand in products to service or pick them up after they have been serviced
- ✓ Accept and store packages from parcel service
- ✓ Pay at the terminal using credit cards / debit cards / mobile payment



### Dimensions

The STIHL Station is divided into 12 compartments of different sizes. Around 85 % of the product portfolio can fit in the box, also lawn mowers in the cleaning position and large brushcutters.

Total width: 272.9 cm (modular system - can be extended)

Height: 221.6 cm

Depth: 75.0 cm

<b>XXXL+</b>	<b>XL</b>	<b>XL</b>	<b>XL</b>	<b>XXXL+</b>
	<b>L</b>	<b>S</b>	<b>L</b>	
		<b>Touchscreen with user interface</b>		
	<b>XXXL</b>	<b>Scanner / PayTerminal / etc.</b>		
<b>S</b>		<b>XXL</b>		

### VARIANT S

#### VARIANT S

Modula Extended Outdoor with pitched roof  
 1x basic module 1  
 1x extension module C

Outside Dimensions:  
 1147 x 2303 x 916 mm

Inside Dimensions:  
 1070 x 2137 x 752 mm



### VARIANT S WITH PAYMENT SYSTEM

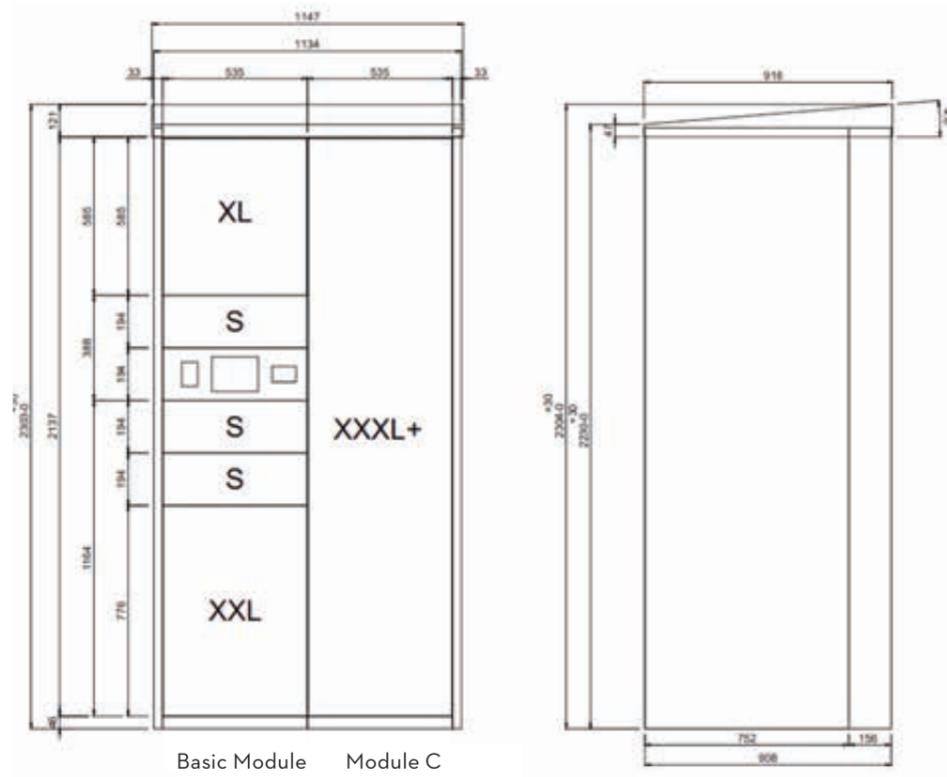
#### VARIANT S WITH PAYMENT SYSTEM

Modula Extended Outdoor with pitched roof  
 1x basic module 1 with payment system  
 1x extension module C

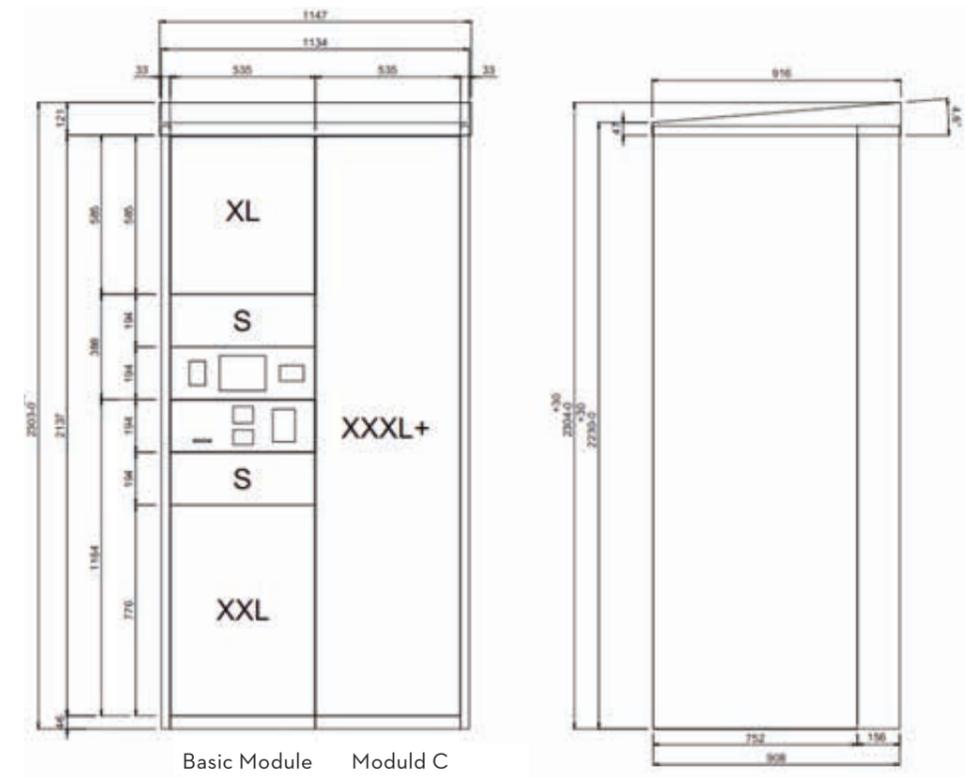
Outside Dimensions:  
 1147 x 2303 x 916 mm

Inside Dimensions:  
 1070 x 2137 x 752 mm

#### DIMENSIONS



#### DIMENSIONS



### VARIANT M

#### VARIANT M

Modula Extended Outdoor with pitched roof  
 1x basic module 1  
 1x extension module D  
 1x extension module C

The extra-wide modules D are ideally suited for our STIHL iMOW® robotic mowers. iMOW®.

Outside Dimensions:  
 1814 x 2303 x 916 mm

Inside Dimensions:  
 1737 x 2137 x 752 mm



### VARIANT M WITH PAYMENT SYSTEM

#### VARIANT M WITH PAYMENT SYSTEM

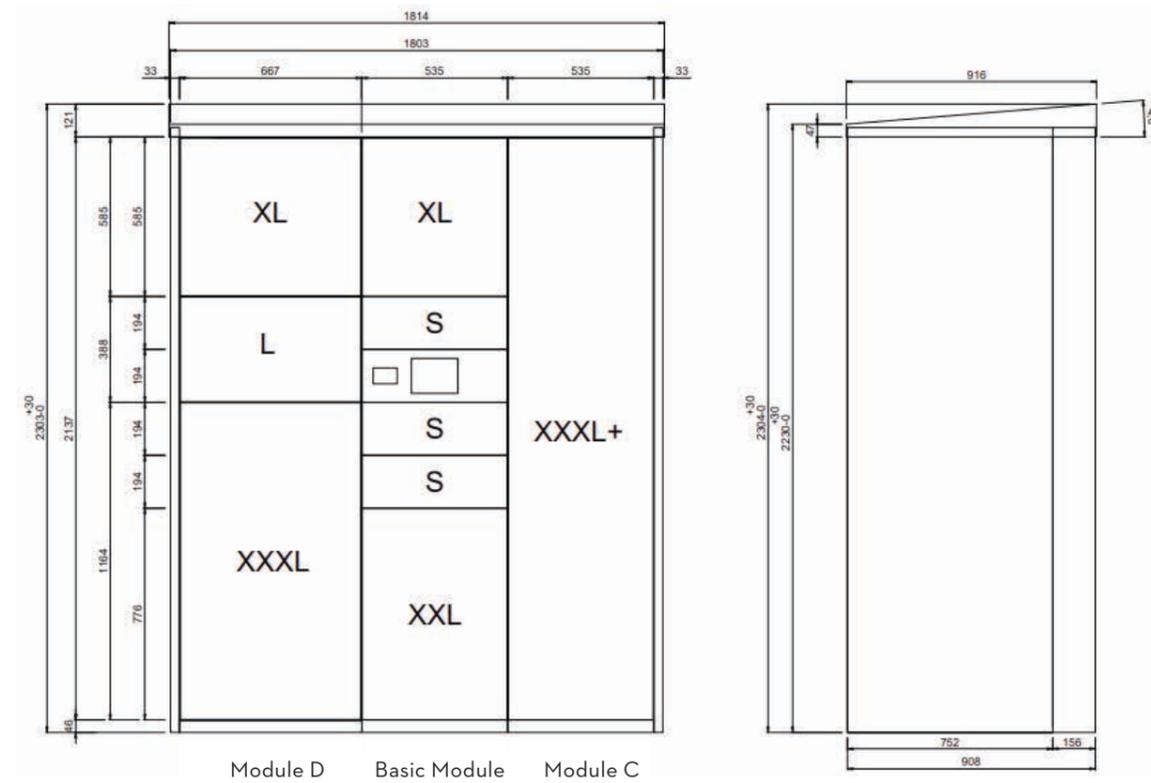
Modula Extended Outdoor mit Schrägdach  
 1x basic module 1 with payment system  
 1x extension module D  
 1x extension module C

The extra-wide modules D are ideally suited for our STIHL iMOW® robotic mowers. iMOW®.

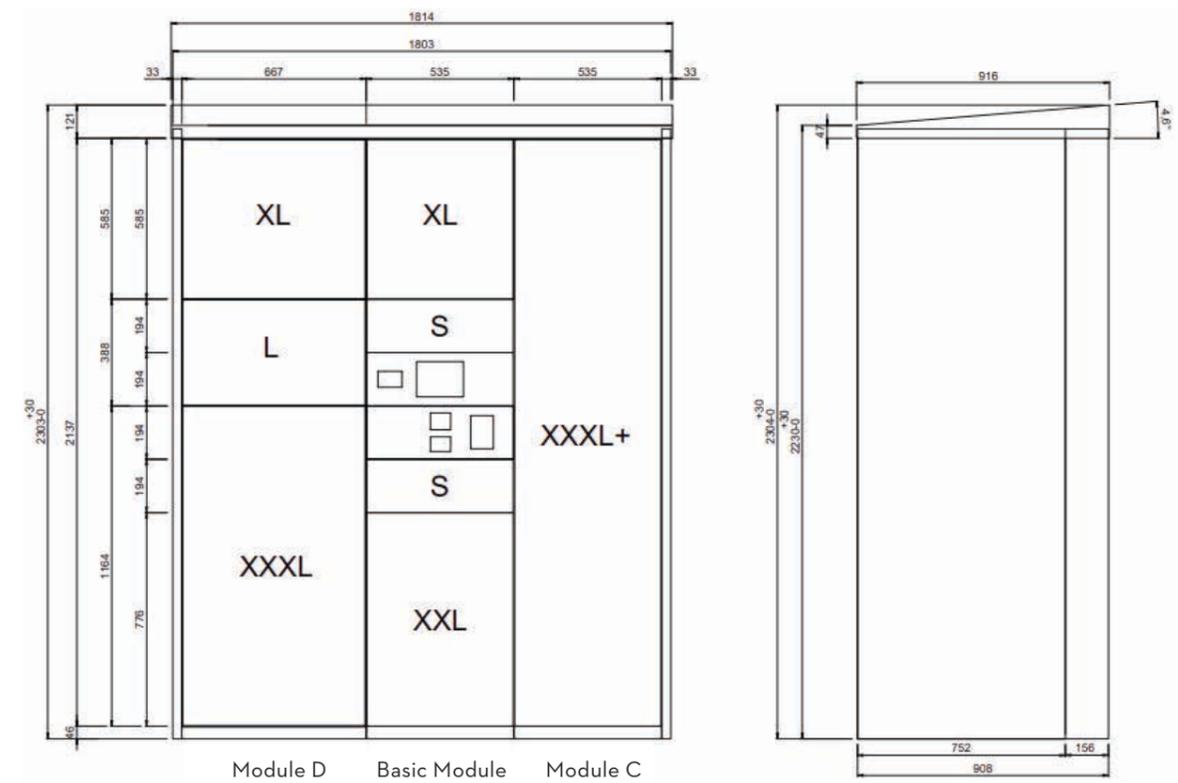
Outside Dimensions:  
 1814 x 2303 x 916 mm

Inside Dimensions:  
 1737 x 2137 x 752 mm

#### DIMENSIONS



#### DIMENSIONS



### VARIANT L

#### VARIANT L

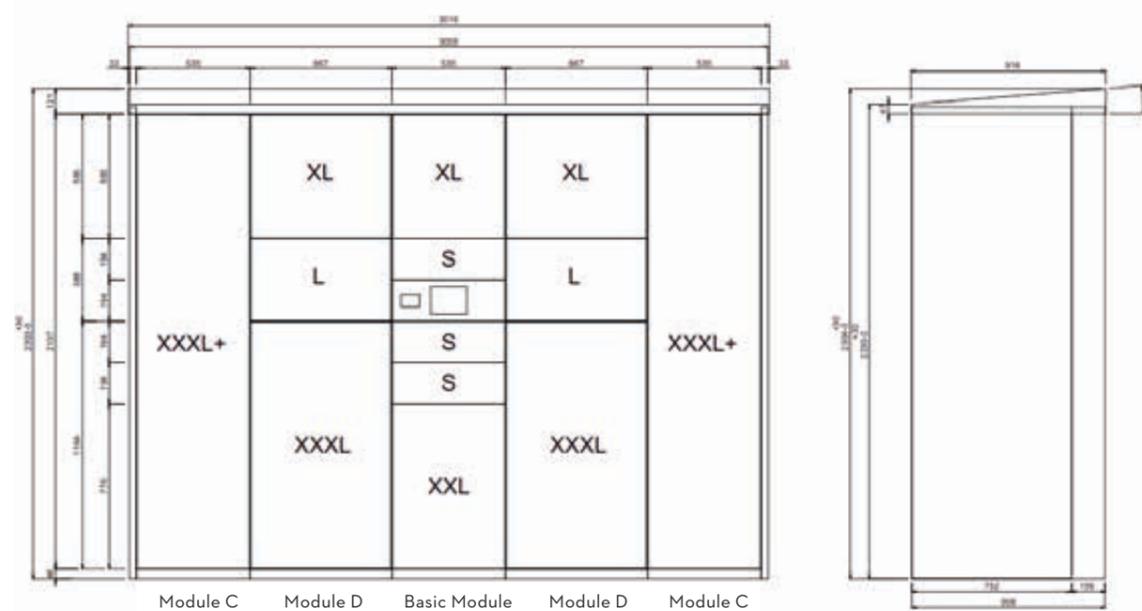
Modula Extended Outdoor with pitched roof  
 1x basic module 1  
 2 x extension module D  
 2 x extension module C Modula Extended  
 The extra-wide modules D are ideally suited for our STIHL iMOW® robotic mowers.

Outside Dimensions:  
 3016 x 2303 x 916 mm

Inside Dimensions:  
 2939 x 2137 x 752 mm



#### DIMENSIONS



### VARIANT L WITH PAYMENT SYSTEM

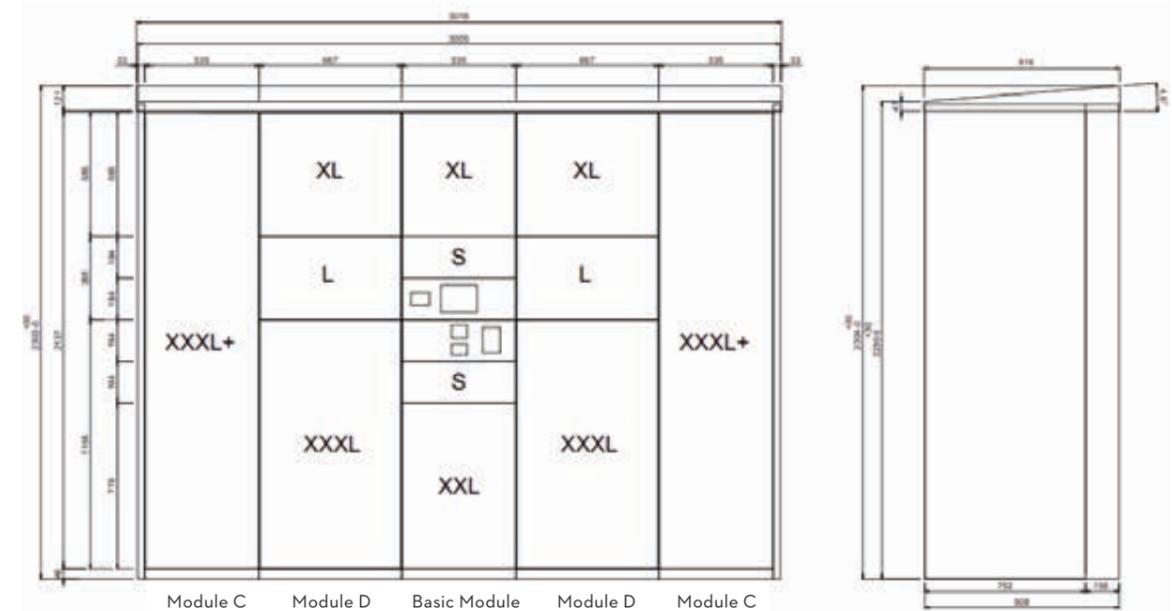
#### VARIANT L WITH PAYMENT SYSTEM

Modula Extended Outdoor with pitched roof  
 1x basic module 1 with payment system  
 2 x extension module D  
 2 x extension module C  
 The extra-wide modules D are ideally suited for our STIHL iMOW® robotic mowers.

Outside Dimensions:  
 3016 x 2303 x 916 mm

Inside Dimensions:  
 2939 x 2137 x 752 mm

#### DIMENSIONS



**EXTENSION OPTION  
ROLLING DOOR MODULE  
FOR VARIANTS S, M, L**

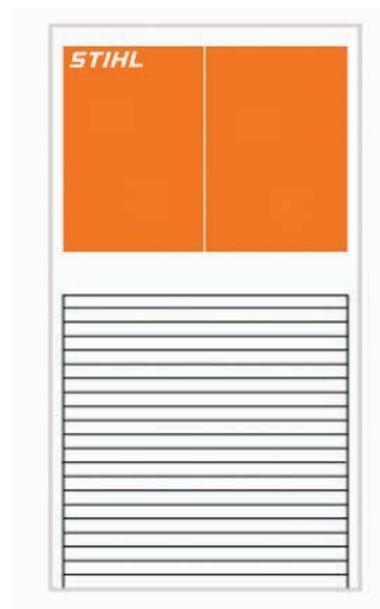
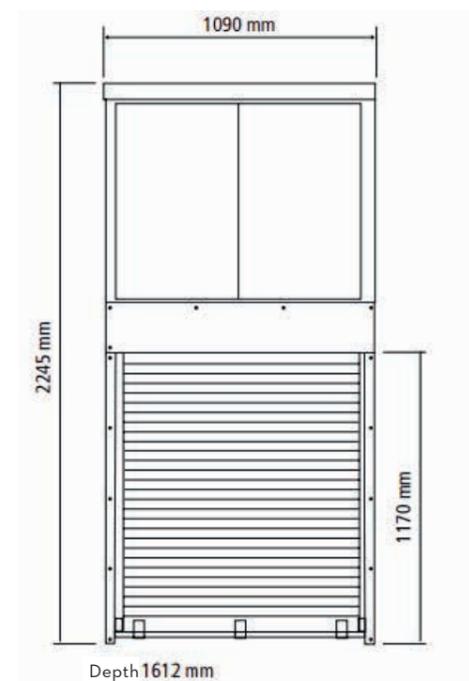
EXTENSION OPTION  
**ROLLING DOOR MODULE  
FOR VARIANTS S, M, L**  
suitable for euro pallets

Dimensions compartment XL:  
500 x 800 x 1400 mm

Dimensions Rolling Door:  
1000 x 1170 x 1612 mm



**DIMENSIONS**



**EXTENSION OPTION  
LARGE CAPACITY MODULE  
FOR VARIANTS S, M, L**

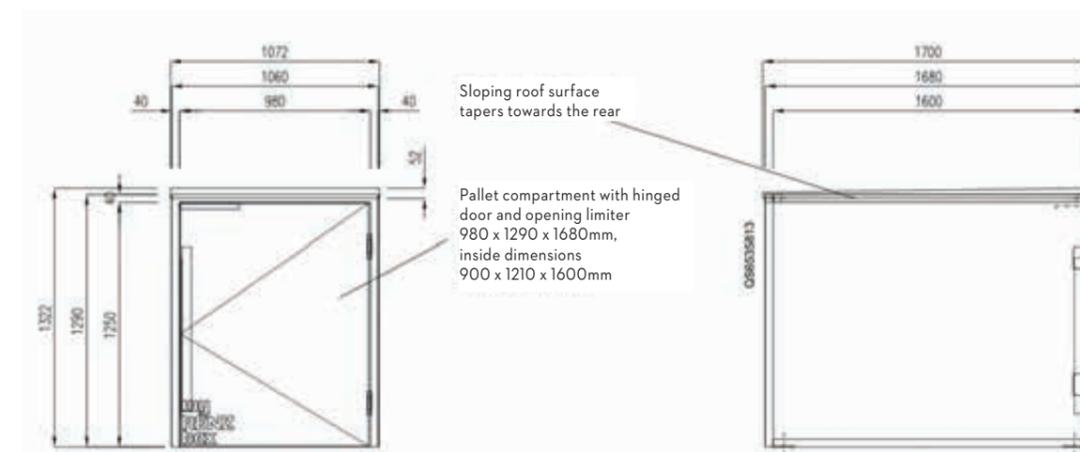
EXTENSION OPTION  
**LARGE CAPACITY MODULE  
FOR VARIANTS S, M, L**  
suitable for lawn mowers

Outside Dimensions:  
1072 x 1322 x 1700 mm

Inside Dimensions:  
900 x 1210 x 1600 mm



**DIMENSIONS**





3

## SHOPSYSTEM AND PRESENTATION MODULES

41 — ADVANTAGES OF THE STIHL SHOPSYSTEM

42 — SHELVING

54 — TOP PANEL VARIANTS

60 — GONDOLAS

70 — PRODUCT CARRIERS

86 — INDIVIDUAL ELEMENTS

90 — SALES COUNTER SYSTEMS

94 — EBP SHOPSYSTEM

100 — PRESENTATION MODULES

106 — BRANDSHOP

## THE STIHL SHOPSYSTEM SUPPORTS AN IDEAL PRODUCT PRESENTATION

Innovative products that meet high quality standards, expert specialist advice and attractively presented products - Nowadays, these are the prerequisites for successful sales. Having that in mind, we have developed the high-quality STIHL ShopSystem exclusively for servicing dealers. Attractive, clear product presentation offers customers considerably better orientation, helps them make buying decisions and transforms shopping into an experience.

The result: **customers stay for longer and are inspired to buy more, which increases turnover.**



## THE ADVANTAGES OF THE STIHL SHOPSYSTEM

### MODULAR STRUCTURE

The shelving elements are 230 cm tall (with a roof of 248 cm) and have a total construction depth of 64 cm (incl. stand). The standard width for add-on shelving units is 100 cm, many elements are also available in a width of 65 cm.

### MATCHING COLOR

Back panels, shelves and the top panels are colored in elegant grey (RAL 9006), which really makes the STIHL products stand out. The base is colored in anthracite (RAL 7021).

### WIDE RANGE OF BACK PANELS

Back panels are available as solid metal and perforated metal plates. If you want to highlight certain products or create an enjoyable atmosphere, you can also order back panels in a wooden design.

### FLEXIBLE TOP PANELS

Energy-efficient, long-lasting LED lights in the top panels create an ideal illumination of products, even where ambient light is weak. All ShopSystem elements can be set-up without top panels if necessary, e.g. to display bulky products such as pole pruners and long-reach hedge trimmers.

### SPECIAL PRODUCT CARRIERS

Specially adapted product carriers are available for every product group, from chainsaws to personal protective equipment/ personal protective clothing. That way, products can be displayed in the best possible way (e.g. in a working position).

### PRICE TAG HOLDERS

Price tag holders can either be placed directly on the shelves using a special rail or attached using magnetic mounts.

### UTILIZING OPEN SPACE: THE GONDOLA SYSTEM

Open spaces can be utilized most effectively with free-standing gondolas (height 140 cm). These ensure that customers still have an overview of the sales area. Furthermore, gondolas can be extended in whatever way you wish and can also be equipped flexibly.

Differently sized and shaped sales areas can be attractively designed according to the dealer's individual desires and customer topology thanks to the flexibility and modern structure of the STIHL ShopSystem.

## SHELVING



The shelving elements of the STIHL ShopSystem are mainly free-standing and positioned against a wall as product display units, but they can also be used to separate different areas of the sales floor.

They are offered as add-on shelving units with a height of 230 cm. The height of the shelves is 248 cm including the optional top panels, which are available in three variants. In order to facilitate the planning of your sales floor, we have predefined certain shelving unit combinations.

### ASSEMBLING A ROW OF SHELVES

STIHL add-on shelving units are available in two variants:

- ✓ Basic version without product carriers
- ✓ Full version including product carriers

Multiple add-on shelving units of both variants can be combined to form a row of shelves. In addition to the add-on shelving units, the following articles must also be ordered if you want to create a row of shelves:

- ✓ A shelving side end set
- ✓ The required number of STIHL logos
- ✓ A side end kit for the top panels
- ✓ A top panel for each shelving unit

### SHELF SIDE END SET AND STIHL LOGOS

**Shelf side end set** (see page 53)

This set includes:

- ✓ One L-shaped side section **1** for the last add-on shelf in the row of shelves
- ✓ Two side panels **2** to cover the left and right sides of the shelving

**STIHL logo** (see page 53)

Logos **3** are positioned on the shelf at intervals of 2.5 to 4.5 m on the right hand. Please consider to order the right quantity.

- 1** One of these side sections is supplied with each add-on shelf.

### TOP PANEL SIDE END SET AND CONSTRUCTION

**Top panel side end set**

The top panel construction requires a top panel side end set. It consists of an extension for the L-shaped side section for the last top panel in the row of shelves **4** and two panels **5** to cover the extensions.

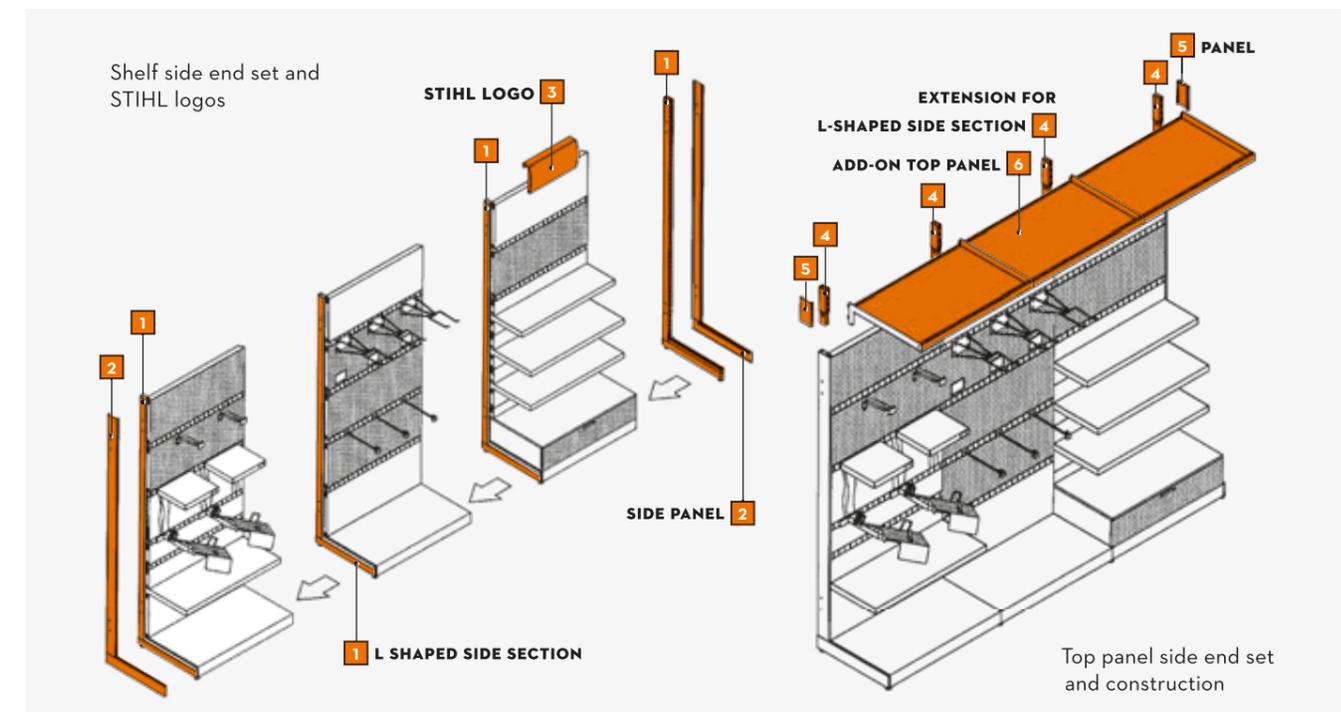
**Top panel construction**

Each top panel construction consists of an add-on top panel **6** and an extension for the L-shaped side section **4**. The top panel structure is placed on top of the row of shelves. In order to mount the final top panel, the extension for the L-shaped side section **4** (from the top panel side end set) is needed.



### WHEN ORDERING, PLEASE CONSIDER:

- ✓ **Top panel variants** (see page 54) have to be ordered **separately**.
- ✓ For each connected row of shelves, you have to order a **side end set** (see page 53).
- ✓ **STIHL Logos** (see page 53) have to be ordered **separately** and are always positioned on the right side of the shelves. The **number** of required logos is based on the following rules:
  - Row of shelves measuring up to 3 m:** 1 x logo (position: rightmost shelf)
  - Row of shelves measuring over 3 m:** 2 x logo (position: rightmost and leftmost shelves)
  - Row of shelves measuring over 7 m:** multiple logos (position: rightmost and leftmost shelves. Additional logos placed at equal intervals from left to right (2.5 m to 4.5 m).



# ADD-ON SHELVING UNITS COMPLETE VERSIONS

The „add-on shelving complete versions“ are a selection of the most frequently used configurations. These „complete shelving units“ are pre-defined and include all product carriers (mounts, hooks, price tag holders). They can be ordered as a complete kit using a dedicated part number in order to facilitate and speed up the ordering process.

The presentation of fuels and lubricants, hand tools and forestry accessories considering Visual Merchandising aspects and ideal utilization of the sales floor, is often complex and time-consuming. Therefore, STIHL has created a number of presentation suggestions. When you select a pre-defined shelving unit, you can be sure that your customers are shown a wide range of accessories, even in a limited space. Attractive product presentation, combined with product availability, is essential for triggering impulse purchases. This leads to an increase in sales of accessories.



### FS1 - ADD-ON SHELVING UNIT FOR BRUSHCUTTERS

available in two sizes (100 cm and 65 cm)

1	2
Basic shelf type BB1 (100) incl. 3 x set FS mount, 3 x large price tag holder	Basic shelf type BB1 (65) incl. 2 x set FS mount, 2 x large price tag holder
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1221</b>	<b>0463 595 1222</b>



### AK1 - ADD-ON SHELVING UNIT FOR ACCESSORIES, FORESTRY ARTICLES

available in two sizes (100 cm and 65 cm)

1	2
Basic shelf type BB1 (100) incl. 14 x display hook T 15 (incl. price tag holder)	Basic shelf type BB1 (65) incl. 10 x display hook T 15 (incl. price tag holder)
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1621</b>	<b>0463 595 1622</b>



### AK2 - ADD-ON SHELVING UNIT FOR ACCESSORIES

Basic shelf type BB2 (100) incl. 1 x drawer, 14 x display hook T 15 (incl. price tag holder)

100 x 63 x 230 cm

**0463 595 1623**



### MS1 - ADD-ON SHELVING UNIT FOR CHAINSAWS

available in two sizes (100 cm and 65 cm)

1	2
Basic shelf type BA4 (100) incl. 4 x MS mount, 2 x small shelf, 4 x large price tag holder, 2 x small price tag holder	Basic shelf type BA4 (65) incl. 2 x MS mount, 1 x small shelf, 2 x large price tag holder, 1 x small price tag holder
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1121</b>	<b>0463 595 1122</b>



### FS2 - ADD-ON SHELVING UNIT FOR BRUSHCUTTERS

Basic shelf type BA1 (100) incl. 3 x set FS mount, FS accessory bin incl. 3 x large price tag holder

100 x 63 x 230 cm

**0463 595 1223**



**i** Don't forget to order a side end set/logos  
See page 53



**HW1 -  
ADD-ON SHELVING UNIT FOR  
ACCESSORIES, FORESTRY ARTICLES**

Basic shelf type HW (100) incl. 1 x grid shelf for forestry products, 5 x axe holder large, 2 x axe holder small, 1 x fall guard special mount, 2 x heavy-duty mount, 35 x small price tag holder

100 x 63 x 230 cm

**0463 595 1625**



**HW2 -  
ADD-ON SHELVING UNIT FOR  
ACCESSORIES, FORESTRY ARTICLES**

Basic shelf type HW (100) incl. 1 x metal chute for small items, 3 x metal chute for splitting wedges, 15 x display hook T 15 (incl. price tag holder), 3 x display hook T 20, 15 x display hook T 15, 1 x heavy-duty mount

100 x 63 x 230 cm

**0463 595 1626**



**HW3 -  
ADD-ON SHELVING UNIT FOR  
ACCESSORIES, FORESTRY ARTICLES**

Basic shelf type HW (100) incl. 2 x metal chute for wedges, 2 x clothes rail, 10 x display hook T 15 (incl. price tag holder), 3 x display hook T 15, 3 x display hook T 15, 1 x heavy-duty mount, 1 x HT mount

100 x 63 x 230 cm

**0463 595 1627**



**FK1 -  
ADD-ON SHELVING UNIT FOR  
ACCESSORIES, FORESTRY ARTICLES**

Basic shelf type BB3 (100) incl. 4 x axe holder, 4 x holder for lopping shears, 14 x small price tag holder

100 x 63 x 230 cm

**0463 595 1421**



**FK2 -  
ADD-ON SHELVING UNIT FOR  
PERSONAL PROTECTIVE EQUIPMENT**

Basic shelf type BC1 incl. 1 x clothes rail, 3 x safety helmet holder, 15 x clothes hanger, 14 x small price tag holder

100 x 63 x 230 cm

**0463 595 1521**



**FK3 -  
ADD-ON SHELVING UNIT FOR  
PERSONAL PROTECTIVE EQUIPMENT**

Basic shelf type BB2 incl. 1 x drawer, 1 x clothes rail, 10 x clothes hanger, 14 x small price tag holder, 7 x T 15 display hook (incl. price tag holder)

100 x 63 x 230 cm

**0463 595 1522**



**VK2 -  
ADD-ON CHANGING ROOM**

Basic shelving unit „changing room“ incl. curtain and mirror

125 x 63 x 230 cm

**0463 595 1726**



**IK1 -  
ADD-ON SHELVING UNIT FOR  
ACCESSORIES, FORESTRY ARTICLES**

Basic shelf type BI1 incl. 24 x display hook T 15

71 x 71 x 230 cm

**0463 595 1722**



**VK1 -  
ADD-ON  
CHANGING ROOM**

Basic shelving unit „changing room“ incl. curtain

100 x 63 x 230 cm

**0463 595 1712**



## ADD-ON SHELVING UNITS BASIC VERSIONS

The „add-on shelving unit basic versions“ offer a wide range of pre-defined shelving configurations. These „basic shelves“ are supplied without product carriers (mounts, hooks and price tag holders). In order to fully configure the shelving units, the required product carriers must be ordered separately (see chapter „product carriers“ from page 70 onwards).



### BA1 - ADD-ON SHELVING UNIT FOR BRUSHCUTTERS, POWER TOOLS

available in two sizes (100 cm and 65 cm)

1	2
5 x full metal plate 400, 4 x support strip	5 x full metal plate 400, 4 x support strip
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1811</b>	<b>0463 595 1812</b>



### BA2 - ADD-ON SHELVING UNIT FOR CHAINSAWS, POWER TOOLS

available in two sizes (100 cm and 65 cm)

1	2
4 x full metal plate 400, 1 x wooden plate 400, 4 x support strip	4 x full metal plate 400, 1 x wooden plate 400, 4 x support strip
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1813</b>	<b>0463 595 1814</b>



### BA3 - ADD ON SHELVING UNIT FOR CHAIN SAWS

available in two sizes (100 cm and 65 cm)

1	2
4 x full metal plate 400, 2 x perforated plate 180, 5 x support strip	4 x full metal plate 400, 2 x perforated plate 180, 5 x support strip
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1815</b>	<b>0463 595 1816</b>



### BA4 - ADD-ON SHELVING UNIT FOR CHAIN SAWS, POWER TOOLS

available in two sizes (100 cm and 65 cm)

1	2
2x full metal plate 400, 2 x wooden plate 400, 2 x perforated plate 180, 5 x support strip	2 x full metal plate 400, 2 x wooden plate 400, 2 x full metal plate 180, 5 x support strip
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1817</b>	<b>0463 595 1818</b>



### BB1 - ADD-ON SHELVING UNIT FOR BRUSH- CUTTERS, PERSONAL PROTECTIVE EQUIPMENT, ACCESSORIES

available in two sizes (100 cm and 65 cm)

1	2
2 x full metal plate 400, 3 x perforated plate 400, 4 x support strip	2 x full metal plate 400, 3 x perforated plate 400, 4 x support strip
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1831</b>	<b>0463 595 1832</b>



### BB2 - ADD-ON SHELVING UNIT FOR PERSONAL PROTECTIVE EQUIPMENT, ACCESSORIES

1 x full metal plate 400, 1 x full metal plate 180,  
3 x perforated metal plate 400, 1 x drawer,  
4 x support strip

100 x 63 x 230 cm

**0463 595 1833**



### BB3 - ADD-ON SHELVING UNIT FOR FORESTRY ARTICLES, ACCESSORIES

2 x full metal plate 400,  
3 x perforated metal plate 400,  
3 x support strip, 1 x shelf T 41

100 x 63 x 230 cm

**0463 595 1834**



### BB4 - ADD-ON SHELVING UNIT FOR ACCESSORIES, FORESTRY ARTICLES

1 x full metal plate 400, 2 x perforated metal  
plate 400, 4 x perforated metal plate 180,  
6 x support strip, 1 x grid shelf for forestry

100 x 63 x 230 cm

**0463 595 1835**



**BC1 -  
ADD-ON SHELVING UNIT FOR PERSONAL  
PROTECTIVE EQUIPMENT**

4 x full metal plate 400, 1 x perforated metal plate 400, 3 x support strip, 1 x clothes rail

100 x 63 x 230 cm

**0463 595 1851**



**BC2 -  
ADD-ON SHELVING UNIT FOR PERSONAL  
PROTECTIVE EQUIPMENT**

5 x full metal plate 400, 2 x support strip, 1 x shelf T 41, 1 x clothes rail

100 x 63 x 230 cm

**0463 595 1852**



**BC3 -  
ADD-ON SHELVING UNIT FOR PERSONAL  
PROTECTIVE EQUIPMENT**

3 x full metal plate 400, 3 x full metal plate 180, 3 x support strip, 1 x shelf T 41, 1 x clothes rail, 1 x drawer

100 x 63 x 230 cm

**0463 595 1853**



**BC4 -  
ADD-ON SHELVING UNIT FOR FORESTRY  
ARTICLES, PERSONAL PROTECTIVE  
EQUIPMENT, ACCESSORIES**

3 x full metal plate 400, 2 x perforated metal plate 400, 2 x support strip, 1 x shelf T 41, 1 x metal chute

100 x 63 x 230 cm

**0463 595 1854**



**BD1 -  
ADD-ON SHELVING UNIT FOR  
CHAINSAWS, POWER TOOLS**

available in two sizes (100 cm and 65 cm)

**1**

**2**

4 x full metal plate 400,  
1 x wooden plate 400,  
3 x support strip,  
1 x shelf T 41

4 x full metal plate 400,  
1 x wooden plate 400,  
3 x support strip,  
1 x shelf T 41

100 x 63 x 230 cm

65 x 63 x 230 cm

**0463 595 1871**

**0463 595 1872**



**BD2 -  
ADD-ON SHELVING UNIT FOR  
MACHINES, ACCESSORIES**

available in two sizes (100 cm and 65 cm)

**1**

**2**

2 x full metal plate 400,  
2 x perforated back  
panel 400, 2 x per-  
forated back panel 180,  
4 x support strip,  
1 x shelf T 41

2 x full metal plate 400,  
2 x perforated metal  
plate 400, 2 x per-  
forated metal plate 180,  
4 x support strip,  
1 x shelf T 41

100 x 63 x 230 cm

65 x 63 x 230 cm

**0463 595 1873**

**0463 595 1874**



**BD3 -  
ADD-ON SHELVING UNIT FOR  
MACHINES, ACCESSORIES**

available in two sizes (100 cm and 65 cm)

**1**

**2**

3 x full metal plate 400,  
2 x perforated plate  
400, 2 x support strip,  
2 x shelf T 41

3 x full metal plate 400,  
2 x perforated metal  
plate 400, 2 x support  
strip, 2 x shelf T 41

100 x 63 x 230 cm

65 x 63 x 230 cm

**0463 595 1875**

**0463 595 1876**



**BD4 -  
ADD-ON SHELVING UNIT FOR MACHINES,  
FUELS AND LUBRICANTS**

5 x full metal plate 400, 1 x support strip,  
2 x shelf T 41, 1 x shelf T 31

100 x 63 x 230 cm

**0463 595 1877**



**BD5 -  
ADD-ON SHELVING UNIT FOR SAW  
CHAINS, GUIDE BARS, FUELS AND  
LUBRICANTS**

1 x full metal plate 400, 6 x full metal plate 135,  
4 x full metal plate 45, 1 x perforated metal  
plate 400, 1 x RW perforated metal plate 180,  
2 x support strip, 2 x shelf T 41, 1 x shelf T 31

100 x 63 x 230 cm

**0463 595 1878**



**B11 -  
ADD-ON SHELVING UNIT FOR  
FORESTRY ARTICLES, ACCESSORIES**

4 x full metal plate 400, 6 x perforated metal  
plate 400, 8 x support strip

71 x 71 x 230 cm

**0463 595 1723**



**STIHL LOGO**

printed logo

50 x 3 x 25 cm

**0463 595 4111**



**SHELVING SIDE END SET**

Has to be ordered for every connected  
row of shelves!

1 x L-shaped shelf end section,  
2 x side panels,  
2 x panels for sides of bases

3 x 63 x 230 cm

**0463 595 4122**



**BD6 -  
ADD-ON SHELVING UNIT FOR SAW  
CHAINS, GUIDE BARS, FUELS AND  
LUBRICANTS**

1 x full metal plate 400, 6 x perforated metal  
plate 135, 3 x full metal plate 45, 1 x perforated  
metal plate 400, 2 x support strip, 2 x shelf T41,  
1 x shelf T 31, 1 x drawer

100 x 63 x 230 cm

**0463 595 1879**

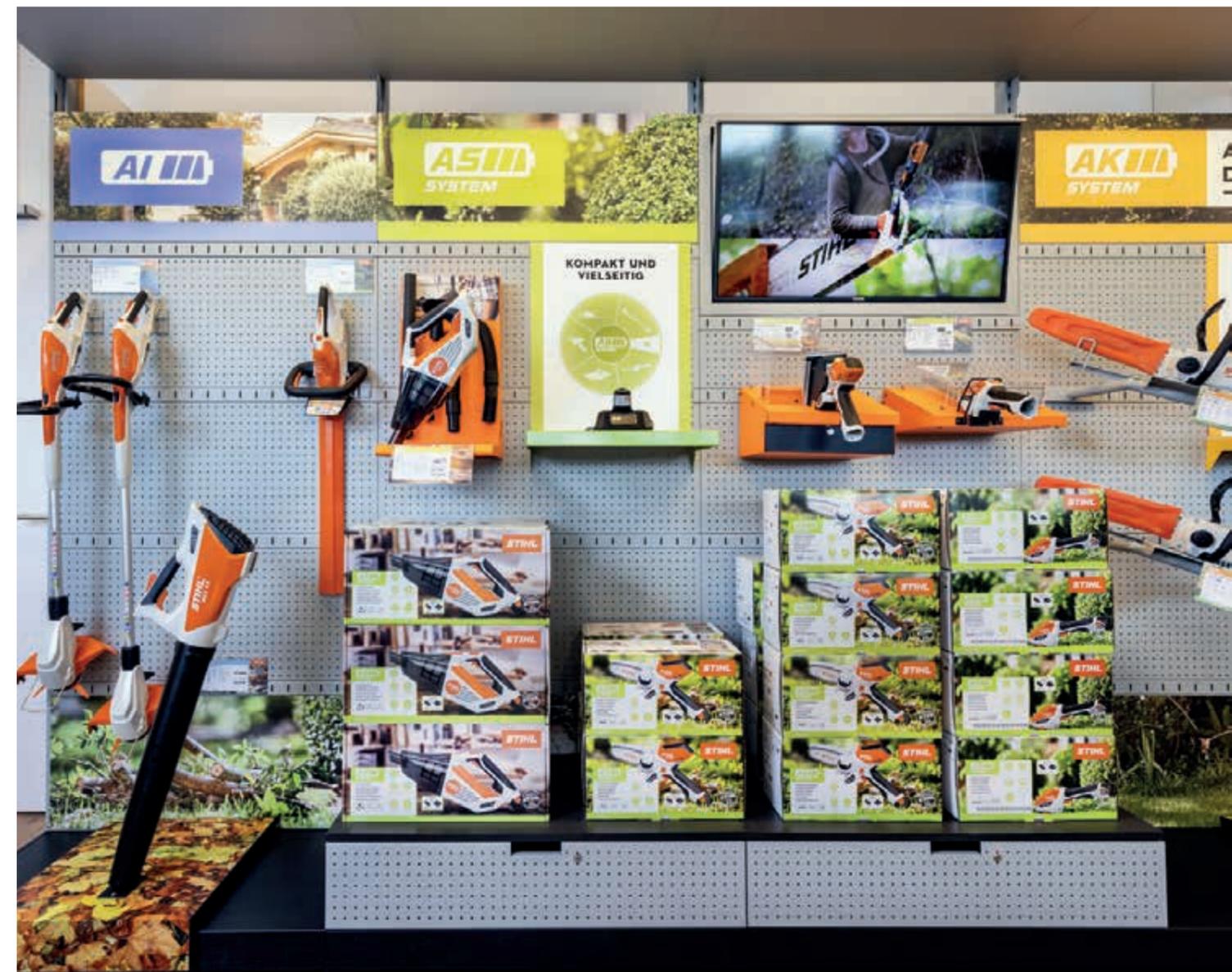


**B12 -  
ADD-ON SHELVING UNIT FOR  
FORESTRY ARTICLES, ACCESSORIES**

4 x full metal plate 400, 6 x perforated back  
panel 400, 4 x support strip, 2 x shelf T 41

71 x 71 x 230 cm

**0463 595 1724**



**i** Don't forget to order a side end set/logos  
See page 53

## TOP PANEL VARIANTS

A range of top panel variants complete the standard structure, ensuring that products can be staged appropriately using the STIHL ShopSystem. The different top panel variants can be selected and implemented flexibly depending on the specific needs of the dealer.



### PLEASE CONSIDER WHEN ORDERING:

- ✓ For each connected row of top panels, you have to order a top panel side end set (see page 58).



The **„Basic“** top panel variant is supplied without lighting. It can be chosen if there is high-quality lighting (e.g. suspended ceiling spots lights which can be used to illuminate the shelving system from the front) is available in the show room.



„Basic“  
(without illumination)



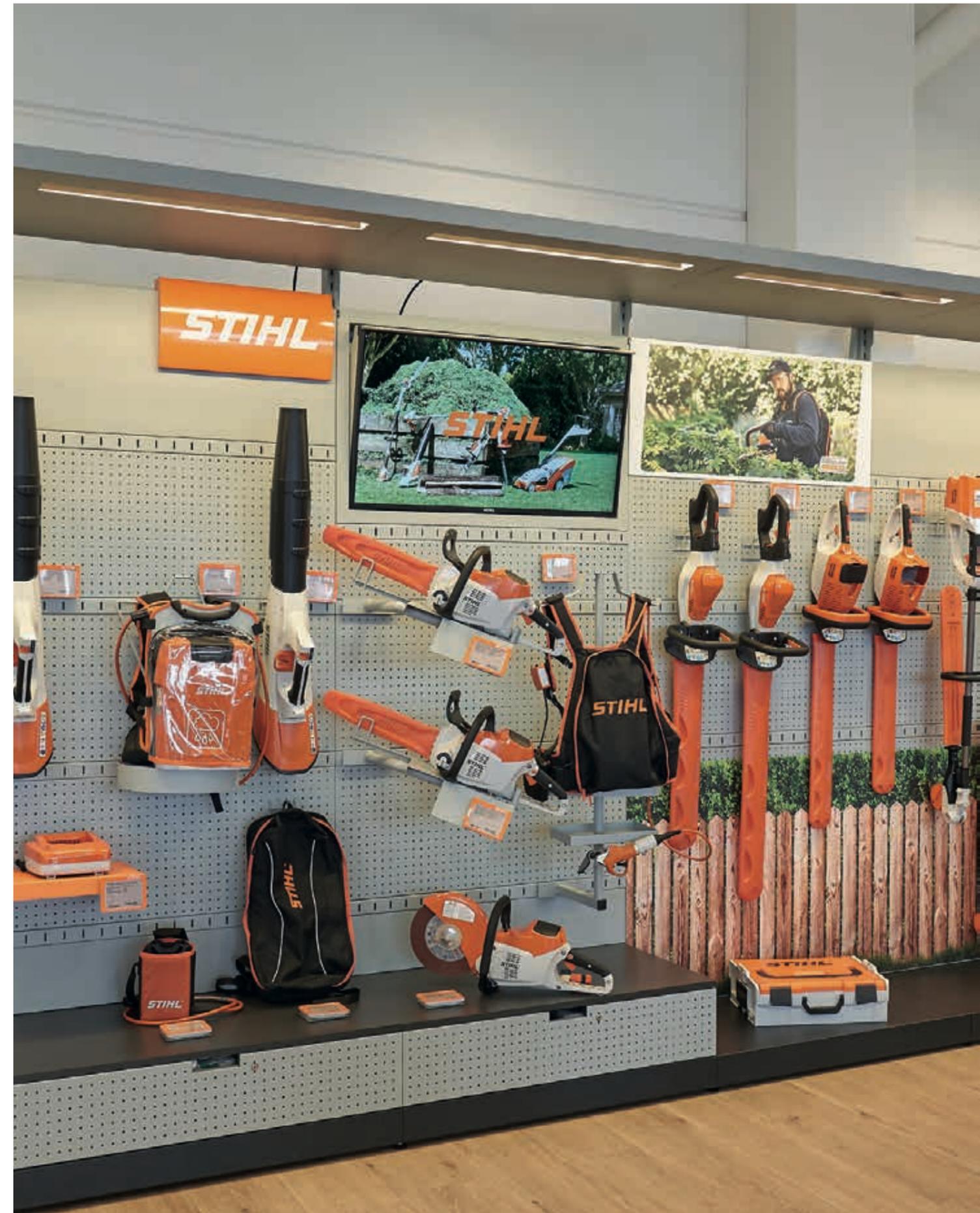
„In-Line“  
(available with a LED, neon or without a lighting unit)

The **„In-Line“** top panel variant is supplied with a linear luminaire that is integrated into the roof of the shelving unit (available with a LED, neon or without a lighting unit) with asymmetric lighting technology, so products can be illuminated evenly without blinding customers.

The **„Special“** top panel variant is supplied with modern, highly efficient and long-lasting LED spot lights. They can be swivelled and the beam of light directed at the products that should be highlighted.



„Special“  
(with two LED spot lights)





**„BASIC“ TOP PANEL**

available in two sizes (100 cm and 65 cm)

1	2
for 100 cm shelving units; without lighting	for 65 cm shelving units; without lighting
100 x 65 x 18 cm	65 x 65 x 18 cm
<b>0463 595 4331</b>	<b>0463 595 4332</b>



**INTERIOR CORNER TOP PANEL**

for interior corner; without illumination

70 x 70 x 18 cm
<b>0463 595 4333</b>



**„IN-LINE“ TOP PANEL**

available in three variants (LED, neon and without a lighting unit), each in two sizes (100 cm and 65 cm)

1 with LED lighting unit <sup>①</sup>	2 with LED lighting unit <sup>①</sup>	3 with neon lighting unit <sup>②</sup>
for 100 cm shelving units; incl. high-quality, evenly illuminating 26 W LED linear luminaire	for 65 cm shelving units; incl. high-quality, evenly illuminating 15 W LED linear luminaire	for 100 cm shelving units; incl. high-quality, evenly illuminating 39 W linear luminaire (neon)
100 x 65 x 18 cm	65 x 65 x 18 cm	100 x 65 x 18 cm
<b>0463 595 4317</b>	<b>0463 595 4318</b>	<b>0463 595 4341</b>
4 with neon lighting unit <sup>③</sup>	5 linear top panel structure (100)	6 linear top panel structure (65)
for 65 cm shelving units; incl. high-quality, evenly illuminating 24 W linear luminaire (neon)	for 100 cm shelving units; supplied without lighting unit (must be ordered separately) <sup>④</sup>	for 65 cm shelving units; supplied without lighting unit (must be ordered separately) <sup>④</sup>
65 x 65 x 18 cm	100 x 65 x 18 cm	65 x 65 x 18 cm
<b>0463 595 4342</b>	<b>0463 595 4584</b>	<b>0463 595 4585</b>



**LIGHTING UNITS LINEAR LUMINAIRES**

available in two variants (LED and neon), each in two sizes (100 cm and 65 cm)

1 LED lighting unit	2 LED lighting unit	3 neon lighting unit	4 neon lighting unit
for the 100 cm shelving unit top panel („In-Line“)	for the 65 cm shelving unit top panel („In-Line“)	for the 100 cm shelving unit top panel („In-Line“)	for the 65 cm shelving unit top panel („In-Line“)
length = 84 cm	length = 54 cm	length = 84 cm	length = 54 cm
<b>0463 595 4329</b>	<b>0463 595 4330</b>	<b>0463 595 4345</b>	<b>0463 595 4346</b>



**„SPECIAL“ TOP PANEL**

available in three sizes (100 cm, 65 cm and as an interior corner top panel)

1	2	3
for 100 cm shelving units; with perforations (Ø 11.2 cm) for two LED spots <sup>⑤</sup> ; supplied without lights (must be ordered separately) <sup>⑥</sup>	for 65 cm shelving units; with perforations (Ø 11.2 cm) for one LED spot <sup>⑤</sup> ; supplied without lights (must be ordered separately) <sup>⑥</sup>	for interior corner; with perforations (Ø 11.2 cm) for one LED spot <sup>⑤</sup> ; supplied without lights (must be ordered separately) <sup>⑥</sup>
100 x 65 x 18 cm	65 x 65 x 18 cm	70 x 70 x 18 cm
<b>0463 595 4311</b>	<b>0463 595 4322</b>	<b>0463 595 4323</b>

① **Note regarding LED linear luminaires:** discreet, highly efficient add-on lights integrated seamlessly into the shelving unit top panel with 26 W (size 100 cm) or 15 W (size 65 cm) LED board and warm-toned light. The light features special, asymmetrically illuminating lighting technology for even, non-blinding illumination of the products presented near the back panel. Annual energy consumption per meter of shelving: approx. 65 kW (size 100 cm) or 37 kW (size 65 cm) (Assumed usage: 6 days per week at 8 hours of operating time, 52 weeks a year)

② **Note regarding neon linear luminaires:** discreet, highly efficient lights integrated seamlessly into the shelving unit top panel with 39 W (size 100 cm) or 24 W (size 65 cm) T5 fluorescent bulb and warm-toned light. The light features special, asymmetrically illuminating lighting technology for even, non-blinding illumination of the products presented near the back panel. Annual energy consumption per meter of shelving: approx. 107 kW (size 100 cm) or 67 kW (size 65 cm) (Assumed usage: 6 days per week at 8 hours of operating time, 52 weeks a year)

③ **Note regarding LED spots:** discreet, highly efficient, branded aluminium recessed spots. This is equipped with an innovative, slender 28 W LED spot module, which boasts outstanding light output (comparable predecessors 100 W low-voltage or 35 W halogen metal-halide). The light has a wide beam (40°) and a special reflector for professional illumination of products. The spotlights can be swivelled +/- 40° and rotated up to 355°. The light is a warm tone with very good color rendering. The service life is many times that of conventional low-voltage lights. Energy consumption per LED spot approx. 70 kW (Assumed usage: 6 days per week at 8 hours of operating time, 52 weeks a year)

④ see page 57; Lighting units linear luminaires

⑤ see page 57; Lighting unit LED spot CYCLOS, part number: 0463 595 4357



**LIGHTING UNIT LED SPOT CYCLOS**

highly-efficient LED spot with focused illumination incl. Wieland system components (supply line and T-shaped distributor connector)

Ø = 11.2 cm

**0463 595 4357**



**YK2 TOP PANEL**

available in three variants (LED, neon and without a lighting unit)

1 with LED lighting unit <sup>®</sup>	2 with neon lighting unit <sup>®</sup>	3 without a lighting unit
for interior corner of changing room; incl. 2 high-quality, evenly illuminating 15 W LED linear luminaires	for interior corner of changing room; incl. 2 high-quality, evenly illuminating 24 W neon linear luminaires	for interior corner of changing room; supplied without lighting unit (must be ordered separately) <sup>®</sup>
125 x 125 x 18 cm	125 x 125 x 18 cm	125 x 125 x 18 cm
<b>0463 595 4316</b>	<b>0463 595 4315</b>	<b>0463 595 4348</b>



**TOP PANEL SIDE END SET**

Has to be ordered for each connected row of shelves

3 x 6 x 18 cm

**0463 595 4301**



**CONNECTING CABLE PANELLING**

one required for each main connecting cable of a row of shelves

3 x 3 x 19 cm

**0463 595 4302**



**CONNECTING CABLE FOR TOP PANEL VARIANTS „IN-LINE“ AND „SPECIAL“**

Connecting cable with Schuko plugs on one side and Wieland socket system on the other. One required per row of shelves

length = 300 cm

**0463 595 4303**



**EXTENSION CABLE**

One required for each main connecting cable of row of shelves

length = 150 cm

**0463 595 4304**



**CABLE SET FOR LAMPS**

length = 50 cm

**0463 595 4305**



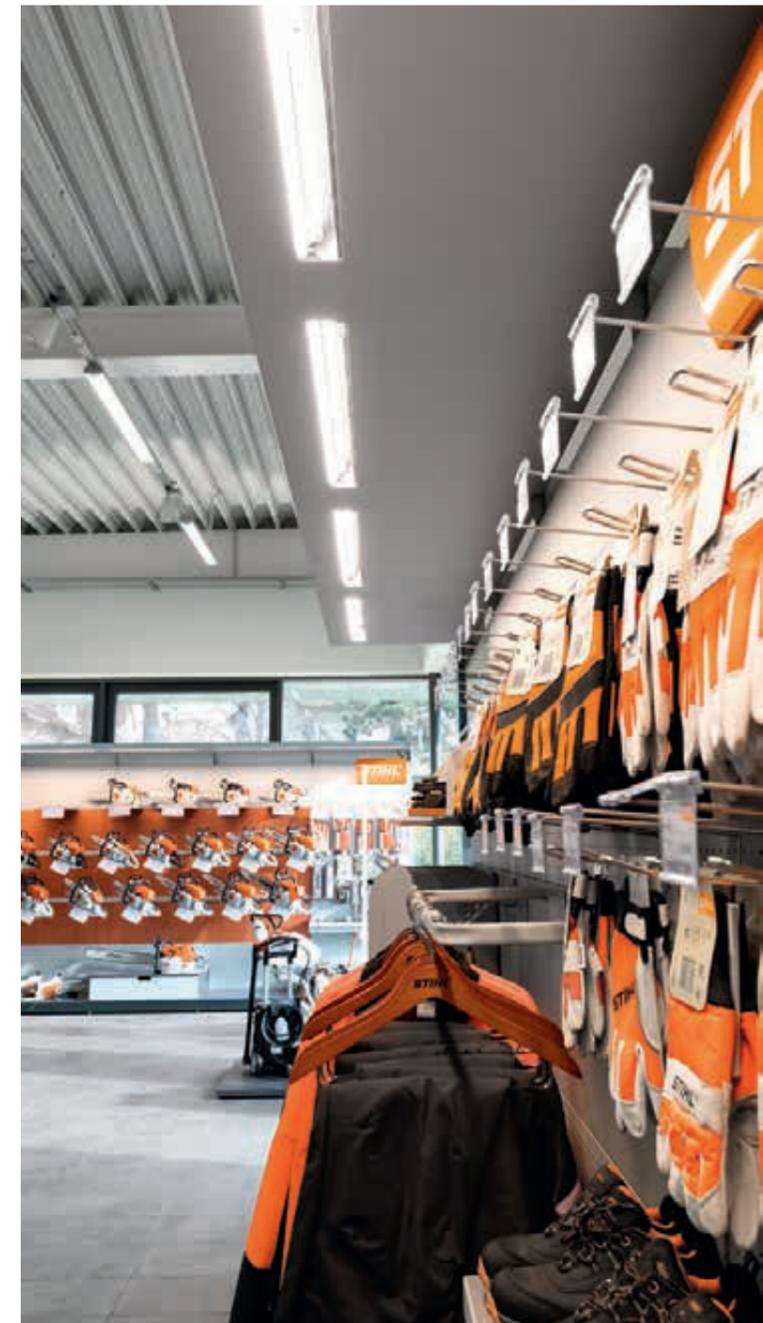
**NOTE**

Lighting suppliers for replacement lights are listed in the appendix.



**COVERING FOR SHELVING UNIT TOP PANELS**

1 large	2 small	3 interior corner
for top panel variant size 100 cm	for top panel variant size 65 cm	for interior corner top panel
100 x 64 x 12 cm	65 x 64 x 12 cm	64 x 64 x 12 cm
<b>0463 595 4326</b>	<b>0463 595 4327</b>	<b>0463 595 4328</b>



# GONDOLAS

STIHL ShopSystem gondolas are free-standing display units for your sales floor. Measuring 1.4 m height, they give the dealer an excellent overview and help the customers find their way around the store. The gondolas are usually used as double-sided presentation units (central gondolas). Furthermore, semi gondolas (single-sided front gondolas) can be used to finish off rows of gondolas. To make it easier to fit out your retail space, you can choose the gondolas that best suit your specific needs from a range of pre-defined variants. All gondolas are supplied without STIHL products.

## ASSEMBLING A ROW OF GONDOLAS

The double-sided gondola (central gondola) is supplied as an add-on gondola and can be ordered in two variants:

- ✓ basic version without product carriers
- ✓ full version incl. product carriers

Multiple add-on gondolas of both variants are assembled together to form a row of gondolas. Additional to the add-on gondola, the following articles have to be ordered to create a row of gondolas:

- ✓ a gondola side end set
- ✓ the required number of STIHL logos/ covers

## GONDOLA SIDE END SET, STIHL LOGOS AND COVERS

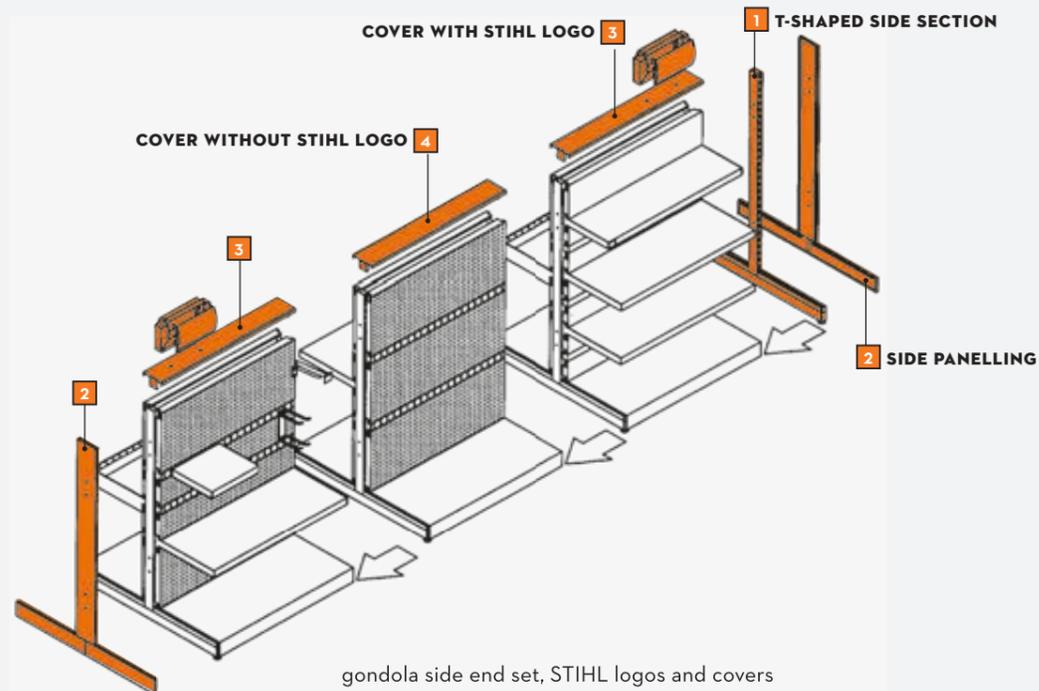
### Gondola side end set

This set includes:

- ✓ One T-shaped side section **1** for the last add-on central gondola in the row of gondolas
- ✓ Two side panels **2** to cover the left and the right sides of the gondola

### STIHL logos and covers

The gondola covers are placed on the central gondolas at intervals of 2 m, alternating covers with logo **3** and without logo **4**.



## PLEASE CONSIDER WHEN ORDERING:



- ✓ For each connected row of gondolas, you have to order a side end set (see page 68).
- ✓ You will need to separately order covers (see page 68) for the gondolas. Covers are available with or without a STIHL logo. Alternate between covers with and without a logo (covers with logo are used every 2 m).



## NOTE

STIHL front gondolas are an exception and are always supplied with a side end set, logo, cover and product carriers.



## FRONT GONDOLAS

Single-sided gondolas are mainly used as end units. The so-called „front gondola“ is the ideal spot for presenting impulse buy items, new products, promotional offers and seasonal items. STIHL front gondolas are complete versions incl. product carriers, a side end set, cover and logo and are ordered using a single part number.



### GF1 - FRONT GONDOLA FOR MACHINES

3 x full metal plate 400, 2 x support strip, 4 x large price tag holder, 1 x side end set, 1 x cover incl. logo, Veneer backside

100 x 63 x 140 cm

0463 595 2231



### GF2 - FRONT GONDOLA FOR MACHINES, ACCESSORIES

3 x perforated metal plate 400, 2 x support strip, 4 x large price tag holder, 14 x display hook T 15 (incl. price tag holder), 4 x display hook T 20 (without price tag holder), 1 x side end set, 1 x cover incl. logo Veneer backside

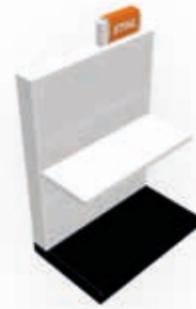
100 x 63 x 140 cm

0463 595 2232



## PLEASE NOTE:

- ✓ STIHL front gondolas are an exception and are always supplied with a side end set, logo, cover and product carriers.
- ✓ The back of the front gondola is always fitted with 3 x full metal plate back panel 400 and 2 x full metal plate back panel 45.



### GF3 - FRONT GONDOLA FOR MACHINES, ACCESSORIES

2 x perforated metal plate 400, 2 x perforated metal plate 180, 2 x support strip, 1 x shelf T 41, 7 x display hook T 15 (incl. price tag holder), 8 x small price tag holder, 1 x side end set, 1 x cover incl. logo, Veneer backside

100 x 63 x 140 cm

0463 595 2233



### GF4 - FRONT GONDOLA FOR MACHINES, ACCESSORIES, FUELS AND LUBRICANTS

3 x full metal plate 400, 1 x shelf T 41, 1 x shelf T 31, 16 x small price tag holder, 1 x side end set, 1 x cover incl. logo, Veneer backside

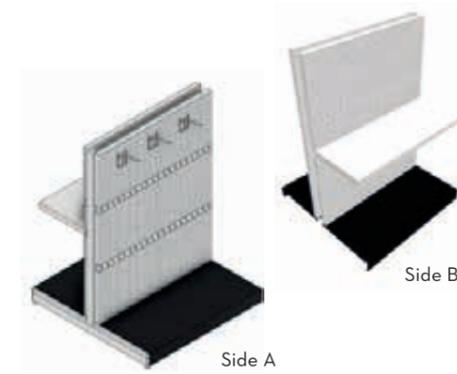
100 x 63 x 140 cm

0463 595 2234



## CENTRAL GONDOLAS COMPLETE VERSIONS

Double-sided gondolas are mainly used as a useful addition to the shelving units. The so-called „central gondolas“ are offered as complete versions with pre-defined components. The complete versions incl. product carriers, hooks and price tags and can be ordered using a single part number.



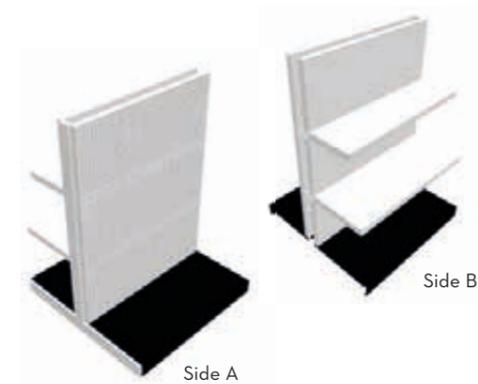
### GC1 - CENTRAL GONDOLA FOR MACHINES, ACCESSORIES, HS

**Side A:** 3 x perforated metal plate 400, 2 x support strip, 3 x HS mount, 3 x large price tag holder

**Side B:** 2 x perforated metal plate 400, 2 x perforated metal plate 180, 2 x support strip, 1 x shelf T 41, 7 x display hook T 15 (incl. price tag holder), 7 x small price tag holder

100 x 105 x 140 cm

0463 595 2121



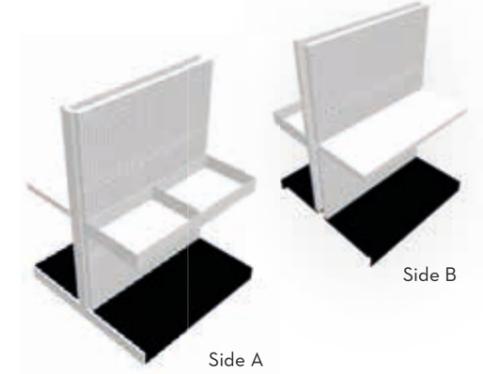
### GC2 - CENTRAL GONDOLA FOR MACHINES, ACCESSORIES, FUELS AND LUBRICANTS

**Side A:** 3 x perforated metal plate 400, 2 x support strip, 14 x display hook T 15 (incl. price tag holder), 4 x display hook T 20 (without price tag holder), 8 x small price tag holder

**Side B:** 3 x full metal plate 400, 1 x shelf T 41, 1 x shelf T 31, 14 x small price tag holder

100 x 105 x 140 cm

0463 595 2122



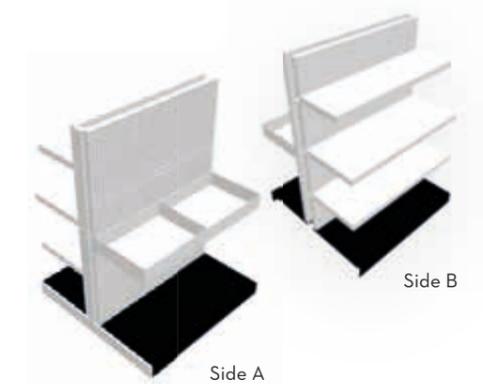
### GC3 - CENTRAL GONDOLA FOR ACCESSORIES, FORESTRY ARTICLES, MACHINES, FUELS AND LUBRICANTS

**Side A:** 2 x perforated back panel 400, 2 x perforated back panel 180, 2 x support strip, 1 x metal chute (inkl. 10 dividers), 7 x display hook T 15 (incl. price tag holder)

**Side B:** 2 x perforated back panel 400, 2 x perforated back panel 180, 2 x support strip, 1 x shelf T 41, 4 x display hook T 15 (incl. price tag holder), 4 x display hook T 15 (without price tag holder), 7 x small price tag holder, 4 x large price tag holder

100 x 105 x 140 cm

0463 595 2123



### GC4 - CENTRAL GONDOLA FOR ACCESSORIES, FORESTRY ARTICLES, MACHINES, FUELS AND LUBRICANTS

**Side A:** 2 x perforated metal plate 400, 2 x perforated metal plate 180, 2 x support strip, 1 x metal chute (inkl. 10 dividers), 7 x display hook T 15 (incl. price tag holder)

**Side B:** 1 x perforated metal plate 180, 6 x full metal plate 135, 3 x full metal plate 45, 2 x shelf T 41, 1 x shelf T 31, 12 x small price tag holder

100 x 105 x 140 cm

0463 595 2124

## CENTRAL GONDOLAS BASIC VERSIONS

Basic version central gondolas are ideal for planning larger gondola areas, since each side of the gondola and the product carriers can be selected according to the assortment you want to display. When planning the placement of multiple gondolas in the retail area, you should ensure that the aisles between the individual gondolas are at least 1 m wide. In order to fully configure these central gondolas, the required product carriers must be ordered separately (see chapter „product carriers“ from page 70 onwards).



### GS1 - CENTRAL GONDOLA FOR MACHINES, ACCESSORIES

3 x perforated metal plate 400,  
2 x support strip

100 x 4 x 130 cm

0463 595 2311



### GS2 - CENTRAL GONDOLA FOR MACHINES, ACCESSORIES

2 x perforated metal plate 400, 2 x perforated  
metal plate 180, 2 x support strip, 1 x shelf T 41

100 x 4 x 130 cm

0463 595 2312



### GS3 - CENTRAL GONDOLA FOR ACCESSORIES, FORESTRY ARTICLES

2 x perforated metal plate 400,  
2 x perforated metal plate 180,  
2 x support strip, 1 x metal chute (incl. 10 dividers)

100 x 4 x 130 cm

0463 595 2313



### GS4 - CENTRAL GONDOLA FOR MACHINES

3 x full metal plate 400,  
2 x support strip

100 x 4 x 130 cm

0463 595 2314



### GS5 - CENTRAL GONDOLA FOR MACHINES, FUELS AND LUBRICANTS

3 x full metal plate 400, 1 x shelf T 41,  
1 x shelf T 31

100 x 4 x 130 cm

0463 595 2315



### GS6 - CENTRAL GONDOLA FOR MACHINES, FUELS AND LUBRICANTS

1 x full metal plate 180, 6 x full metal plate 135,  
4 x full metal plate 45, 2 x shelf T 41,  
1 x shelf T 31

100 x 4 x 130 cm

0463 595 2316



### GB GONDOLA FRAME

2 x base, 1 x T-shaped side section,  
2 x connecting brace

100 x 105 x 140 cm

0463 595 2310



### FRONT GONDOLA FRAME

Basic version front gondola

100 x 63 x 140 cm

0463 595 2230



Don't forget to order a side end set/cover/logos!  
See page 68

**GONDOLA COVER**

1	2
without logo	with STIHL logo
100 x 14 x 1 cm	100 x 14 x 20 cm
0463 595 4212	0463 595 4211

**GONDOLA SIDE END SET**

1 x T-shaped gondola side section,  
2 x side panel,  
4 x panel for sides of bases

6 x 105 x 140 cm

0463 595 4231

**FRONT GONDOLA EXTENSION**

To extend the front gondola base by 66.6 cm to a total length of 129.6 cm, incl. left and right side panelling

99.9 x 66.6 x 10.9 cm

0463 595 4536

**SIDE END SET FRONT GONDOLA**

for completing a row of front gondolas  
(consisting of multiple gondola front gondola frame units)

6 x 63 x 140 cm

0463 595 4232

**BASE BACK FRONT GONDOLA**

for front gondola frame

100 x 9 x 4.6 cm

0463 595 4534

**MAGNETIC PICTURE FOR FRONT GONDOLA EXTENSION**

The magnetic picture in stone design is placed on the extended base of the front gondola.

99.4 x 119.6 cm

0463 278 0095



## PRODUCT CARRIERS

With the variety of product carriers that were specifically designed for STIHL products, you can display your products attractively and safe space. Furthermore, you can quickly and effortlessly change the product presentation in your STIHL ShopSystem. Product carriers are either mounted on support strips or on perforated back panels. If presentation space for STIHL products is limited in your sales floor, we recommend using several different product carriers per product display unit. That way, a row of shelves can be used to display various products depending on the season.



### HOW TO ORDER CORRECTLY:

- ✓ Product carriers, that are marked as „EBP + Standard“, are compatible with both the standard and the EBP ShopSystem. They are mounted on the perforated back panel.
- ✓ Product carriers, that are marked as „Standard“, are only compatible with the standard ShopSystem. They are mounted on the support strip.

#### SHELF

Mounted on shelving unit frame

1	2	3	4
T41 (100)	T31 (100)	T41 (65)	T31 (65)
100 x 41 x 4.5 cm	100 x 31 x 4.5 cm	65 x 41 x 4.5 cm	65 x 31 x 4.5 cm
<b>0463 595 4412</b>	<b>0463 595 4411</b>	<b>0463 595 4413</b>	<b>0463 595 4415</b>

#### MERCHANDISE TIERS

Available in five versions, mounted on support strip

**EBP+STANDARD**

1	2	3	4	5
small	small, orange	medium	medium, orange	large
30 x 31 x 4.5 cm	30 x 31 x 4.5 cm	35 x 31 x 4.5 cm	35 x 31 x 4.5 cm	50 x 41 x 4.5 cm
<b>0463 595 3809</b>	<b>0463 595 3812</b>	<b>0463 595 3810</b>	<b>0463 595 3813</b>	<b>0463 595 3811</b>



#### SHELF FOR BATTERY CHARGER

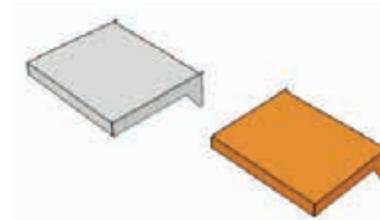
Mounted on support strip

**STANDARD**

for battery charger

25 x 24 x 7 cm

**0463 595 5271**



#### FLEXIBLE MERCHANDISE TIERS

Mounted on perforated back panel

**EBP+STANDARD**

1	2
grey	orange
34.9 x 29 cm	34.9 x 29 cm
<b>0463 595 3814</b>	<b>0463 595 3815</b>

#### SHELF

Mounted on perforated back panel

**EBP+STANDARD**

80 x 41 x 66.5 cm

**0463 595 3817**



#### EBP SHELF

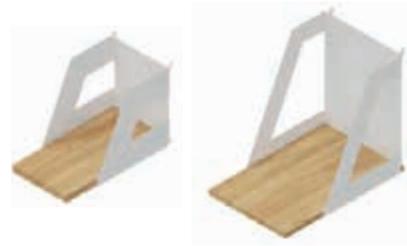
Mounted on perforated back panel

**EBP+STANDARD**

99.5 x 41 cm

**0463 595 3816**

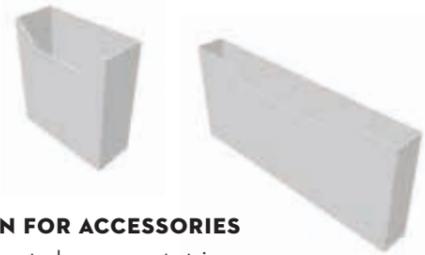


**CLOTHING SHELF**

Mounted on support strip

**STANDARD**

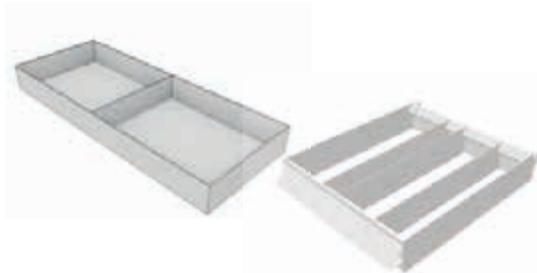
1 small	2 large
Personal protective equipment (gloves)	Personal protective equipment (packaged)
18 x 21 x 32 cm	33 x 50 x 43 cm
<b>0463 595 3532</b>	<b>0463 595 3530</b>

**BIN FOR ACCESSORIES**

Mounted on support strip

**STANDARD**

1	2
instruction manuals, accessories	FS harness, accessories
25 x 11 x 29 cm	100 x 12 x 44 cm
<b>0463 595 4134</b>	<b>0463 595 4133</b>

**METAL CHUTE FOR SMALL ITEMS**

Mounted on shelving unit frame

Mounted on support strip

**STANDARD**

large	small, for files/wedges
100 x 38 x 10	30 x 40 x 7 cm
<b>0463 595 4492</b>	<b>0463 595 4498</b>

**METAL CHUTE**

Mounted on perforated back panel

**EBP+STANDARD**

Splitting wedges, small parts
35 x 30 x 8 cm
<b>0463 595 3942</b>

**METAL CHUTE FOR SMALL ITEMS**

Mounted on perforated back panel

Splitting wedges, small parts
65 x 38 x 10 cm
<b>0463 595 4490</b>

**SHELVING UNIT DRAWER**

Mounted on shelving unit frame

wood with metal plate front
100 x 57 x 22.5 cm
<b>0463 595 4131</b>

**MS / MSA MOUNT**

Mounted on support strip

**STANDARD**

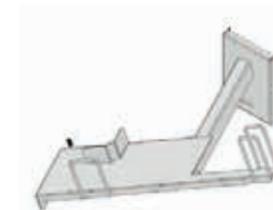
41 x 51 x 34 cm
<b>0463 595 3110</b>

**MSE MOUNT**

Mounted on support strip

**STANDARD**

50 x 50 x 20 cm
<b>0463 595 3112</b>

**MS MOUNT BATTERY/ELECTRIC**

Mounted on perforated back panel

**EBP+STANDARD**

50 x 37.5 x 20.6 cm
<b>0463 595 3113</b>

**FS MOUNT (TOP)**

Mounted on support strip

**STANDARD**

15 x 43 x 11 cm

**0463 595 3210****FS MOUNT (BOTTOM)  
(SHAFT HOLDER)**

Mounted on support strip

**STANDARD**

5 x 35 x 5 cm

**0463 595 3211****FS MOUNT (TOP)**

Mounted on perforated back panel

**EBP+STANDARD**

28.4 x 52 x 35 cm

**0463 595 3215****FS MOUNT (BOTTOM)**

Mounted on perforated back panel

**EBP+STANDARD**

32.2 x 65 x 20 cm

**0463 595 3216****FS MOUNT SPECIAL**

for 2 brushcutters, mounted on support strip

**STANDARD**

16 x 33 x 10 cm

**0463 595 3328****FS MOUNT ELECTRIC SET**

Set of 2, mounted on support strip

**STANDARD**

5.2 x 30 x 4 cm / 5.2 x 35 x 4 cm

**0463 595 3212****FR MOUNT**

Mounted on support strip

**STANDARD**

for brush cutters

31 x 41 x 41 cm

**0463 595 3214****HS MOUNT (STANDARD)**

Mounted on perforated back panel

**EBP+STANDARD**

74 x 14 x 12 cm

**0463 595 3310****HS MOUNT (SPECIAL)**

Mounted on support strip

**STANDARD**

13 x 18 x 12 cm

**0463 595 3311****HS MOUNT (UPRIGHT)**

Mounted on support strip

**STANDARD**

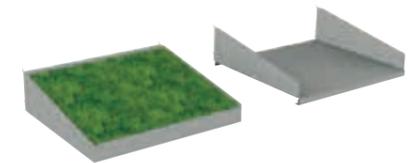
5 x 9 x 4 cm

**0463 595 3312****HS MOUNT (UPRIGHT)**

Mounted on perforated back panel

**EBP+STANDARD**

16 x 33 x 10 cm

**0463 595 3316****HSA 26 HOLDER**

Mounted on perforated back panel

**EBP+STANDARD**

Holder incl. separate shelf for boxes

35 x 37.7 x 10 cm

**0463 595 3317****SHELF FOR HSA 26/GTA 26 BOXES**

Mounted on perforated back panel

**EBP+STANDARD**

40.2 x 42 x 12.5 cm

**0463 595 3318**



ONLY WHILE STOCK LASTS!

**MOUNT FOR TELESCOPIC SHAFT OF SHRUB SHEARS**

Mounted on perforated back panel

**EBP+STANDARD**

7.5 x 27 x 30 cm

0463 595 3315



**HOLDER GTA 40**

Mounted on perforated back panel

35 x 12 x 16 cm

0463 595 3819



**HT- / HL SET OF HOLDERS**

Set of 2, mounted on support strip

**STANDARD**

16 x 24 x 30 cm

0463 595 3330



**PLUG-ON HOLDER FOR BGA 45**

Mounted on base

**EBP+STANDARD**

70 x 11 x 19.9 cm

0463 595 3335



**BG HOLDERS (SET)**

Set of 2, mounted on support strip

**STANDARD**

1	2
long	short
20 x 43 x 4.5 cm	20 x 23 x 4.5 cm
0463 595 3326	0463 595 3332



**BGE SUCTIONTUBE HOLDER FLAT**

Mounted on base

**EBP+STANDARD**

110 x 70 x 15 cm

0463 595 3334



**BG MOUNT (SPECIAL)**

Mounted on perforated back panel

**EBP+STANDARD**

22 x 17 x 24 cm

0463 595 3321



**SH MOUNT**

Mounted on support strip

**STANDARD**

26 x 40 x 7 cm

0463 595 3331



**SH MOUNT (SPECIAL)**

Mounted on perforated back panel

**EBP+STANDARD**

15 x 10 x 16 cm

**0463 595 3322****SUCTIONTUBE HOLDER**

Mounted on perforated back panel

**EBP+STANDARD**

Cleaner- and suctiontubes

5 x 10 x 5 cm

**0463 595 3324****SCREW-ON HOLDER**

Mounted on base

**EBP+STANDARD**

11 x 6.7 x 20 cm

**0463 595 5270****ONLY WHILE STOCK LASTS!****ASA HOLDER**

Mounted on support strip

**STANDARD**

45 x 30 x 110 cm

**0463 595 3533****ELECTRIC/BATTERY LAWN MOWER HOLDER (SET)**

Mounted on support strip

**STANDARD**

10 x 65 x 60 cm

**0463 595 3535****ELECTRIC/BATTERY LAWN MOWER HOLDER (SET)**

Mounted on perforated back panel

**EBP+STANDARD**

10 x 65 x 60 cm

**0463 595 3536****RM HOLDER (EXTENDABLE)**

Mounted on support strip

18 x 40 - 60 x 18.5 cm

**0463 595 3537****IMOW HOLDER**

Mounted on support strip

**STANDARD**

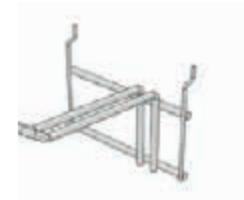
41 x 13 x 63 cm

**0463 595 3217****BT HOLDER (SET)**

Set of 2, mounted on support strip / perforated back panel

**STANDARD**

24 x 23 x 3.8 cm / 8 x 20 x 9 cm

**0463 595 3327****SET OF HOLDERS FOR CLEANERS**

Mounted on perforated back panel

**EBP+STANDARD****0463 595 3323****AR HOLDER**

Mounted on support strip

**STANDARD**

45 x 30 x 100 cm

**0463 595 3538****HOLDER FOR LOPPING SHEARS**

Mounted on perforated back panel

**EBP+STANDARD**

13 x 16 x 12 cm

**0463 595 3411**



### HOLDER FOR LOPPING SHEARS (ACROSS)

Mounted on perforated back panel

**EBP+STANDARD**

45 x 21 x 12 cm

**0463 595 3418**



### AXE HOLDER

Mounted on perforated back panel

**EBP+STANDARD**

1 small	2 large
small axes	large axes
7 x 19 x 20 cm	8 x 19 x 20 cm
<b>0463 595 3412</b>	<b>0463 595 3413</b>



### HEAVY-DUTY MOUNT

Mounted on support strip

**STANDARD**

Cleaving hammer, cleaving axe, forestry axe

9,5 x 20 x 21 cm

**0463 595 3415**



### FALL GUARD

for special holder for axes

8,5 x 0,5 x 2,5 cm

**0463 595 3947**



### GRID SHELF FOR FORESTRY

Mounted on support strip

**STANDARD**

1 small	2 large
For axes, shafts	For axes, shafts
65 x 40 x 4,4 cm / 65 x 40 x 21 cm	100 x 40 x 4,4 cm / 100 x 40 x 21 cm
<b>0463 595 3416</b>	<b>0463 595 3414</b>



### SAFETY HELMET HOLDER

Mounted on perforated back panel

**EBP+STANDARD**

16 x 30 x 18 cm

**0463 595 3520**



### HOLDER FOR SAFETY GLASSES

Mounted on perforated back panel

**EBP+STANDARD**

15 x 19 x 7 cm

**0463 595 3329**



### TORSO

Mounted on support strip

**STANDARD**

14 x 16 x 10 cm

**0463 595 5269**



### CLOTHES RAIL

Mounted on shelving unit frame

1	2
small (65)	large (100)
65 x 33 x 4,5 cm	100 x 33 x 4,5 cm
<b>0463 595 4497</b>	<b>0463 595 4491</b>



### CLOTHES RAIL, SLANTED

Mounted on support strip

**STANDARD**

To be used with STIHL clothes hangers

5 x 38 x 30 cm

**0463 595 3510**



### TORSO, ROTATABLE, FOR HARNESS SYSTEMS

Mounted on perforated back panel  
Color deviates from picture in grey

**0463 595 3542**

**CLOTHES HANGER**

44 x 1 x 20 cm

**0463 595 3511****SIZE INDICATOR SET**

170 pieces

Size indicators for clothes hanger, includes  
5 indicators for each of these sizes:  
XS - XXXL and 40 - 100

Ø 10 cm

**0463 595 3931****COAT HOOK**

Screwed onto wooden back panel

Clothes hook

2 x 7 x 10 cm

**0463 595 3948****RAIL FOR CHANGING ROOM CURTAIN**

Mounted on shelving unit frame

100 x 100 cm

**0463 595 4493****CURTAIN FOR CHANGING ROOM  
VK1**

To be attached to rail

350 x 205 cm

**0463 595 4495****VK2 -  
VORHANG FÜR UMKLEIDEKABINE**

To be attached to rail

350 x 205 cm, 2 pieces

**0463 595 4485****MIRROR  
FOR CHANGING ROOM**

Set, incl. 4 holders

55 x 165 x 2.5 cm

**0463 595 3333****BROCHURE HOLDER**

Mounted on perforated back panel

**EBP+STANDARD**

DIN A4

22 x 25 x 23 cm

**0463 595 3540****BROCHURE HOLDER**

Mounted on perforated back panel

**EBP+STANDARD**

DIN long

11 x 22 x 12 cm

**0463 595 3541****DISPLAY HOOK WITHOUT PRICETAG**

Mounted on perforated back panel

**EBP+STANDARD**

1	2	3
small	medium	large
depth = 10 cm	depth = 15 cm	depth = 20 cm
<b>0463 595 3712</b>	<b>0463 595 3711</b>	<b>0463 595 3713</b>

**DISPLAY HOOK WITH PRICETAG**

Mounted on perforated back panel

**EBP+STANDARD**

1	2	3	4
small	medium	large	extra large
depth = 10 cm	depth = 15 cm	depth = 20 cm	depth = 30 cm
<b>0463 595 3722</b>	<b>0463 595 3721</b>	<b>0463 595 3723</b>	<b>0463 595 3724</b>

**SINGLE HOOK WITHOUT PRICETAG**

Mounted on perforated back panel

**EBP+STANDARD**

1	2	3
small	medium	large
depth = 10 cm	depth = 15 cm	depth = 20 cm
<b>0463 595 3732</b>	<b>0463 595 3733</b>	<b>0463 595 3734</b>

**SINGLE HOOK WITH PRICETAG**

Mounted on perforated back panel

**EBP+STANDARD**

1	2	3
small	medium	large
depth = 10 cm	depth = 15 cm	depth = 20 cm
<b>0463 595 3742</b>	<b>0463 595 3743</b>	<b>0463 595 3744</b>

**UNIVERSAL CLIP**

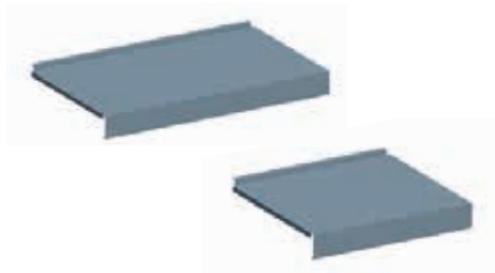
for gloves, safety glasses

length = 5 cm

**0463 595 3930**

## INDIVIDUAL ELEMENTS

It is possible to create customized shelving units from individual elements. If doing so, however, it is important to pay close attention to the height of the back panel sections, since all components must be 220.5 cm high (for shelving units) and 130.5 cm for gondolas when placed on top of each other. Furthermore, product carriers, side end sets (if required), logos and top panels (for shelving units) have to be ordered additionally. You can also order shelving unit components (all components that are mounted on the L-shaped pillar of the shelving unit or gondola frame) as spare parts in case they are damaged.



### BASE T60

Mounted to L-shaped side section

1 (100)	2 (65)
100 x 60 x 9.5 cm	65 x 60 x 9.5 cm
<b>0463 595 4531</b>	<b>0463 595 4532</b>



### SHELVING UNIT FRAME

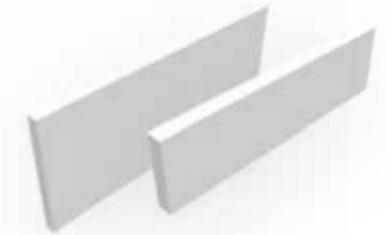
1	2
1 x L-shaped shelving unit side section, 1 x base (100), 2 x connecting brace	1 x L-shaped shelving unit side section, 1 x base (65), 2 x connecting brace
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 4511</b>	<b>0463 595 4512</b>



### BACK PANEL VENEER

Mounted on shelving unit frame

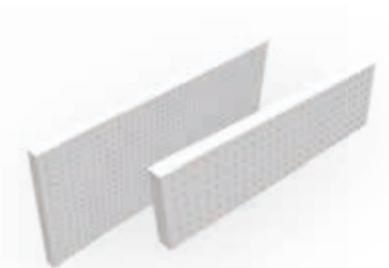
1	2
small (65), Covering for shelf back panels	large (100), Covering for shelf back panels
50 x 60 cm	65 x 110 cm
<b>0463 595 4424</b>	<b>0463 595 4423</b>



### FULL METAL PLATE BACK PANEL

Mounted on shelving unit frame

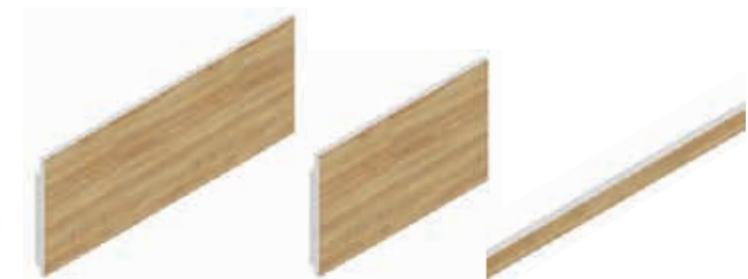
1	2	3	4	5	6
400 (100)	180 (100)	130 (100)	45 (100)	400 (65)	180 (65)
100 x 4.6 x 40.5 cm	100 x 4.6 x 18 cm	100 x 4.6 x 13.5 cm	100 x 4.6 x 4.5 cm	65 x 4.6 x 40.5 cm	65 x 4.6 x 18 cm
<b>0463 595 4431</b>	<b>0463 595 4432</b>	<b>0463 595 4433</b>	<b>0463 595 4434</b>	<b>0463 595 4435</b>	<b>0463 595 4436</b>



### PERFORATED METAL PLATE BACK PANEL

Mounted on shelving unit frame

1	2	3	4	5
400 (100)	180 (100)	90 (100)	400 (65)	180 (65)
100 x 4.6 x 40.5 cm	100 x 4.6 x 18 cm	100 x 4.6 x 9 cm	65 x 4.6 x 40.5 cm	65 x 4.6 x 18 cm
<b>0463 595 4451</b>	<b>0463 595 4452</b>	<b>0463 595 4453</b>	<b>0463 595 4454</b>	<b>0463 595 4455</b>



### BACK PANEL IN WOODEN DESIGN

Mounted on shelving unit frame

1	2	3
400 (100)	400 (65)	45 (100)
100 x 4.6 x 40.5 cm	65 x 4.6 x 40.5 cm	100 x 4.6 x 4.5 cm
<b>0463 595 4471</b>	<b>0463 595 4472</b>	<b>0463 595 4473</b>



#### BACK PANEL (POWER SUPPLY)

Mounted on shelving unit frame

with socket and on/off switch

100 x 18 cm

**0463 595 5256**



#### PULL-OUT SUPPORT STRIP (WIDTH 100 CM)

Mounted on support strip

for special displays

depth = 22 cm

**0463 595 4425**



#### SUPPORT STRIP

Mounted on shelving unit frame

1	2
large	small
100 x 4.6 x 4.5 cm	65 x 4.6 x 4.5 cm
<b>0463 595 4421</b>	<b>0463 595 4422</b>



**ONLY WHILE STOCK LASTS!**

#### SUPPORT STRIP „NEW PRODUCTS MODULE“

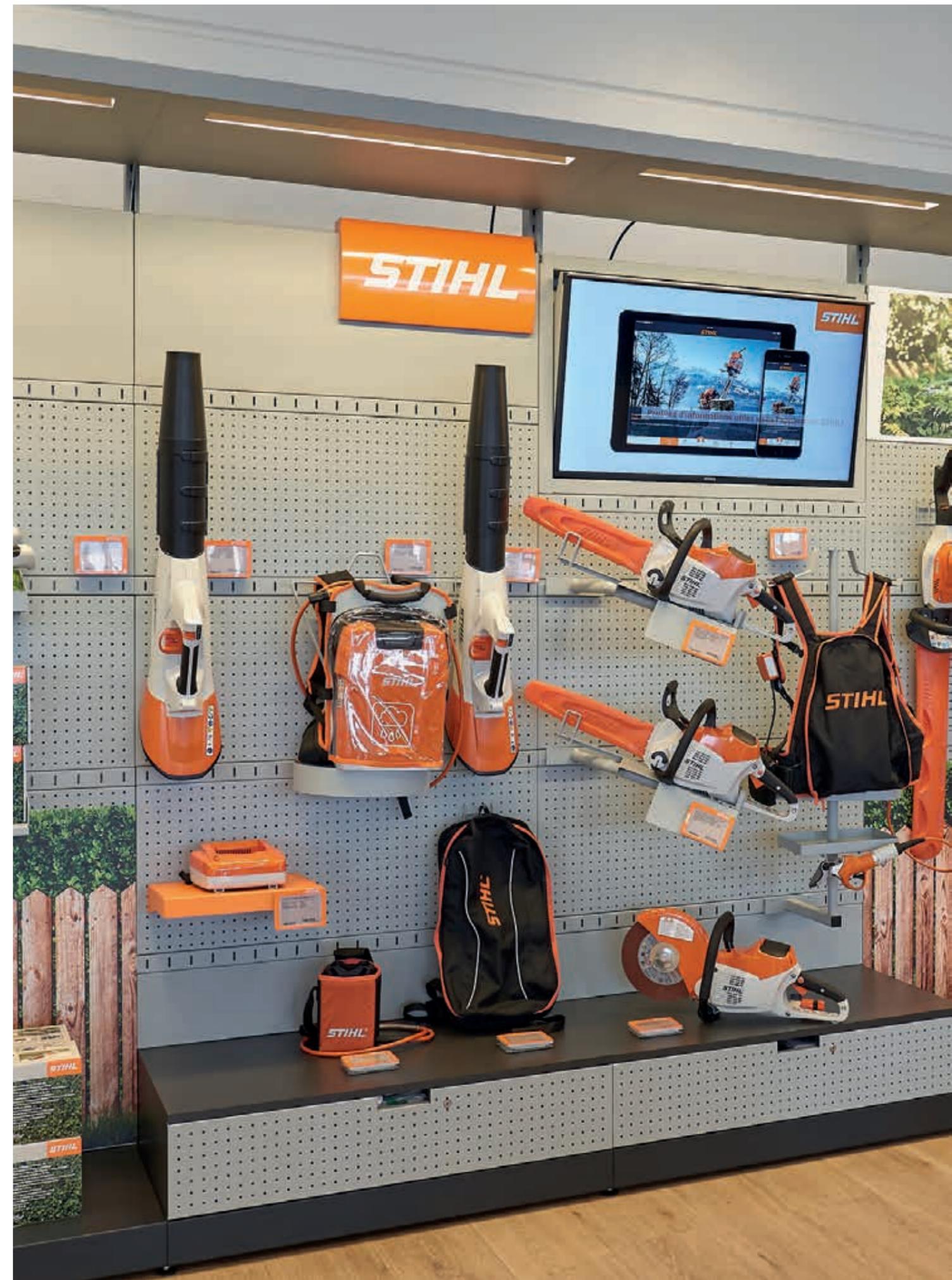
Mounted on support strip

1	2
width 100 cm	width 65 cm
for special displays	for special displays
depth = 4.5 cm	depth = 4.5 cm
<b>0463 595 4427</b>	<b>0463 595 4426</b>

#### 50 PCS. REPLACEMENT PLASTIC COVER

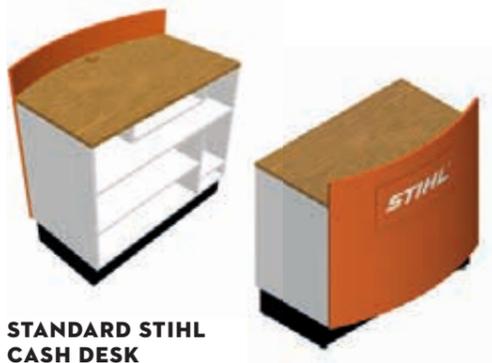
For loop hook with price tag

**0463 595 3725**



## SALES COUNTER SYSTEMS

The sales counter is the central point of contact for your customers. Here customers get advice and service - the two things that characterize STIHL dealers. STIHL counters are offered as a modular system and in a design that matches the STIHL ShopSystem. The core of the sales counter system is the cash desk with its orange STIHL front. It can be extended with various add-on and expansion elements to suit the individual sales area.



**STANDARD STIHL CASH DESK (CLOSED FRONT)**

Front in orange with STIHL logo, both fixed and height-adjustable intermediate shelves, shelf for desktop PC

110 x 78 x 120 cm

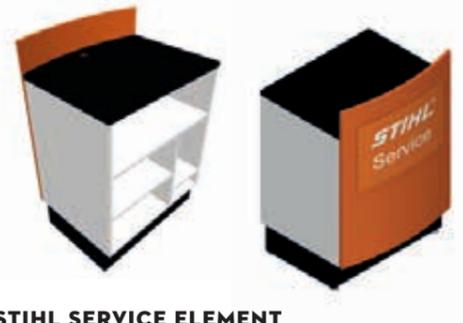
**0463 595 8710**



**EXTENSION ELEMENT WITH DRAWER**

75 x 55 x 105 cm

**0463 595 8723**

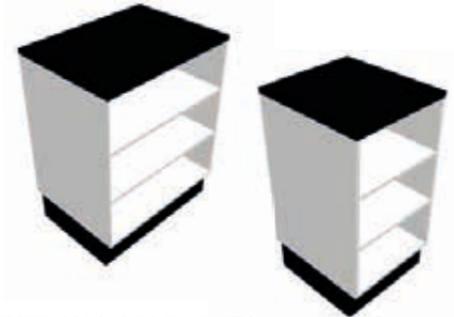


**STIHL SERVICE ELEMENT**

Front in orange with STIHL logo (already affixed), service text included loose as a film

67 x 76 x 120 cm

**0463 595 5139**



**EXTENSION ELEMENTS**

**1**

Extension element with closed front

75 x 55 x 105 cm

**0463 595 5121**

**2**

Extension element with open front

50 x 55 x 105 cm

**0463 595 5122**



**EXTENSION ELEMENT (COMPLETE SET)**

incl. drawer and writing pad

75 x 55 x 105 cm

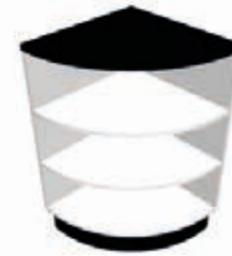
**0463 595 8721**



**EXTENSION ELEMENT WITH WRITING PAD**

75 x 55 x 105 cm

**0463 595 8722**



**QUADRANT CORNER ELEMENT (90°) (OPEN FRONT)**

To display products next to the sales counter, equipped with two removable shelves

55 x 55 x 105 cm

**0463 595 5123**

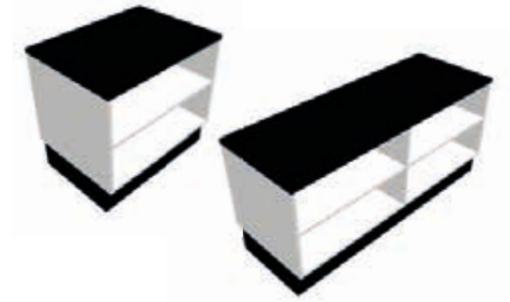


**OCTANT CORNER ELEMENT (45°) (OPEN FRONT)**

To display products next to the sales counter, equipped with two removable shelves

55 x 55 x 105 cm

**0463 595 5124**



**MACHINE HANDOVER DESK (CLOSED FRONT)**

**1**

small, incl. protection mat

76 x 55 x 70 cm

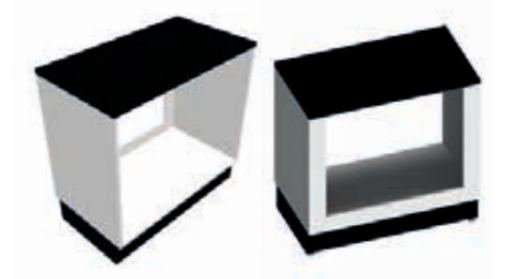
**0463 595 5134**

**2**

large, incl. protection mat

150 x 55 x 70 cm

**0463 595 5131**

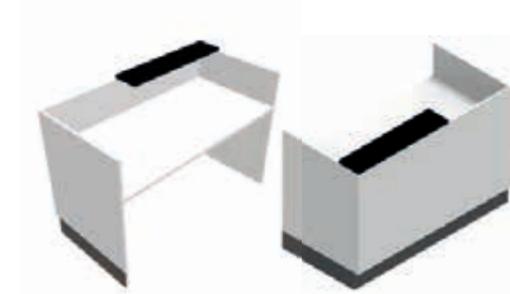


**SHOWCASE ELEMENT (FRONT GLASS PANE)**

Front with glass pane, 3 height-adjustable glass shelves, incl. lighting

105 x 55 x 105 cm

**0463 595 5133**



**WORK STATION UNIVERSAL (CLOSED FRONT)**

To be integrated into STIHL sales counter

150 x 75 x 105 cm

**0463 595 5126**



**DRAWER FOR CASH DESK**

Lockable wooden drawer; For standard cash desk

72 x 30 x 25 cm

**0463 595 5152**



**DRAWER UNIVERSAL**

Non-lockable wooden drawer; for machine hand-over desk (large and small)

72 x 30 x 20 cm

**0463 595 5154**



**WRITING PAD FOR EXTENSION ELEMENT**

To be placed on the extension element B 75 cm, perfect writing height for customers

75 x 20 x 13 cm

**0463 595 5136**



**COUNTER DISPLAY FOR IMPULSE ARTICLES**

To be placed on counter; Two levels with removable inlays for display of impulse articles.

36 x 31.6 x 21.7 cm

**0463 595 1385**



**TRAY FOR WHEEL CHAIR USERS**

70 x 32 cm

**0463 595 5158**



**SIDEBOARD**

To be used in combination with counter system

100 x 40 x 105 cm

**0463 595 5142**



**COUNTER DISPLAY FOR GTA 40**

To be placed on counter or shelf

23 x 35 x 47 cm

**0463 410 0146**



**SCANNER RAIL FOR METAL CHUTE FOR SMALL ITEMS**

to be used for price tags

98.7 x 4.2 cm

**0463 595 4489**



**32" FLAT SCREEN INCL. MOUNT**

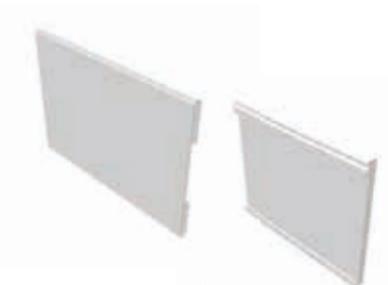
Mounted on support strip

**EBP+STANDARD**

flat screen incl. holder

100 x 42.5 x 11.7 cm, Vesa 200 x 200 for 32" flat screens

grey  
**0463 595 5296**



**MAGNETIC PRICE TAG HOLDER**

1 large

2 small

for machines

for accessories

21 x 11 cm, foil 0.5 mm

5 x 4 cm, foil 0.5 mm

**0463 595 3910**

**0463 595 3920**



**PROTECTIVE MAT**

transparent film mat with adhesive strips

1	2	3	4	5	6	7
Shelf T 31 (100)	Shelf T 31 (65)	Shelf T 41 (100)	Shelf T 41 (65)	Shelf T 60 (100)	Shelf T 31 (65)	Shelf T 50 (100)
31 x 100 x 0.5 cm	31 x 65 x 0.5 cm	41 x 100 x 0.5 cm	41 x 65 x 0.5 cm	60 x 100 x 0.5 cm	60 x 65 x 0.5 cm	50 x 100 x 0.5 cm
<b>0463 595 4570</b>	<b>0463 595 4521</b>	<b>0463 595 4599</b>	<b>0463 595 4522</b>	<b>0463 595 4598</b>	<b>0463 595 4523</b>	<b>0463 595 4568</b>

## EBP SHOPSYSTEM

The designated ShopSystem for STIHL electric and battery products (EBP = Electric Battery Partner).

Additional to the standard ShopSystem, STIHL offers a specific ShopSystem for battery and electric products. This ShopSystem was particularly designed as a shop in shop solution for larger sales areas (e.g. garden centers) and specialized electric dealers. Nevertheless, STIHL full range dealers are also invited to use the EBP ShopSystem for the presentation of their battery and electric assortment.



## STIHL RECOMMENDS

Use a flooring in wooden design to highlight the STIHL area and further distinguish it from competitor products. Wooden floorings also create a pleasant atmosphere.

## ADVANTAGES OF THE EBP SHOPSYSTEM

### Modular system for more flexibility

Your sales floor can be used ideally with the use of wall units, portal and central area solutions. Wall units can be extended meter by meter, which makes the EBP ShopSystem suitable for different assortments.

### Variable areas of application

The EBP ShopSystem can be used in open spaces as well as attached to walls.

### Compatibility with the standard ShopSystem

Numerous product carriers can be used for both the EBP ShopSystem as well as for the standard ShopSystem. However, compared to the standard ShopSystem, support strips are not offered for the EBP ShopSystem (exception: the gondolas come with support strips). Instead, product carriers can only be mounted on the perforated back panels. Please keep that in mind when ordering product carriers for your EBP ShopSystem.

### Increased visibility of the STIHL brand

The EBP ShopSystem as a shop in shop solution is especially suitable to present the STIHL brand and the electric and battery products and to stand out from the other brands in sales floors with a high level of competition (e.g. garden centers). The professional and modern presentation of the STIHL products conveys quality and competence.



### CENTRAL GONDOLA

2 m or 3 m solution, free-standing, with perforated back panels

1 2 m solution	2 3 m solution
221.6 x 103.7 x 203.2 cm	321.6 x 103.7 x 203.2 cm

**0463 595 1310**      **0463 595 1311**



### ARCHWAY FOR PORTAL

Stand-alone archway which can be used to highlight the dedicated sales area for electric and battery products; For support you'll also need pedestals or gondolas (with or without crown)

300 x 250 cm

**0463 595 1322**



### CONVERSION KIT FOR 4 M PORTAL SOLUTION, KESSEBÖHMER

For converting a standard ShopSystem wall unit into a portal solution

519.1 x 355.3 x 250.1 cm

**0463 595 1321**



### PORTAL SOLUTION 4 M

Includes 4 meters of wall units (can be extended meter by meter), 4 pedestals, steel next to shelving (left/right), archway (illuminated), magnetic pictures, wooden angles with natural patterns

419.1 x 355.3 x 250.1 cm

**0463 595 1320**



### STABILIZING SET FOR FREESTANDING ARCHWAY FOR PORTAL

Needed for use of freestanding archway in combination with pedestals

36 x 50 x 8 - 4.9 cm

**0463 595 1324**



### FILLING PART FOR BASE OF PORTAL

To be attached to the portal, set

381 x 156 cm

**0463 595 1323**



### CONVERSION KIT FOR 4 M PORTAL SOLUTION, DECOR METALL

For converting a standard ShopSystem wall unit into a portal solution

16 x 300 x 245 cm

**0463 595 1321**





#### ADD-ON SHELVING UNIT

Covering for shelf back panels  
5x Back panel, perforated metal plate 400,  
1x Back panel, full metal plate 44  
1x standpipe extension,  
1x EAP roof (100),  
incl. LED lighting

Each meter of shelving

100 x 244.7 x 65.8 cm

**0463 595 1302**



#### ADD-ON SHELVING (100) EAP WITHOUT ROOF

5x Back panel, perforated metal plate 400,  
1x Back panel, full metal plate 44

100 x 63 x 230 cm

**0463 595 1308**

#### ADD-ON SHELVING UNIT

1 x shelf frame incl. base/pedestal,  
5x Back panel, perforated metal plate 400,  
1x Back panel, full metal plate 44  
1x standpipe extension,  
1x EAP roof (65),  
incl. LED lighting

Each meter of shelving

65 x 244.7 x 65.8 cm

**0463 595 1312**



#### SHELVING SIDE END KIT

Must be ordered for each contiguous shelf unit!  
1 x L-shelf side panel,  
1 x L-shelf side panel 230,  
2 x side panel covering,  
2 x plinth sides covering,  
1 x L-side panel shelf extension 12.5  
2 x covering for shelf extension  
2 x EAP roof panel

3 x 63 x 230 cm

**0463 595 1303**



#### GONDOLA WITH CROWNER

To be used in combination with the portal solution; complete solution incl. perforated metal plates, support strips, crowner, logo

103.4 x 112 x 167.4 cm

**0463 595 1330**



#### GONDOLA WITHOUT CROWNER

To be used in combination with the portal solution; complete solution incl. perforated metal plates, support strips

103.4 x 112 x 149.2 cm

**0463 595 1331**



#### EBP TOP PANEL (100)

including 2 x LED lighting

99.9 x 61 x 25.9 cm

**0463 595 1304**



#### EBP TOP PANEL (65)

including 1 x LED lighting

64.9 x 61 x 25.9 cm

**0463 595 1309**



#### EBP TOP PANEL CORNER UNIT

including 1 x LED lighting

70.4 x 26.2 x 70.4 cm

**0463 595 1314**



#### SIDE END SET EBP TOP PANEL

2 x side covering for top panel

56.9 x 25.2 x 13.5 cm

**0463 595 1306**



#### STIHL LOGO FOR EBP TOP PANEL

Magnetic logo

30 x 15 cm

**0463 595 1305**



**PEDESTAL**

To be used in combination with the portal solution

<b>1</b> Concrete design	<b>2</b> Artificial grass
112 x 100 x 15.4 cm	112 x 100 x 15.4 cm
<b>0463 595 1340</b>	<b>0463 595 1341</b>



**WOODEN ANGLE**

To be placed on the base of the shelving unit

<b>1</b> Leaf design	<b>2</b> Concrete design
50 x 54.4 x 10.7 cm	50 x 54.4 x 10.7 cm
<b>0463 595 1343</b>	<b>0463 595 1342</b>

**ELECTRIC KIT FOR SHELVES LARGER THAN 10 M**

1 x 4-way socket with 2,5 m connection cable, 3 x extension cable 3 m

length = 3 m

**0463 595 1307**



**STELE**

For a visual restriction of the sides of an EBP wall unit

<b>1</b> left	<b>2</b> right
28.4 x 6.6 x 207.8 cm	28.4 x 6.6 x 207.8 cm
<b>0463 595 1325</b>	<b>0463 595 1326</b>



**MAGNETIC PICTURES**

<b>1</b> Electric	<b>2</b> AI-line	<b>3</b> AK-system	<b>4</b> AP-system	<b>5</b> Landscape	<b>6</b> Garden fence
99.9 x 44.5 cm	99.9 x 80.5 cm				
<b>0463 278 0070</b>	<b>0463 278 0073</b>	<b>0463 278 0076</b>	<b>0463 278 0079</b>	<b>0463 278 0082</b>	<b>0463 278 0084</b>



# PRESENTATION MODULES

Presentation modules help you stage your products optimally!

STIHL offers a variety of presentation modules as an addition to the standard and EBP ShopSystem. They help to attractively present the products in a modern way. Furthermore, the modules encourage customers as well as dealers to try out the products directly on the sales floor and to make use of them during the consultation. This way, customers already get a first hands-on experience even before buying the product and get to know the functionality and the features.



### TEST STATION FOR HIGH PRESSURE CLEANERS

autonomous water circuit, protection against removal of gun

71.6 x 102 x 143.4 cm

**0463 595 1370**



### SET OF HOLDERS FOR AP-SYSTEM

Conversion kit from AK-system to AP-system for test station

71.6 x 102 x 143.4/235.0 cm

**0463 595 1361**



### NEW MSA HOLDER FOR AK TESTING STATION

for retrofitting old testing stations for MSA 60 and MSA 70

35.7 x 12.85 x 23.2 cm

**0463 595 1362**

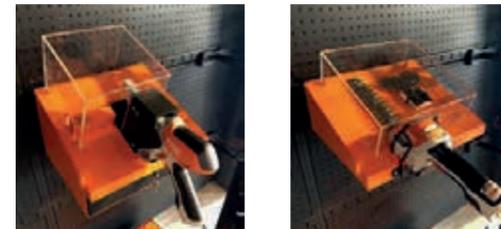


### TEST STATION AK-SYSTEM

For 4 STIHL AK System products: MSA, BGA, FSA, HSA

71.6 x 102 x 143.4/235.0 cm

**0463 595 1360**



### TEST STATION AS-SYSTEM

Mounted on support strip

**1** GTA 26

**2** HSA 26

35.6 x 33.1 x 36.8 cm

35.6 x 38.5 x 21.8 cm

**0463 595 1375**

**0463 595 1376**



### ASA 20 TEST STATION

Mounted on support strip

33 x 36 x 42 cm

**0463 595 1378**



### SEA 20 TEST STATION

Mounted on perforated back panel

29.6 x 51.5 x 17 cm

**0463 595 1377**



**iMOW NEXT DISPLAY STELE WITH SCREEN**

72.5 x 55 x 206.3 cm

**0463 595 1452**



**iMOW NEXT DISPLAY CROWNER**

250.8 x 170 x 173.3 cm

**0463 595 1460**



**iMOW NEXT DISPLAY MAIN MODULE**

80 x 85 x 80.5 cm

**0463 595 1450**



**iMOW NEXT DISPLAY HOLDER iMOW**

to be screwed onto iMOW Next display main module

45 x 37.4 x 12 cm

**0463 595 1451**



**iMOW NEXT DISPLAY KEDER FRAME**

1	2	3
EN	DE	FR
233.8 x 79.8 cm	233.8 x 79.8 cm	233.8 x 79.8 cm
<b>0463 595 1455</b>	<b>0463 595 1456</b>	<b>0463 595 1457</b>



**iMOW NEXT DISPLAY FRONT GONDOLA**

17 x 4.88 x 112.15 cm

**0463 595 1465**



**iMOW NEXT DISPLAY CONSULTING DESK**

85 x 75 x 113.5 cm

**0463 595 1481**



**iMOW NEXT DISPLAY MERCHANDISE TIER FOR FRONT GONDOLA**

79.5 x 35.6 x 4.3 cm

**0463 595 1466**



**iMOW FREESTANDING DISPLAY FOR 3 iMOWS**

Freestanding

75 x 79 x 204.8 cm

**0463 595 1470**

**iMOW® DEMO TRACK**



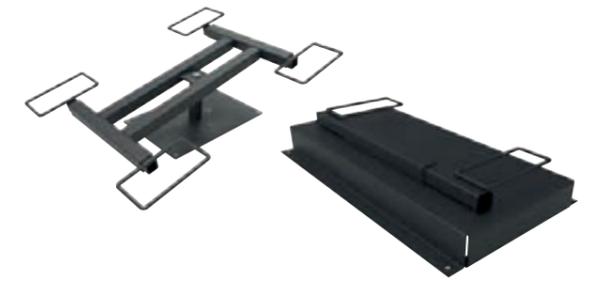
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
Base module	Slope	Presentation module	Communication stele	Magnetic picture for basic modules	Magnetic picture for communication stele
112 x 112 x 15.4 cm	112 x 111.5 x 44.4 cm	112 x 159.6 x 122.1 cm	72.7 x 15 x 19.01 cm	105.1 x 34 cm	72.7 x 126.5 cm
<b>0463 595 1350</b>	<b>0463 595 1351</b>	<b>0463 595 1352</b>	<b>0463 595 1353</b>	<b>0463 278 0096</b>	<b>0463 278 0097</b>



**UNIVERSAL MODULE**

To display lawn mowers and other ground-running machines

<b>1</b> high	<b>2</b> low
172.5 x 60 x 98.6 cm	172.5 x 60 x 55.1 cm
<b>0463 595 1390</b>	<b>0463 595 1391</b>



**LAWN MOWER MOUNT**

To display lawn mowers on the universal modules

<b>1</b> 360° mount	<b>2</b> mount to show RM in cleaning position
58.1 x 46.2 x 18.8 cm	55.8 x 31.6 x 8.9 cm
<b>0463 595 1395</b>	<b>0463 595 1396</b>



**UNIVERSAL MODULE HIGH WITH COMMUNICATION STELE**

To display ground-running machines, incl. 32" inch flat screen

127.3 x 60 x 205 cm

**0463 595 1392**



**PEDESTAL WITH ARTIFICIAL GRASS FOR UNIVERSAL MODULES**

To be attached to the universal module (high/low) or universal module with communication stele to display ground-running machines

100 x 86 x 15.4 cm

**0463 595 1393**



**RMA FRONT GONDOLA**

To display a battery lawn mower in the front gondola.

<b>1</b> incl. frame	<b>2</b> without frame
71.6 x 102 x 143.4 cm	71.6 x 102 x 143.4 cm

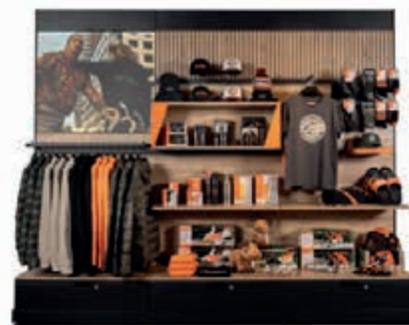
**0463 595 4537**      **0463 595 4538**

# BRAND SHOP SHOPSYSTEM

Based on the brand shop design of the brand world, these ShopSystem elements offer the ideal presentation of brand shop items for every dealer.

The STIHL Brand Shop ShopSystem elements were developed to create a unique and inviting shopping atmosphere. Compatible with the Standard ShopSystem and the Concept 4.0, they fit perfectly into any sales environment with their combination of high-quality wooden elements and flexible design.

This system can be created from individual parts or used as a pre-configured solution in different sizes that can be easily expanded if necessary.



### WALL UNIT COMPLETE SOLUTION FOR BRAND SHOP INCL. ILLUMINATION

Available in three sizes

1	2	3
248 x 100 x 63 cm	248 x 200 x 64 cm	248 x 300 x 65 cm
0463 595 6001	0463 595 6002	0463 595 6003



### FRONT GONDOLA COMPLETE SOLUTION FOR BRAND SHOP

100 x 63 x 140 cm

0463 595 6010



### CENTRAL GONDOLA COMPLETE SOLUTION FOR BRAND SHOP INCL. ILLUMINATION

200 x 105 x 140 cm

0463 595 6012

### WOODEN BACK PANEL, OAK

Mounted on shelving unit frame

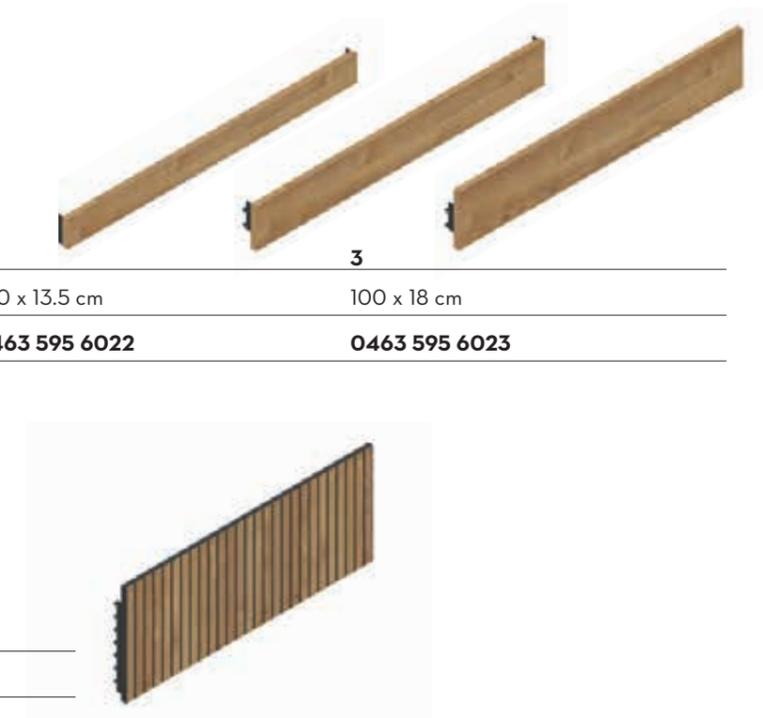
1	2	3
100 x 8.9 cm	100 x 13.5 cm	100 x 18 cm
0463 595 6021	0463 595 6022	0463 595 6023

### GROOVED WOODEN BACK PANEL, OAK

Mounted on shelving unit frame

100 x 40.4 cm

0463 595 6020





**WOODEN PANEL FOR WALL UNIT BASE, OAK**

Sticked onto wall unit base or drawer

1	2
100 x 60 cm	100 x 50 cm
<b>0463 595 6025</b>	<b>0463 595 6026</b>



**WOODEN SHELF WITH ILLUMINATION, OAK**

Mounted on shelving unit frame

100 x 40 cm
<b>0463 595 6024</b>



**WOODEN HIGHLIGHT BOX INCL. ILLUMINATION**

Mounted on support strip

100 x 40 x 45 cm
<b>0463 595 6027</b>



**PERFORATED METAL PANEL TO ATTACH TO SUPPORT STRIP**

Mounted on support strip

50 x 30 x 1.7 cm
<b>0463 595 6028</b>



**CLOTHING HOOK, T40**

Mounted on support strip

T40
<b>0463 595 6029</b>



**CLOTHING RAIL FOR SUPPORT STRIP**

Mounted on support strip

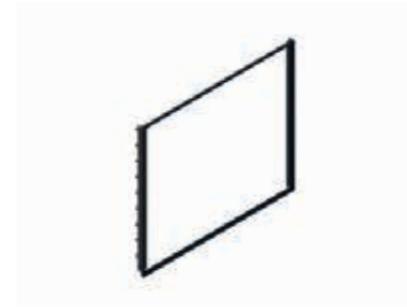
100 x 33 x 4.5 cm
<b>0463 595 6030</b>



**SAFETY HELMET HOLDER FOR SUPPORT STRIP**

Mounted on support strip

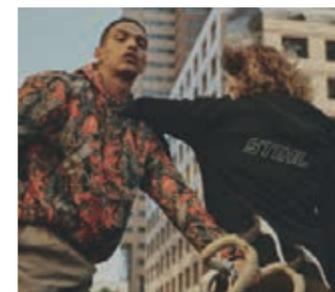
16 x 30 x 18 cm
<b>0463 595 6031</b>



**KEDER FRAME INCL. ILLUMINATION**

Mounted on shelving unit frame

100 x 85.5 cm
<b>0463 595 6032</b>



**BANNER FOR KEDER FRAME, BRAND SHOP IMAGE**

Mounted on Keder frame

100 x 85.6 cm
<b>0463 595 6033</b>



**DRAWER FOR BASE, FULL METAL PLATE, BLACKGREY**

Mounted on shelving unit frame

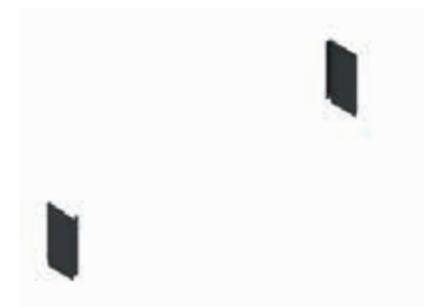
100 x 63 cm
<b>0463 595 6034</b>



**STANDPIPE EXTENSION, BLACKGREY**

Mounted on standpipe

3 x 6 x 18 cm
<b>0463 595 6035</b>



**STANDPIPE EXTENSION COVER BLACKGREY**

Mounted on Standpipe extension

3 x 6 x 18 cm
<b>0463 595 6036</b>



4

## SHOPSYSTEM CONCEPT 4.0

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112 — SHELVING AND GONDOLAS

118 — COUNTERS AND DISPLAYS

122 — PRODUCT CARRIERS

# SHELVING AND GONDOLAS



## NOTICE

All ShopSystem Concept 4.0 articles only available while stocks last.

### MS1 ADD-ON SHELVING UNIT FOR CHAIN SAWS

5 x full metal plate wood pile design,  
4 x support strip wood pile design,  
4 x MS mount,  
2 x flexible merchandise tier



100 x 63 x 230 cm

0463 595 0900

### MS2 ADD-ON SHELVING UNIT FOR CHAIN SAWS

5 x full metal plate wood pile design,  
4 x support strip wood pile design,  
3 x shelf T41



100 x 63 x 230 cm

0463 595 0901

### MS3 ADD-ON SHELVING UNIT FOR CHAIN SAWS

5 x full metal plate wood pile design,  
4 x support strip wood pile design



100 x 63 x 230 cm

0463 595 0902

### FS1 ADD-ON SHELVING UNIT FOR BRUSHCUTTERS

5 x full metal plate grass design,  
4 x support strip grass design,  
3 x FS mount special,  
3 x FS mount bottom



100 x 63 x 230 cm

0463 595 0905

### HS1 ADD-ON SHELVING UNIT FOR HEDGE TRIMMERS

3 x perforated plate hedge design,  
2 x full metal plate hedge design,  
4 x support strip hedge design



100 x 63 x 230 cm

0463 595 0910

### BG1 ADD-ON SHELVING UNIT FOR BLOWERS

5 x full metal plate leaf design,  
4 x support strip leaf design



100 x 63 x 230 cm

0463 595 0915

### RE1 ADD-ON SHELVING UNIT FOR CLEANERS

5 x full metal plate concrete design,  
4 x support strip concrete design



100 x 63 x 230 cm

0463 595 0920

### IK1 ADD-ON SHELVING UNIT

4 x full metal plate,  
6 x perforated plate,  
8 x support strip,  
24 x display hook T15



71 x 71 x 230 cm

0463 595 0925

### FK2 ADD-ON SHELVING UNIT

4 x full metal plate,  
1 x perforated plate,  
3 x support strip,  
3 x safety helmet holder,  
1 x clothes rail,  
15 x clothes hanger



100 x 63 x 230 cm

0463 595 0930

### BA1 (100) ADD-ON SHELVING UNIT

5 x full metal plate,  
4 x support strip



100 x 63 x 230 cm

0463 595 0935

### BA1 (65) ADD-ON SHELVING UNIT

5 x full metal plate,  
4 x support strip



65 x 63 x 230 cm

0463 595 0936

### BB1 (100) ADD-ON SHELVING UNIT

2 x full metal plate,  
3 x perforated plate,  
4 x support strip



100 x 63 x 230 cm

0463 595 0940

### BB1 (65) ADD-ON SHELVING UNIT

2 x full metal plate,  
3 x perforated plate,  
4 x support strip

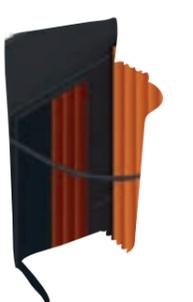


65 x 63 x 230 cm

0463 595 0941

### VK1 ADD-ON CHANGING ROOM

Basic shelving unit „changing room“ incl. curtain



100 x 63 x 230 cm

0463 595 0945

**GF1 FRONT GONDOLA COMPLETE VERSION**

3 x full metal plate 400,  
2 x support strip,  
1 x side end set,  
1 x cover,  
Veneer backside



100 x 63 x 140 cm

**0463 595 0950**

**GF2 FRONT GONDOLA COMPLETE VERSION**

3 x perforated metal plate 400,  
2 x support strip,  
1 x side end set,  
1 x cover,  
Veneer backside



100 x 63 x 140 cm

**0463 595 0951**

**GC1 CENTRAL GONDOLA COMPLETE VERSION**

6 x full metal plate,  
4 x support strip,  
1 x cover



100 x 105 x 140 cm

**0463 595 0955**

**GC2 CENTRAL GONDOLA COMPLETE VERSION**

6 x perforated metal plate,  
4 x support strip,  
1 x cover



100 x 105 x 140 cm

**0463 595 0956**

**SHELVING UNIT SIDE END SET**

Has to be ordered for every connected row of shelves!

1 x L-shaped shelving unit side section,  
2 x side panel,  
2 x panel for sides of base



3 x 63 x 230 cm

**0463 595 1002**



**SHELVING UNIT FRAME**

1	2
1 x L-shaped shelving unit side section, 1 x base shelf (100), 2 x connection brace	1 x L-shaped shelving unit side section, 1 x base shelf (65), 2 x connection brace
100 x 63 x 230 cm	65 x 63 x 230 cm
<b>0463 595 1000</b>	<b>0463 595 1001</b>

**GONDOLA FRAME FRONT GONDOLA**

1 x base,  
1 x T-shaped side section,  
2 x connecting brace



100 x 63 x 140 cm

**0463 595 1030**

**SIDE END SET FRONT GONDOLA**

1 x L-shaped side section,  
2 x L-shaped side panel,  
2 x panel for sides of base



6 x 63 x 140 cm

**0463 595 1031**

**GONDOLA FRAME CENTRAL GONDOLA**

2 x base,  
1 x T-shaped side section,  
2 x connecting brace



100 x 105 x 140 cm

**0463 595 1035**

**SIDE END SET CENTRAL GONDOLA**

1 x T-shaped side section,  
2 x side panel,  
4 x panel for side of base



6 x 105 x 140 cm

**0463 595 1036**

**GONDOLA COVER**

without STIHL logo



100 x 14 x 1 cm

**0463 595 1040**

**DOUBLE PILLAR**

Height 230 cm

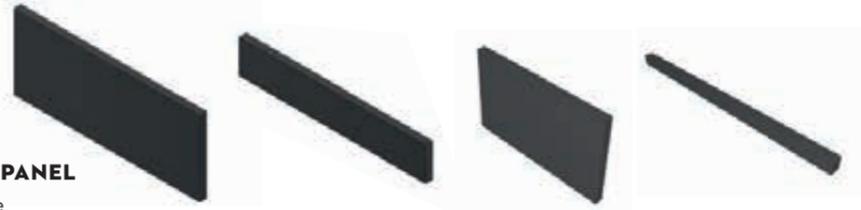


**0463 595 1007**

**SUPPORT STRIP**

Mounted on shelving unit frame

1	2
large	small
100 x 4,6 x 4,5 cm	65 x 4,6 x 4,5 cm
<b>0463 595 1010</b>	<b>0463 595 1011</b>



**FULL METAL PLATE BACK PANEL**

Mounted on shelving unit frame

<b>1</b> 400 (100)	<b>2</b> 180 (100)	<b>3</b> 400 (65)	<b>4</b> 45 (100)
100 x 4,6 x 40,5 cm	100 x 4,6 x 18 cm	65 x 4,6 x 40,5 cm	100 x 4,6 x 4,5 cm
<b>0463 595 1015</b>	<b>0463 595 1016</b>	<b>0463 595 1017</b>	<b>0463 595 1018</b>



**PERFORATED METAL PLATE BACK PANEL**

Mounted on shelving unit frame

<b>1</b> 400 (100)	<b>2</b> 180 (100)	<b>3</b> 90 (100)	<b>4</b> 400 (65)	<b>5</b> 180 (65)
100 x 4,6 x 40,5 cm	100 x 4,6 x 18 cm	100 x 4,6 x 9 cm	65 x 4,6 x 40,5 cm	65 x 4,6 x 18 cm
<b>0463 595 1020</b>	<b>0463 595 1021</b>	<b>0463 595 1023</b>	<b>0463 595 1022</b>	<b>0463 595 1024</b>

**DIGITALLY PRINTED BACK PANELS - SETS**

without shelving unit frame  
5 x back panel 400 (100),  
4 x support strip (100), parts are numbered



<b>1</b> Wood pile design	<b>2</b> Grass design	<b>3</b> Leaf design	<b>4</b> Concrete design	<b>5</b> Hedge design
Full metal plate	Full metal plate	Full metal plate	Full metal plate	Full and perforated metal plate
219,6 x 99,8 x 5 cm	219,6 x 99,8 x 5 cm	219,6 x 99,8 x 5 cm	219,6 x 99,8 x 5 cm	219,6 x 99,8 x 5 cm
<b>0463 595 1025</b>	<b>0463 595 1026</b>	<b>0463 595 1027</b>	<b>0463 595 1028</b>	<b>0463 595 1029</b>

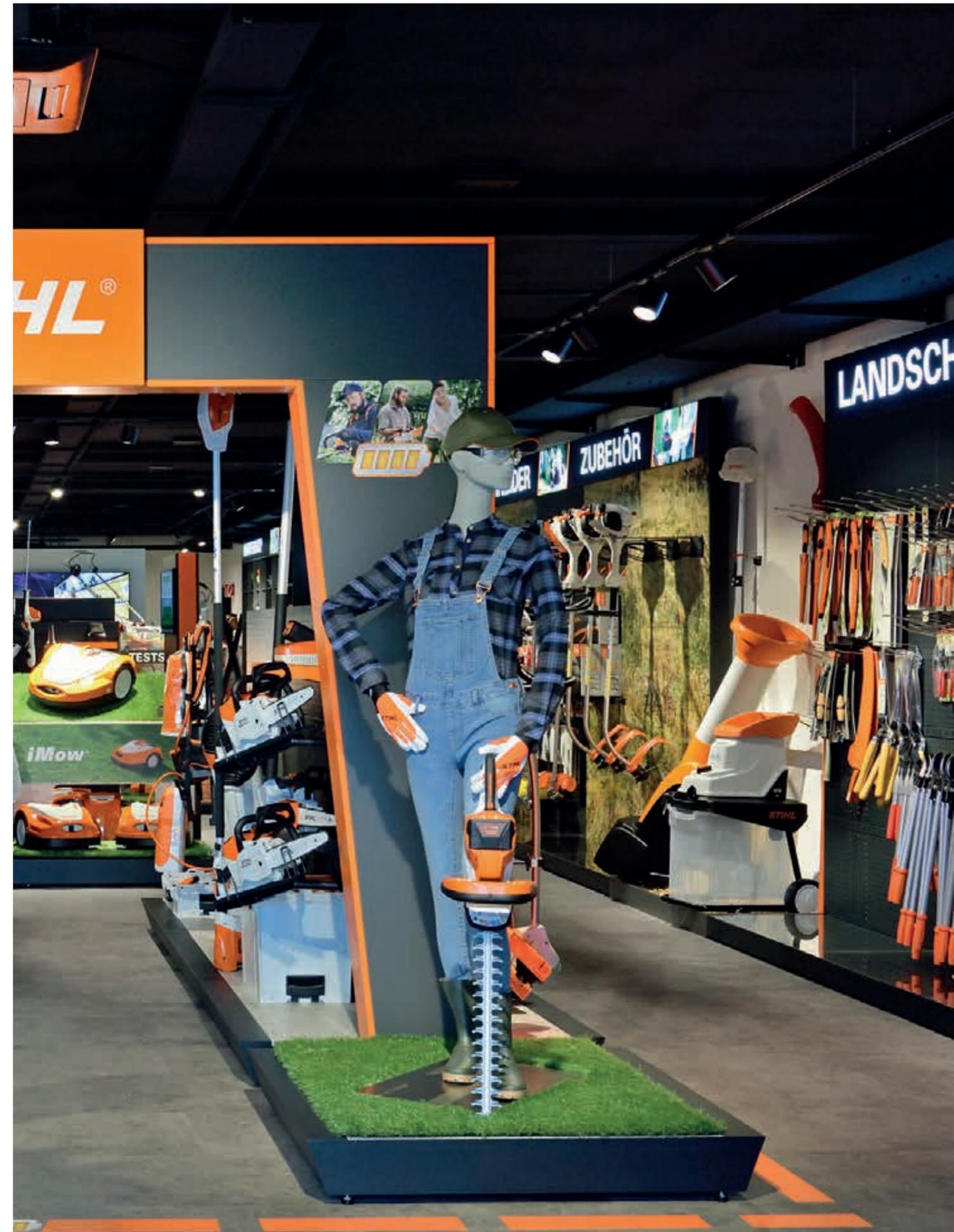


**BACK PANEL SET**

Mounted on shelving unit frame, parts are numbered

<b>1</b> Wood pile design	<b>2</b> Leaf design	<b>3</b> Concrete design	<b>4</b> Hedge design
129,8 x 99,8 x 5 cm	129,8 x 99,8 x 5 cm	129,8 x 99,8 x 5 cm	129,8 x 99,8 x 5 cm
<b>0463 595 1045</b>	<b>0463 595 1047</b>	<b>0463 595 1048</b>	<b>0463 595 1049</b>

**i** All ShopSystem Concept 4.0 articles only available while stocks last.



## COUNTERS AND DISPLAYS



### CASH DESK

4 drawers in the base, countertop in concrete design, incl. 3D STIHL logo

162,5 x 56 x 99,8 cm

0463 595 1382



ONLY WHILE STOCK LASTS!

### CONSULTING DESK (STANDING/SITTING)

4 drawers in the base, countertop in concrete design, covering in wooden design

162,5 x 54,1 x 95,9 cm

0463 595 1380



### PRESENTING COUNTER, SMALL

To display small items, e.g. STIHL brand shop articles

162,5 x 58,1 x 79,9 cm

0463 595 1383



### ALUMINIUM CHEQUER COVER FOR CONSULTING DESK

Protects the surface

49,6 x 60 x 10,2 cm

0463 595 1381



### MAIN COUNTER ELEMENT

146 x 112,9 x 57,9 cm

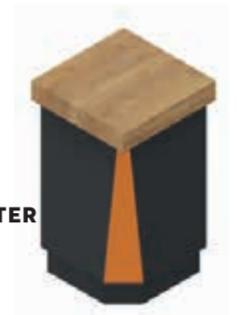
0463 595 1386



### EXTENSION ELEMENT COUNTER

86 x 105 x 56 cm

0463 595 1387



### END ELEMENT COUNTER LEFT/RIGHT

Consistent grain pattern

50 x 105 x 50 cm

0463 595 1480



### CORNER ELEMENT COUNTER

split grain

50,1 x 105 x 50 cm

0463 595 1482





**MACHINE HANDOVER  
DESK COUNTER**

70 x 70,2 x 50,8 cm

**0463 595 1388**



**DRAWER FOR  
EXTENSION ELEMENT COUNTER**

81,2 x 20 x 45,5 cm

**0463 595 1389**



**SPIRIT CLOTHES RACK**

For the presentation of brandshop articles.  
Log not included.

154 x 60 x 170 cm

**0463 595 1384**



**COUNTER FOR  
COFFEE CORNER**

50 x 105 x 50 cm

**0463 595 1397**



**SIDEBOARD FOR  
COFFEE CORNER**

120 x 110 x 49 cm

**0463 595 1398**



**BAR STOOL FOR  
COFFEE CORNER**

50 x 85 x 48 cm

**0463 595 1399**



**BIN FOR  
WOOD CHIPS**

Can be used in combination with mannequins

96,8 x 59,7 x 81 cm

**0463 595 1344**



**32" FLAT SCREEN INCL.  
FIXTURE**

Mounted on support strip

**EBP+STANDARD**

Flat screen incl. fixture

99,9 x 40,4 cm, Vesa 200 x 200 for  
32" flat screens

anthracite

**0463 595 1076**



# PRODUCT CARRIERS



## NOTICE

Please go to chapter "ShopSystem" for more product carriers that are compatible with the ShopSystem Concept 4.0.



### SHELF

Mounted on support strip

1	2
T41	T31
100 x 41 x 4,5 cm	100 x 31 x 4,5 cm
<b>0463 595 1055</b>	<b>0463 595 1056</b>



### MERCHANDISING TIER

Mounted on perforated back panel

34,9 x 29 cm

**0463 595 1094**



### SHELF T41 (100)

Mounted on perforated back panel

99,5 x 41 cm

**0463 595 1097**



### SHELF T41 (80)

Mounted on perforated back panel

80 x 41 x 66,5 cm

**0463 595 1096**



### CLOTHING SHELF, SMALL

Wooden, mounted on support strip

16 x 25 x 21 cm

**0463 595 1078**



### CLOTHING SHELF, LARGE

Wooden, mounted on support strip

33 x 50 x 43,5 cm

**0463 595 1077**



### METAL CHUTE FOR SMALL ITEMS, LARGE

Mounted on shelving unit frame

100 x 38 x 10 cm

**0463 595 1065**



### METAL CHUTE

Mounted on perforated back panel

35 x 30 x 8 cm

**0463 595 1081**



### SHELVING UNIT DRAWER

Mounted on shelving unit frame

100 x 57 x 22,5 cm

**0463 595 1008**



### SHELF GLASS CABINET SMALL

Mounted on shelving unit frame

100 x 38 x 45 cm

**0463 595 1150**



### MS MOUNT

Mounted on support strip

41 x 51 x 34 cm

**0463 595 1072**



### MS MOUNT BATTERY/ ELECTRIC

Mounted on perforated back panel

50 x 37,5 x 20,6 cm

**0463 595 1091**



### FLEXIBEL MERCHANDISE TIERS

Mounted on support strip

1 small	2 medium	3 large
30 x 31 x 4,5 cm	35 x 31 x 4,5 cm	50 x 41 x 4,5 cm
<b>0463 595 1052</b>	<b>0463 595 1053</b>	<b>0463 595 1054</b>



**FS MOUNT**

Mounted on support strip

1 top	2 bottom	3 special
15,2 x 43 x 11 cm	5,2 x 34,5 x 5,5 cm	28,4 x 5,2 x 3,9 cm
<b>0463 595 1068</b>	<b>0463 595 1069</b>	<b>0463 595 1070</b>



**FS MOUNT**

Mounted on perforated back panel

1 top	2 bottom
28,4 x 52 x 35 cm	32,2 x 65 x 20 cm
<b>0463 595 1092</b>	<b>0463 595 1093</b>



**HSA 25/HSA 26 HOLDER**

Mounted on perforated back panel

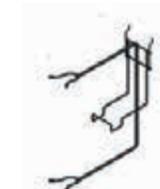
35 x 37,7 x 10 cm
<b>0463 595 1095</b>



**SHELF FOR HSA 26/GTA 26 BOXES**

Mounted on perforated back panel

40,2 x 42 x 12,5 cm
<b>0463 595 1100</b>



**HOLDER FOR TELESCOPIC SHAFT OF HSA 25/26**

Mounted on perforated back panel

7,5 x 27 x 30 cm
<b>0463 595 1090</b>



**HOLDER GTA 40**

Mounted on perforated back panel

35 x 12 x 16 cm
<b>0463 595 3818</b>



**HT/HL HOLDER SET**

Mounted on support strip

16 x 24 x 30 cm
<b>0463 595 1079</b>



**BG HOLDERS (SET)**

Set of 2, mounted on support strip

1 short	2 long
20 x 23 x 4,5 cm	20 x 43 x 4,5 cm
<b>0463 595 1060</b>	<b>0463 595 1061</b>



**SH MOUNT**

Mounted on support strip

26 x 40 x 7 cm
<b>0463 595 1064</b>



**SH MOUNT**

Mounted on perforated back panel

16 x 24 x 30 cm
<b>0463 595 1082</b>



**HS MOUNT**

Mounted on perforated back panel

1 upright	2 standard, new	3 special, set of 2
24 x 8,7 x 8,1 cm	7,9 x 7, x 8,5 cm	13 x 16,7 x 12 cm
<b>0463 595 1086</b>	<b>0463 595 1087</b>	<b>0463 595 1088</b>



**SUCTION TUBE HOLDER**

Mounted on perforated back panel

For cleaner's and vacuum cleaner's suction tubes
5 x 10 x 5 cm
<b>0463 595 1083</b>

**LAWN MOWER HOLDER (SET)**

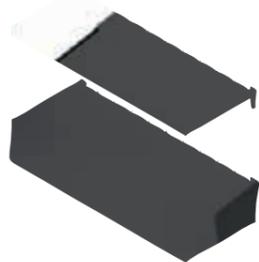
Mounted on support strip

10 x 65 x 60 cm

**0463 595 1063****LAWN MOWER HOLDER (SET)**

Mounted on perforated back panel

10 x 65 x 60 cm

**0463 595 1084****iMOW-HOLDER**

Mounted on support strip

41 x 13 x 63 cm

**0463 595 1102****BT HOLDER (SET)**

Set of 2, mounted on support strip and perforated back panel

24 x 23 x 3,8 cm, 8 x 20 x 9 cm

**0463 595 1071****AR HOLDER**

Mounted on support strip

45,3 x 41,4 x 95,2 cm

**0463 595 1058****HOLDER FOR LOPPING SHEARS**

Mounted on perforated back panel

13 x 16 x 12 cm

**0463 595 1085****HOLDER FOR LOPPING SHEARS (ACROSS)**

Mounted on perforated back panel

45,3 x 21 x 11 cm

**0463 595 1089**



**AXE HOLDER**

Mounted on support strip

1	2
large	small
for large axes	for small axes
8 x 19 x 20 cm	7 x 19 x 20 cm
<b>0463 595 1066</b>	<b>0463 595 1067</b>

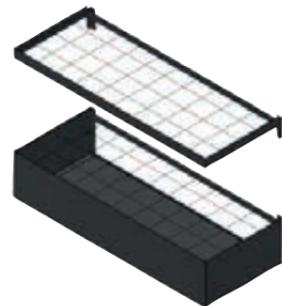


**HEAVY-DUTY MOUNT**

Mounted on support strip  
for axes

8 x 19 x 20 cm

**0463 595 1057**



**GRID SHELF FOR FORESTRY PRODUCTS**

Set of 2, mounted on support strip

100 x 40 x 4,4 cm, 100 x 40 x 21 cm

**0463 595 1073**

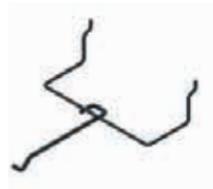


**SAFETY HELMET HOLDER**

Mounted on perforated back panel

16 x 30 x 18 cm

**0463 595 1080**



**SAFETY GLASSES HOLDER**

Mounted on perforated back panel

15 x 19 x 17 cm

**0463 595 1098**



**TORSO, ROTATABLE,  
FOR HARNESS SYSTEMS**

Mounted on perforated back panel

**0463 595 1103**



**BROCHURE HOLDER**

Mounted on perforated back panel

DIN A4

**0463 595 1099**



**BROCHURE HOLDER**

Mounted on support strip  
DIN long Flyer

11 x 22 x 12 cm

**0463 595 1062**



**CLOTHES RAIL**

Mounted on support strip

across

100 x 33 x 4,5 cm

**0463 595 1050**



**CLOTHES RAIL**

Mounted on support strip

oblique

5 x 38 x 30 cm

**0463 595 1051**



5

## COMMUNICATION ELEMENTS FOR THE POS

130 — HAZARDOUS GOODS AT THE  
DEALER

132 — CUSTOMER GUIDANCE AT THE  
POS

# HAZARDOUS GOODS AT THE DEALER

## HAZARDOUS GOODS AT THE DEALER

An empty canister of the corresponding container is placed at the POS. At the same time, take-away cards are hung on loop hooks on the shelf.

The customer takes the appropriate card for the desired fuel and container size and goes to the checkout with it. The sales assistant scans the card and hands over the product. The take-away card can then be placed back on the shelf and is therefore used several times.



**MOTO4PLUS  
PRODUCT CARD 1L**

0463 598 5001



**MOTO4PLUS  
PRODUCT CARD 5L**

0463 598 5002



**MOTO4PLUS  
PRODUCT CARD 20L**

0463 598 5003



**MOTOMIX  
PRODUCT CARD 1L**

0463 598 5004



**MOTOMIX  
PRODUCT CARD 5L**

0463 598 5005



**MOTOMIX  
PRODUCT CARD 20L**

0463 598 50063



**MOTOMIX ECO PRODUCT CARD 1L**

0463 598 5007



**PRODUCT SLEEVE PAPER 1 L**

Product cover made of reinforced paper for 1 L and 5 L containers. Placement of an empty canister in the sleeve.

0463 598 5008



**PRODUCT SLEEVE PAPER 5 L**

Product cover made of reinforced paper for 1 L and 5 L containers. Placement of an empty canister in the sleeve.

0463 598 5009

# CUSTOMER GUIDANCE AT THE POS

## **i** NOTICE

A well-structured point of sale makes it easier customers to quickly find the right product.

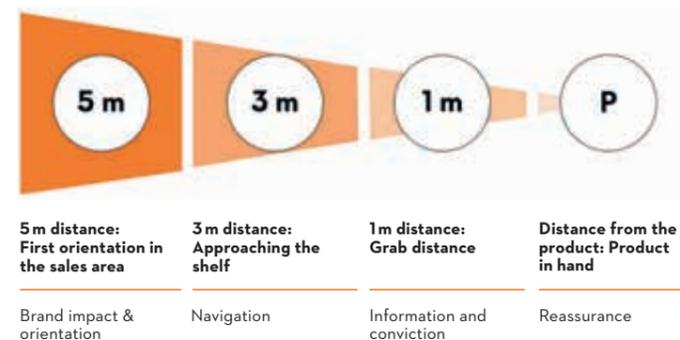
As a STIHL dealer you offer a wide variety of premium products from many different categories, segments and fields of application. With your expert knowledge and high quality service you ensure that every customer feels at ease and always well advised.

By equipping your showroom with the STIHL ShopSystem you have already taken the first step towards an attractive product presentation, consistent brand experience and a good shopping atmosphere.

Nonetheless, especially for private users product options are sometimes hard to distinguish and orientation on the sales floor could be difficult.

### OPTIMIZED GUIDANCE AT THE POS

In order to manage the complexity on the sales floor, the materials of the new concept follow an organized messaging hierarchy according to the shopper journey. It defines which pieces of information are important to communicate at which distance in order to ensure a straight navigation to the desired products.



Also, all materials are tailored to the particularities of each category or product segment. Also, all materials are tailored to the particularities of each category or product segment.



### SIGNIFICANT IMPROVEMENTS

BENEFITS FOR CUSTOMERS AND DEALERS\*

- Higher **satisfaction** and more **enjoyment** for customers
- Better understanding** of the cordless systems
- Better **orientation**
- Easy to install**
- Positive impact on the **effectiveness in finding** the desired product

\*Findings from an empirical study from 27.10.2021 - 30.10.2021 and 10.11.2021 - 13.11.2021

VON PROFIS FÜR PROFIS



» THE PRODUCT PRESENTATION IS CLEAR AND CONCISE. YOU CAN DIRECTLY FIND WHAT YOU NEED.«

Alain Schmitt, Landscaper

» THE PRODUCT PRESENTATION GIVES A PERFECT AND DIRECT COMPARISON BETWEEN THE TECHNICAL DETAILS AND THE PRICE-PERFORMANCE OF THE DIFFERENT PRODUCTS.«

Martine Emzar Gardeira, Landscaper



» THE NEW CONCEPT PROVIDES SOME FIRST GUIDANCE TO CUSTOMERS WHICH I CAN PERFECTLY SUPPLEMENT WITH FACE-TO-FACE ADVICE.«

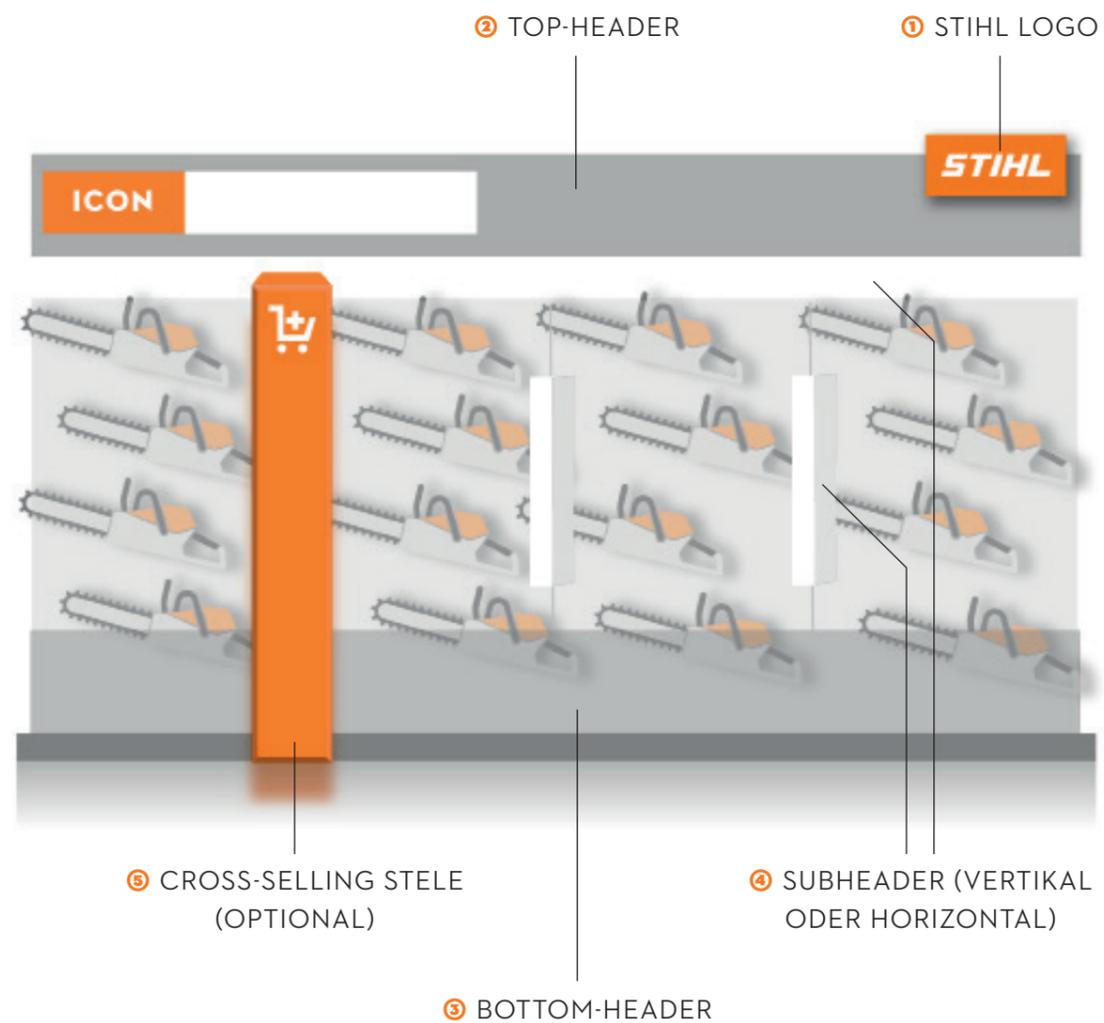
Georges Mischel, Garage Mischel Sàrl



# WALL UNITS

## POS-MATERIALS FOR WALL UNITS

The materials of the “Customer Guidance at the POS” concept are developed as modular add-on assets and therefore easy to attach to the shelves of the existing STIHL ShopSystem. Each asset overtakes a certain role in the guidance along the shopper journey.

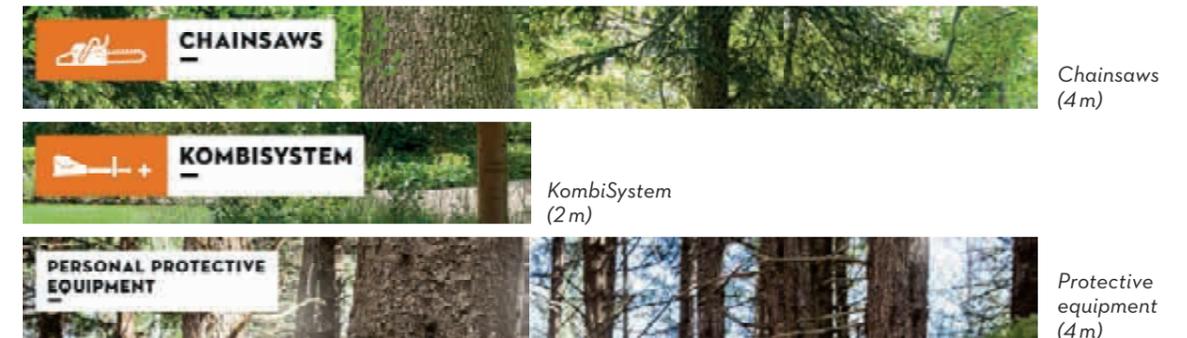


**1 STIHL LOGO:**  
The attachable STIHL logo ensures the brand's visibility at the POS.



**2 TOP-HEADER:**

The top-headers are printed on magnetic pictures and therefore easy to attach to the backpanels of the shelves. A modular system of starting elements and extensions ensures a versatile customization according to the individual requirements. A combination of iconography (for tools only), text and imagery create a clear segmentation into different product groups.



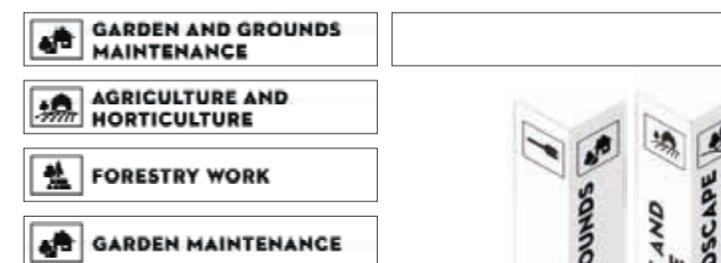
**3 BOTTOM-HEADER:**

The bottom-headers display the continuation of the imagery, which strengthens the segmentation and ensures a more immersive brand experience.

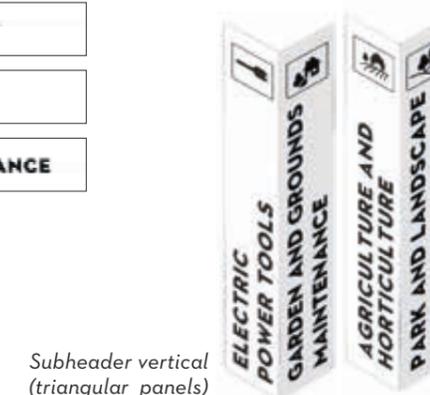


**4 SUBHEADER:**

Icons and text on subheaders represent the different fields of application or sections of electric tools in each product group. They come in different variants: As a horizontal magnetic picture or as a triangular panel in vertical orientation.



Subheader horizontal (erweiterbar mit glatten weißen Versionen)



Subheader vertical (triangular panels)

**5 CROSS-SELLING STELE:**

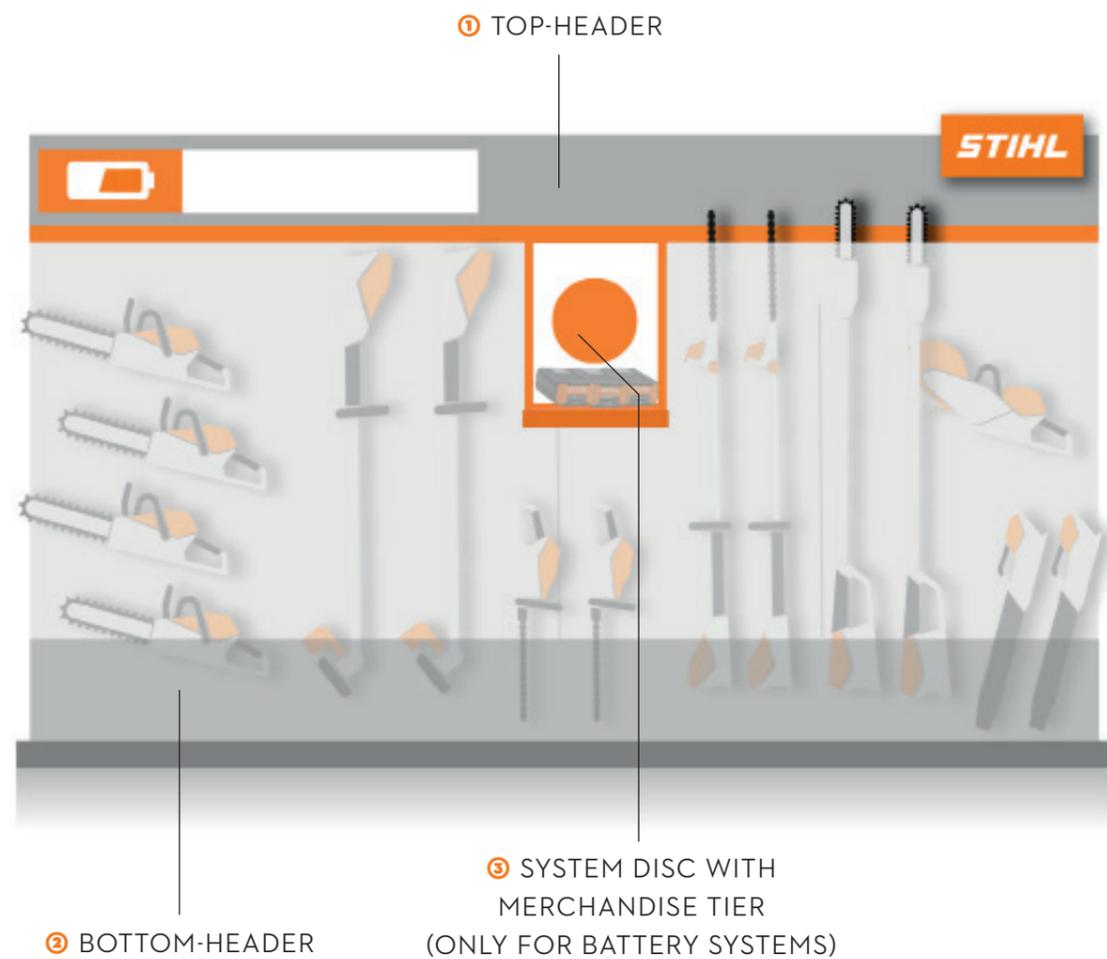
The cross-selling stele allows for a prominent in-shelf presentation of certain after-sale products.



Cross-selling stele example for brushcutters

## DEVIATIONS OF THE WALL UNITS FOR CORDLESS TOOLS

The composition and design of the materials for cordless tools differs from those for the other categories, as the main focus is on the respective battery system. Strong colour codes, iconography and imagery guarantee a clear differentiation of the systems. Additional materials, such as the system disc, ensure a deeper understanding of the benefits that the STIHL battery systems have to offer.



### ② TOP-HEADER (CORDLESS):

Linke the top-headers for the other categories, these come in modular elements to comply with individual requirements. The particular battery systems are conveyed by a prominent icon accompanied by the according system strip and an explanatory headline. The imagery shows a scenery that matches the respective range of application.



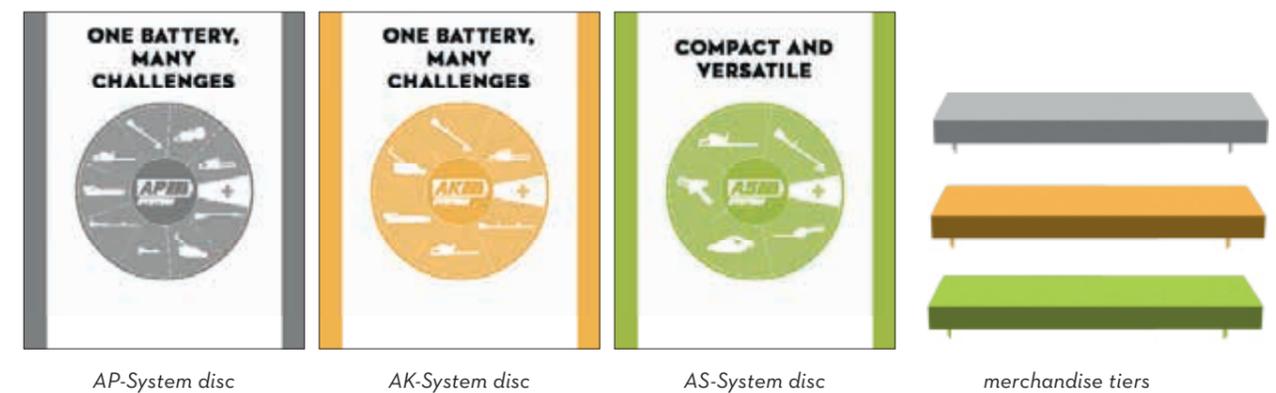
### ② BOTTOM-HEADER (CORDLESS):

The bottom-headers display the continuation of the imagery for an immersive brand experience and a better understanding of the range of application.



### ③ SYSTEM DISC WITH MERCHANDISE TIER (CORDLESS):

The merchandise tiers offer an ideal presentation area for the batteries and chargers. They are varnished in the particular system colour and accompanied by an additional magnetic picture which showcases the compatibility within each system.



## MODULARITY AND APPLICATION OF THE HEADERS

The modularity of the top- and bottom-headers allows an individual composition for each segment and even a subsequent extension. Two kinds of headers are to be distinguished:

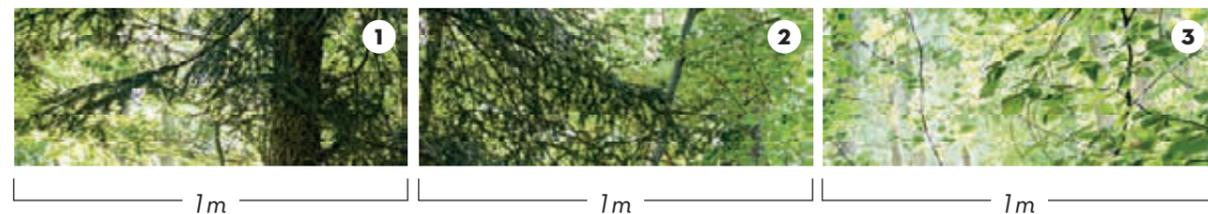
### STARTING ELEMENTS:

They are available in a 1m- and a 2m-version. 1m-versions for tools only show the product icon whereas the longer versions come with an additional infobox for text.



### EXTENSIONS:

For larger segments there are up to 3 extensions available of which each one measures 1m. Assembled in the correct order, these ensure a seamless continuation of the imagery and allow for a subsequent enlargement of a product segment.



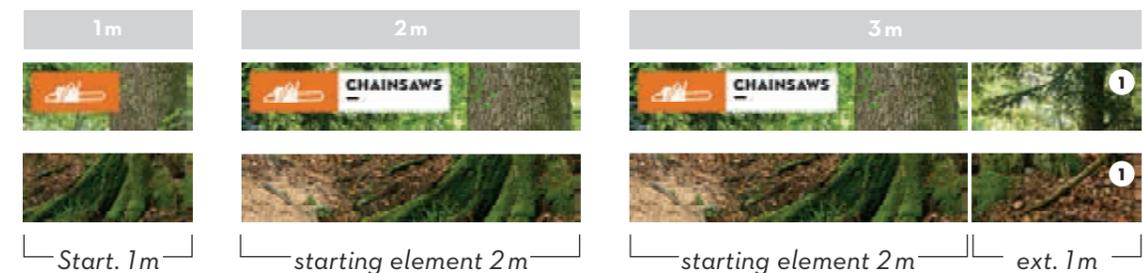
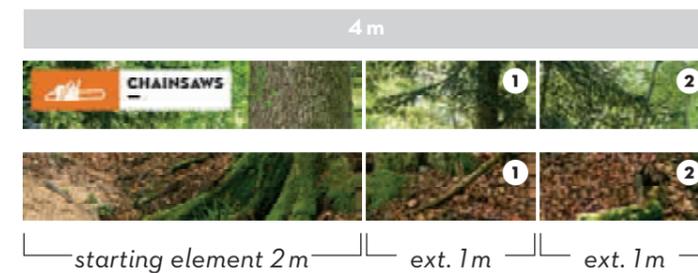
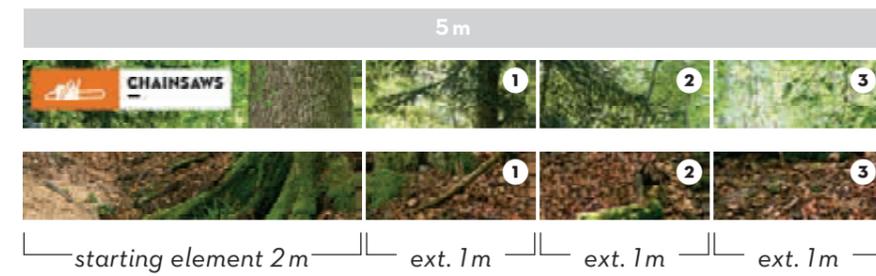
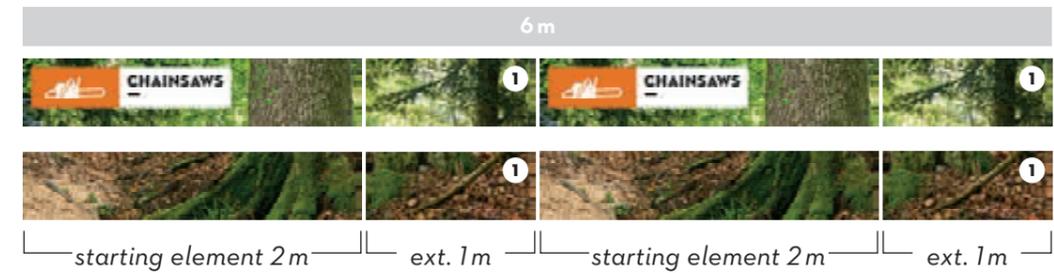
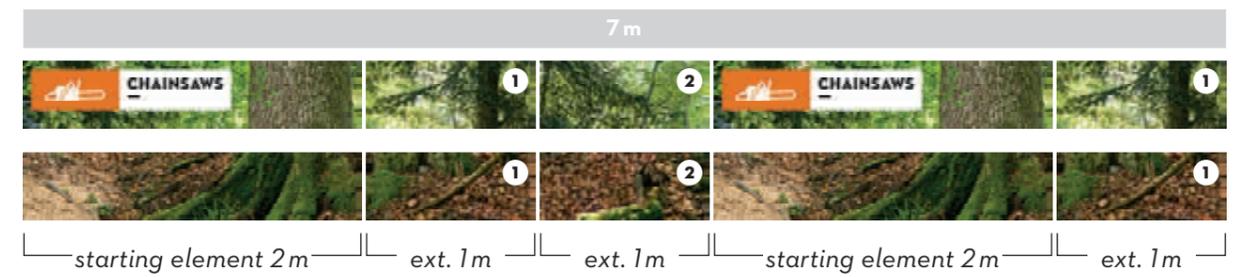
### REQUIREMENTS & RECOMMENDATIONS:

- A row of shelves measuring over 5m indicates a repetition of the starting element. This is essential for a continuous guidance at the Point of Sale.
- A repetition is also advisable for shorter shelvings that lead round a corner
- Extensions should always be added to the right side of the initial starting element in order to ensure a seamless continuation of the different headers.
- When subsequently extending a 1m starting element, the latter should first be replaced with a 2m version.
- For intermediate sizes the magnetic pictures can simply be trimmed to the desired length.

### BOTTOM-HEADERS:

Each starting element and each extension comes with a corresponding bottom-header. The application follows the same structure as for the top-headers, in order to ensure a correct sequence of imagery.

If products or other POS elements were to cause a severely limited visibility, the installation of a bottom-header might be obsolete.



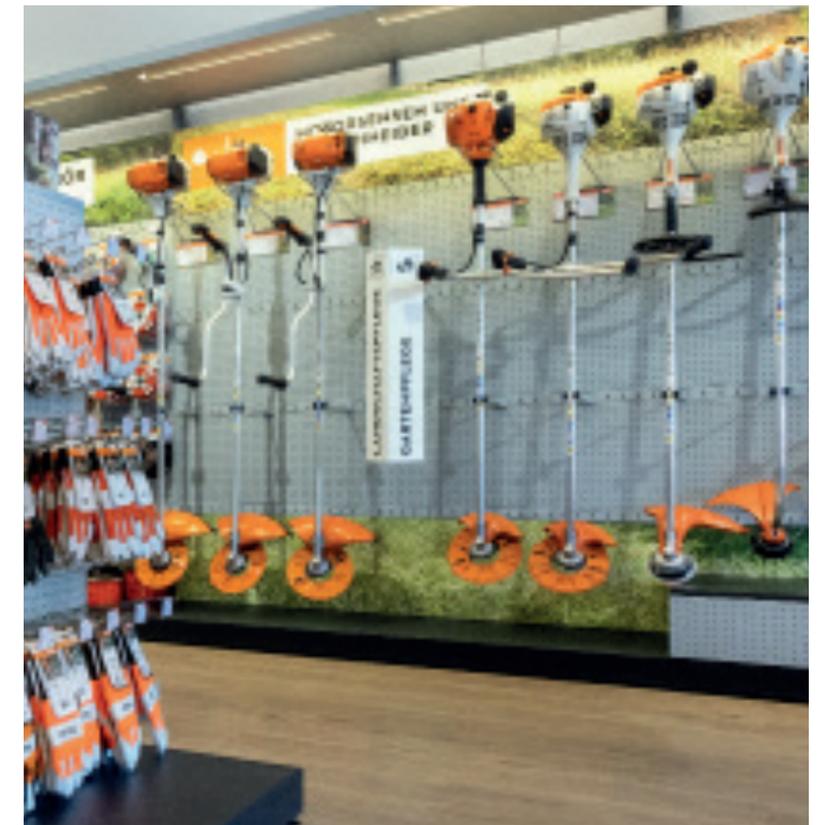
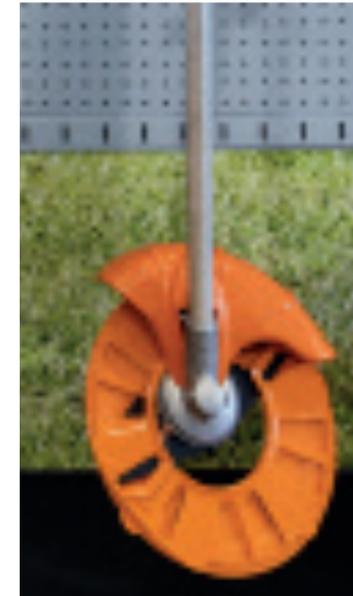
**!** WHEN PLANNING A ROW OF SHELVES, THE **LOGO PLACEMENT** MUST ALSO BE CONSIDERED. THERE SHOULD ALWAYS BE **ENOUGH FREE SPACE** TO THE RIGHT SIDE OF THE INFOBOX.

EXTENSIONS SHOULD BE APPLIED ACCORDINGLY.

(more info from page 154)



EXAMPLE:  
**2m STARTING ELEMENTS**  
 AND **2 EXTENSIONS** FOR  
 TRIMMERS (TOP AND  
 BOTTOM).

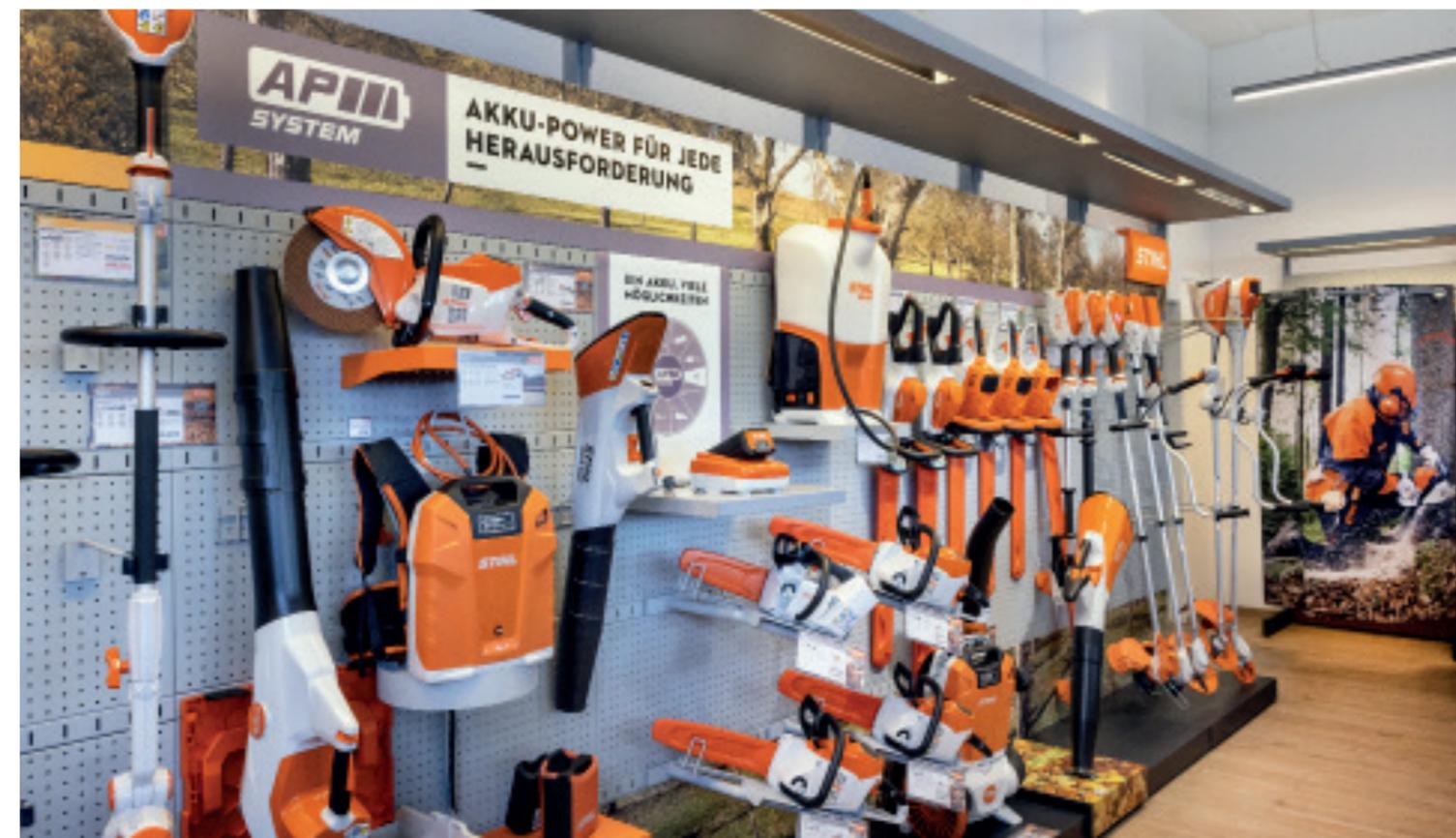


EXAMPLE:  
**1m STARTING ELEMENTS** FOR AI-LINE AND AS-SYSTEM, **2m START-  
 ING ELEMENTS** FOR AK-SYSTEM AND **2m STARTING ELEMENTS**  
 WITH **2 EXTENSIONS** (TOP AND BOTTOM) FOR AP-SYSTEM.



EXAMPLE:  
**2m STARTING**  
**ELEMENTS** AND **2**  
**EXTENSIONS** FOR  
 CHAINSAWS (TOP AND  
 BOTTOM) CREATE A  
 SEAMLESS IMAGERY.

EXAMPLE:  
**2m STARTING ELEMENTS** AND **3 EXTENSIONS**  
 FOR AP-SYSTEM (TOP AND BOTTOM).



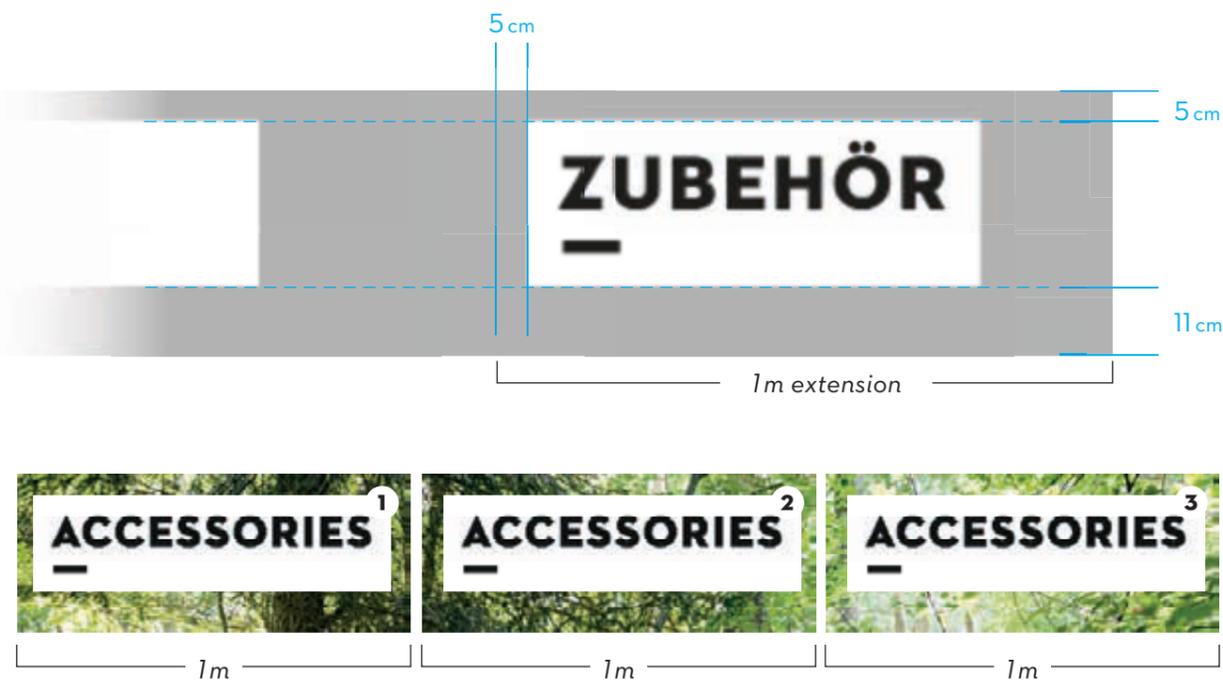
## ACCESSORIES AND CROSS-SELLING

Accessories play a significant role at the POS, since they are an important addition to the portfolio of STIHL tools. There are different kinds of segments and ways to present them at the POS:

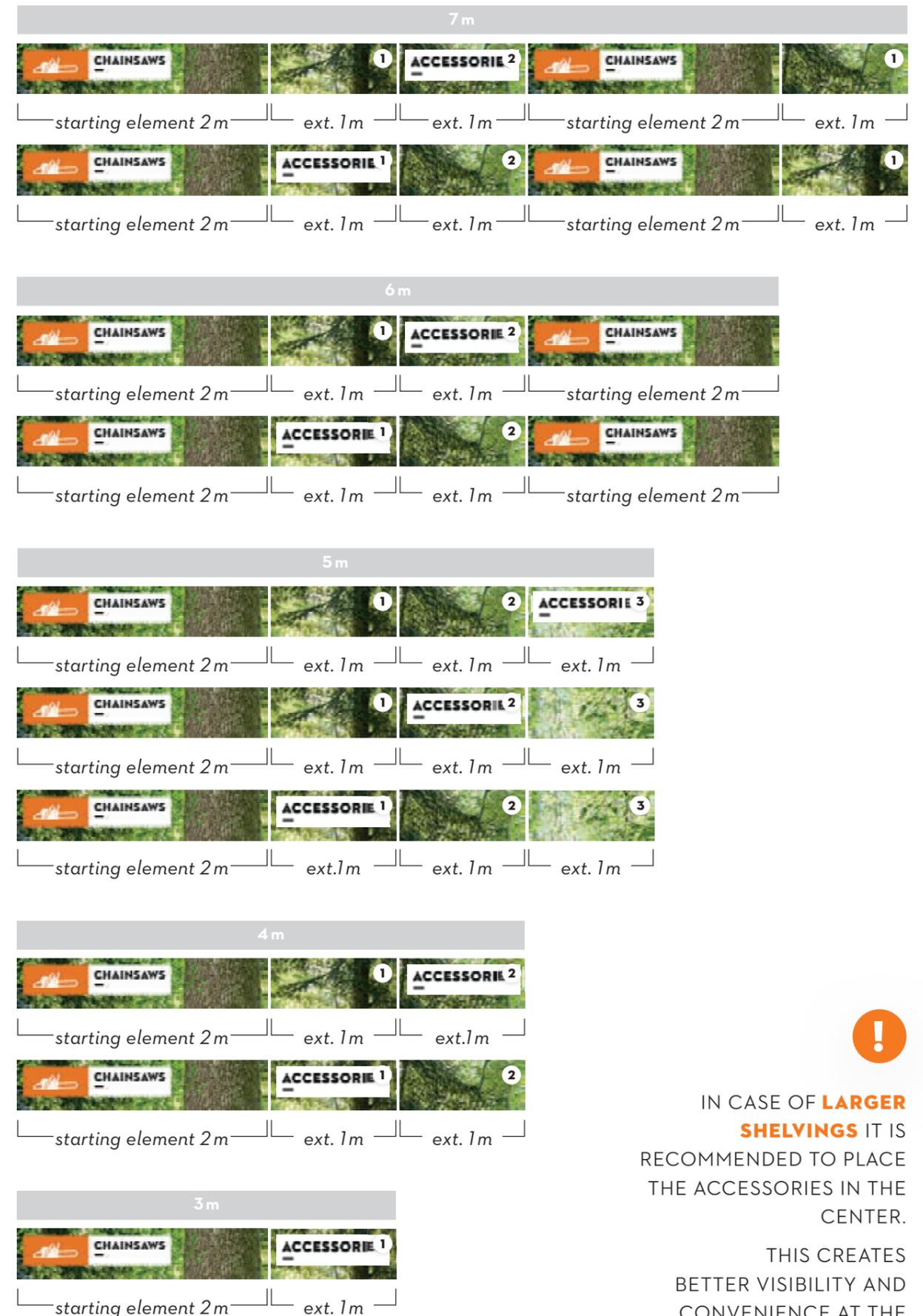
### HEADER ADD-ON FOR PRODUCT ACCESSORIES:

Accessories, like trimmer heads or saw chains and guide bars are ideally placed next to or in between their corresponding product segment. The respective shelving can be equipped with additional magnetic pictures for accessories, which can easily be placed onto the existing extensions.

The add-on should always be attached to the left side of the respective extension header and has to be placed at a distance of 5 cm to the left and upper edge and 11 cm to the lower edge.



By placing the additional magnetic picture onto extensions for either the third, fourth or fifth meter, many variations are possible in order to adapt to the different extents of accessory sections within one segment. Please be aware that, especially for longer rows of shelves, the sequence of headers and extensions might differ from the one without add-ons. This is mainly because of a centralized position of the accessories within a product segment, which is recommended.



IN CASE OF **LARGER SHELVINGS** IT IS RECOMMENDED TO PLACE THE ACCESSORIES IN THE CENTER. THIS CREATES BETTER VISIBILITY AND CONVENIENCE AT THE POINT OF SALE.



EXAMPLE:  
**1m EXTENSION WITH ADD-ON** FOR TRIMMERS ACCESSORIES NEXT TO THE TRIMMER SHELF.

**HEADER FOR “STAND-ALONE” ACCESSORIES:**

Forestry items, personal protective equipment or oils, lubricants, fuels and others are usually placed in individual shelves with a corresponding header design. The application follows the same principle as for the other headers.



RECOMMENDED:  
**1m EXTENSION WITH ADD-ON** IN BETWEEN TWO SECTIONS FOR TRIMMERS.

**CROSS-SELLING STELE:**

There are different application scenarios for the cross-selling stele:

- Too little space for a full accessories extension next to the product shelf.
- Prominent presentation of accessories that should be linked next to certain products.
- Promotion of special offerings within a product group.

The stele can be attached to the mounting rails of the wall units.

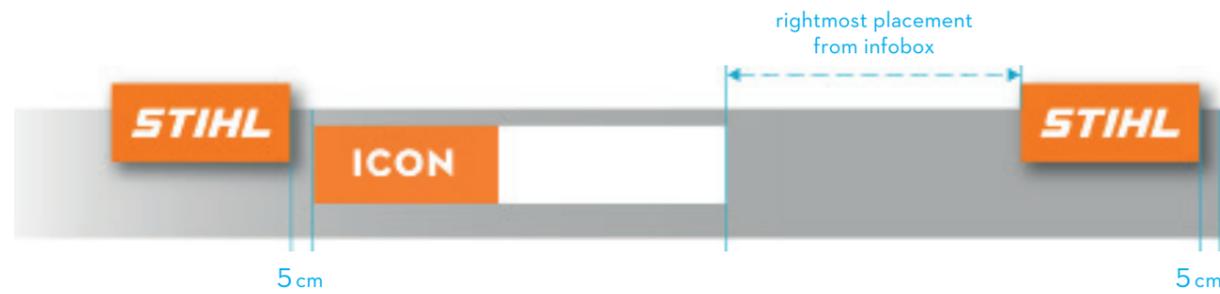


## USAGE OF THE STIHL LOGO

Throughout the whole sales floor a prominent, yet well balanced use of the STIHL logo is mandatory. The preferred position is on the right side of the shelves opposite to the corresponding infobox of the header design.

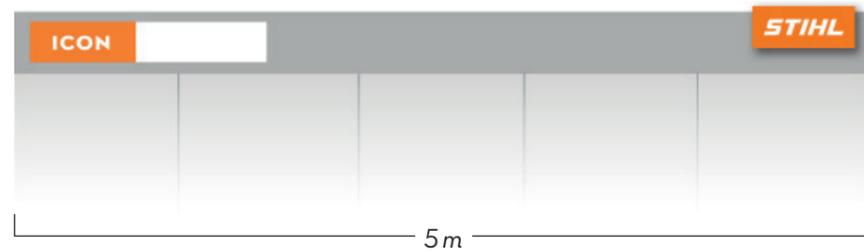
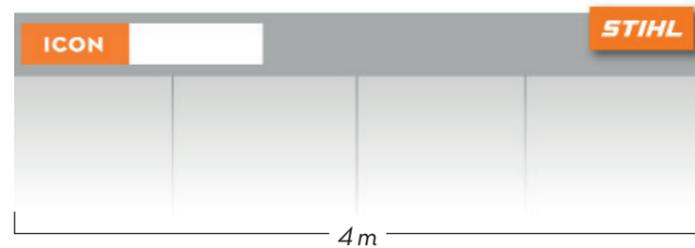
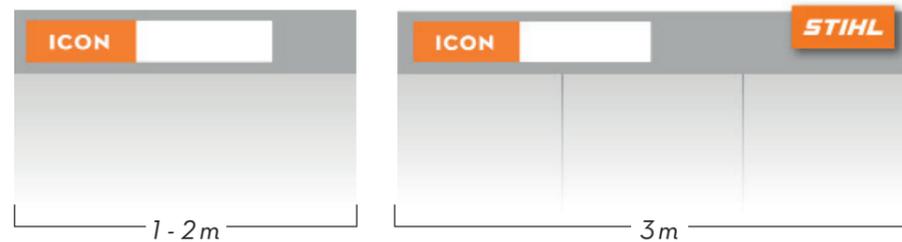
It must be ensured that critical parts of the header designs are neither being touched nor covered, hence the logo should always be placed rightmost from the belonging infobox.

Furthermore, it is important to maintain a distance of 5cm to the right edge of the respective header. This ensures an adequate distance either to the subsequent header design or to the ending of a shelf.

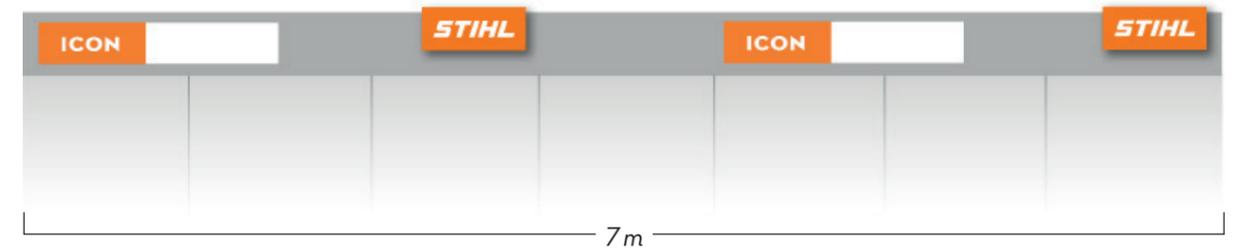
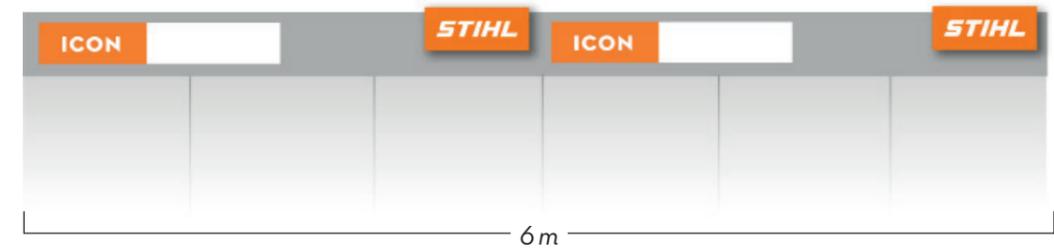


Die benötigte Anzahl an Logos lässt sich mit folgender Faustregel berechnen:

- **1 Logo** pro Produktsegment mit einer Größe von 3 m und mehr.



- **2 logos** per product segment measuring 6 m and more.



### SUBHEADER APPLICATION

The recommended kind of subheaders for shelvings are the horizontal ones. An application of vertical subheaders is only indicated when visibility or product presentation could be strongly affected. This is mainly the case for segments with long tools, such as trimmers.

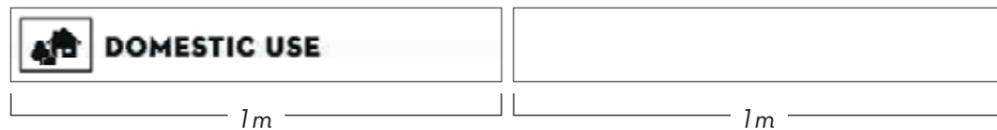
Please consider: Subheaders are only suitable for petrol or electric tools and should never be used for cordless products or accessories.

Each subheader indicates a certain field of application or, in some cases, a section of electric tools within the main segment. It is essential to sort the tools according to the position of the corresponding subheader:

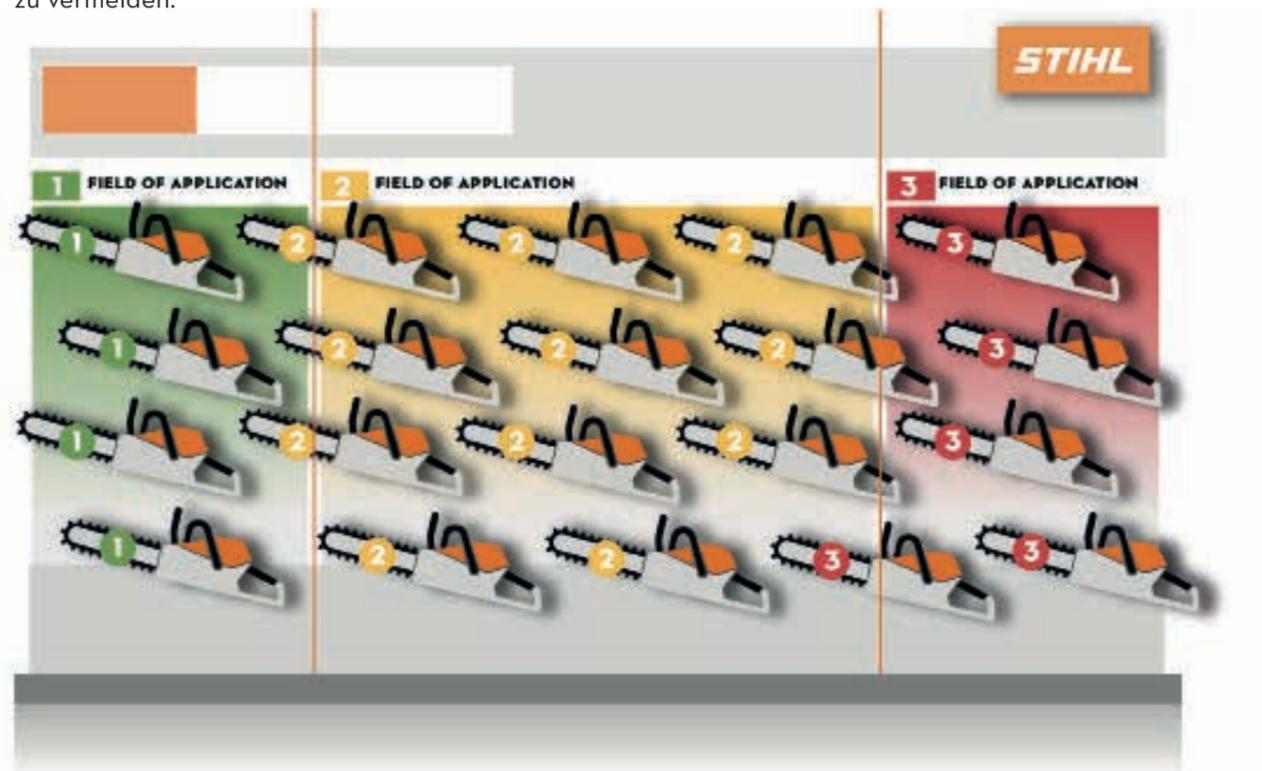
#### SUBHEADER (HORIZONTAL)

The horizontal subheaders are directly placed on the backpanel, right underneath the top-headers. Consisting of different individual partitions, these headers create a continuous strip that reaches from the start to the end of each product segment.

Every subheader measures 1m in length. Further extensions in plain white allow for an easy customization according to each dealer's portfolio structure.



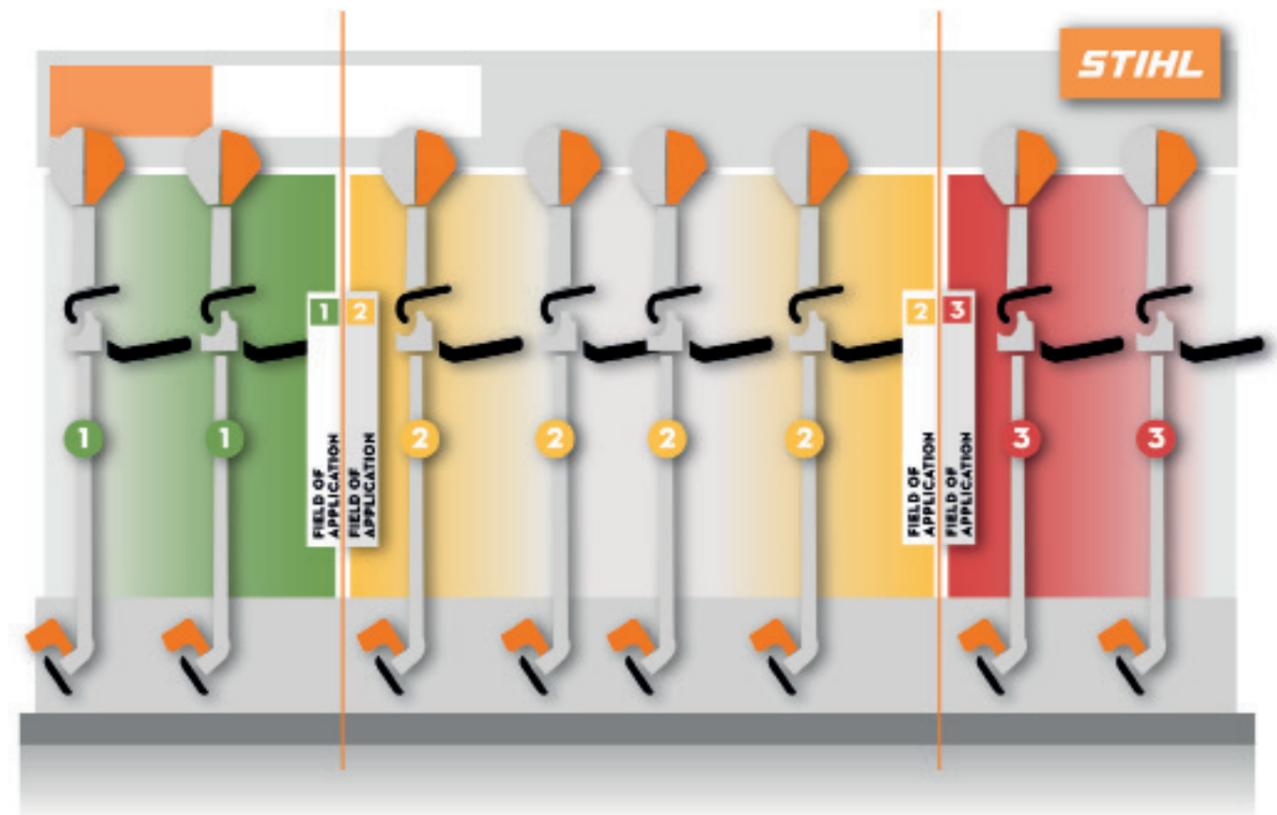
Each field of application is indicated by a color and a number. Products should be positioned in the shelves respectively. However, depending on the application, the field of application is not always visible. This should be avoided.



#### SUBHEADER (VERTICAL)

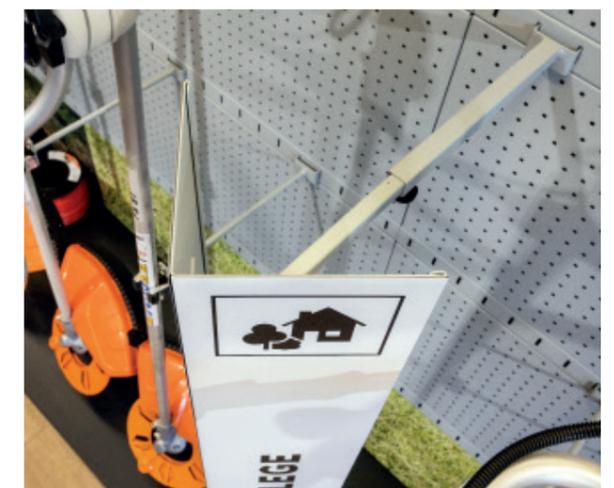
Vertical subheaders basically consist of two facings that are applied to a triangular panel. Usually each facing displays a different field of application and points to the section of associated products. Versions with two equal facings are also possible when a longer row of shelves only displays products of one particular field of application.

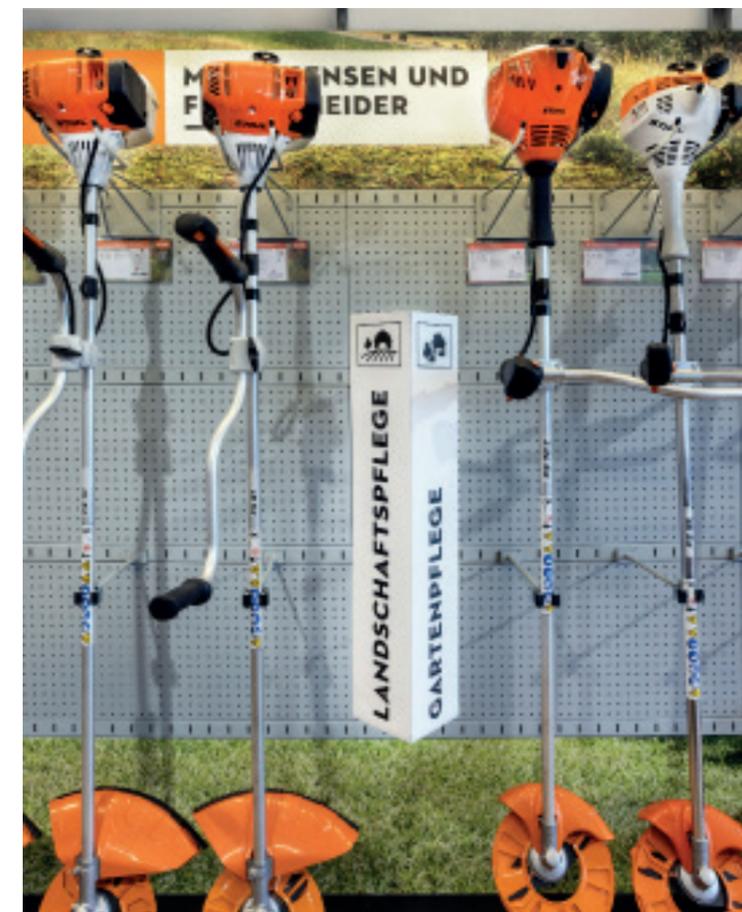
The triangular panels can be mounted to the mounting rails of the shelves. A positioning right beneath the upper third of the total height is recommended and should be consistent within a continuous row of shelves.



To prevent the vertical subheaders or products to be covered, the position of the triangular panels can be easily adjusted outwards and inwards.

**!** RECOMMENDATION: A PERFORMANCE-RELATED STAGGER OF THE DIFFERENT FIELDS OF APPLICATION DEPENDING ON THE CUSTOMER'S APPROACH (FROM LEFT TO RIGHT OR RIGHT TO LEFT).





BOTH, VERTICAL AND HORIZONTAL SUBHEADERS, **STAND OUT** IN THE PRODUCT PRESENTATION AND OFFER **NAVIGATION FROM DIFFERENT ANGLES** WHEN APPROACHING THE SHELF.

### SYSTEM DISC AND MERCHANDISE TIER

The system discs and corresponding merchandise tiers are exclusively suitable for tools of the battery systems.

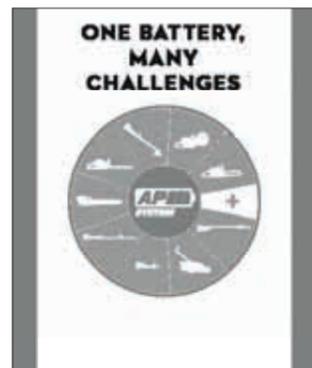
They play a major role in explaining the compatibility and allow for an impactful presentation of batteries and chargers as the core products of each system.

Just like the other headers the system discs are printed on magnetic pictures. They should be placed edge to edge to the matching top-header

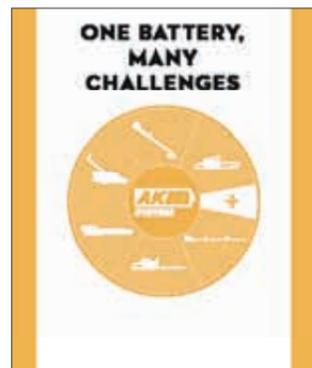
and always be equipped with a merchandise tier in correct varnishing to ensure a consistent colour code. The merchandise tiers can be mounted to the perforated backpanel of the shelf.

As a core element of each battery system, the disc is ideally placed in the approximate center of each row of shelves. However, the overall conditions might cause deviations, as the visibility of products and POS materials shall always have priority.

AP-System



AK-System



AS-System



EXAMPLE: **DECENTRALISED POSITION** BECAUSE SHIFTING CERTAIN PRODUCTS MIGHT RESTRICT THE VISIBILITY OF THE INFOBOX OR DISRUPT A PRODUCT CLUSTER.



PLEASE MAKE SURE TO USE THE CORRECT MAGNETIC PICTURES AND MERCHANDISE TIERS FOR WALL UNITS INSTEAD OF THE SMALLER VERSIONS FOR GONDOLAS.

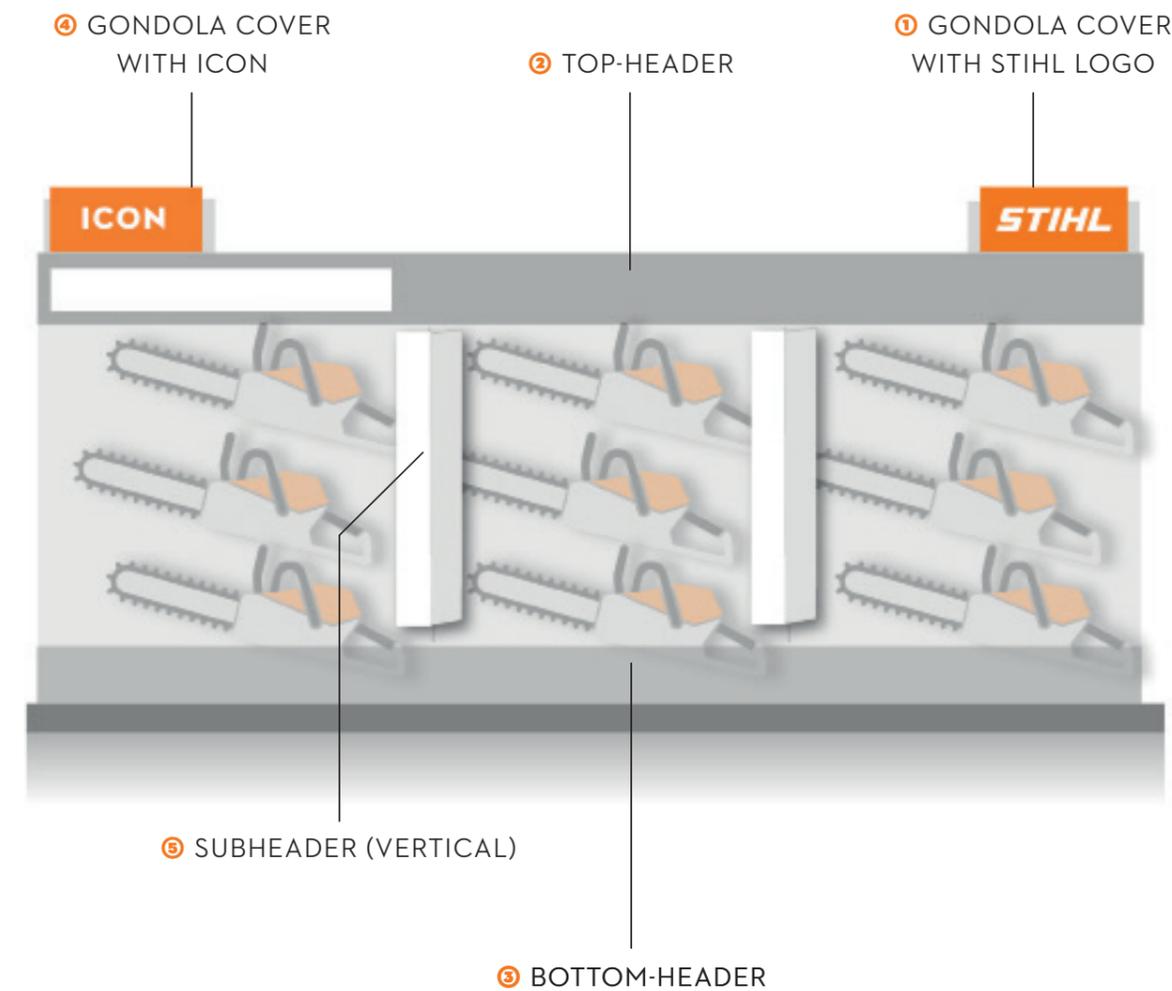


EXAMPLE: **DECENTRALISED POSITION** OF THE SYSTEM DISC AND MERCHANDISE TIER DUE TO A CLUSTERED PRODUCT PRESENTATION THAT SHOULD NOT BE DISRUPTED.

# GONDOLAS

## POS-MATERIALS FOR GONDOLAS

The materials of the “Customer Guidance at the POS” concept for gondolas slightly differ from those for the wall units whilst maintaining the same modularity and functionality. The most notable difference is an additional gondola cover for Icons. Due to the reduced size, these can no longer be incorporated in the header designs.



**1 GONDOLA COVER WITH STIHL LOGO:**  
The gondola cover with STIHL logo ensures the brand's visibility at the POS.



**2 TOP-HEADER:**

The top-headers for gondolas are, as well, printed on magnetic pictures and therefore easy to attach to the backpanels. They come as modular starting elements and extensions in order to comply with individual requirements. Unlike the equivalent for wall units, these headers only include the infobox for text, but no icons. The latter are attached to the gondola cover (4).



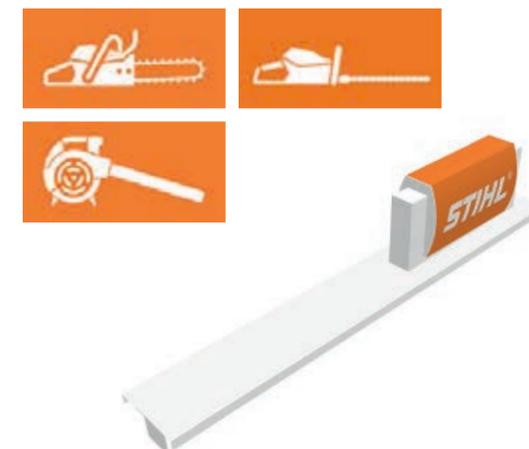
**3 BOTTOM-HEADER:**

The bottom-headers display the continuation of the imagery, which strengthens the segmentation and ensures an immersive brand experience.



**4 GONDOLA COVER WITH ICON:**

These covers can be equipped with icons in order to support the segmentation into different product groups. They are exclusively available for tools.



**5 SUBHEADER:**

Icons and text on subheaders represent the different fields of application or sections of electric tools in each product group. For gondolas the vertical subheaders on triangular panels are the only option.



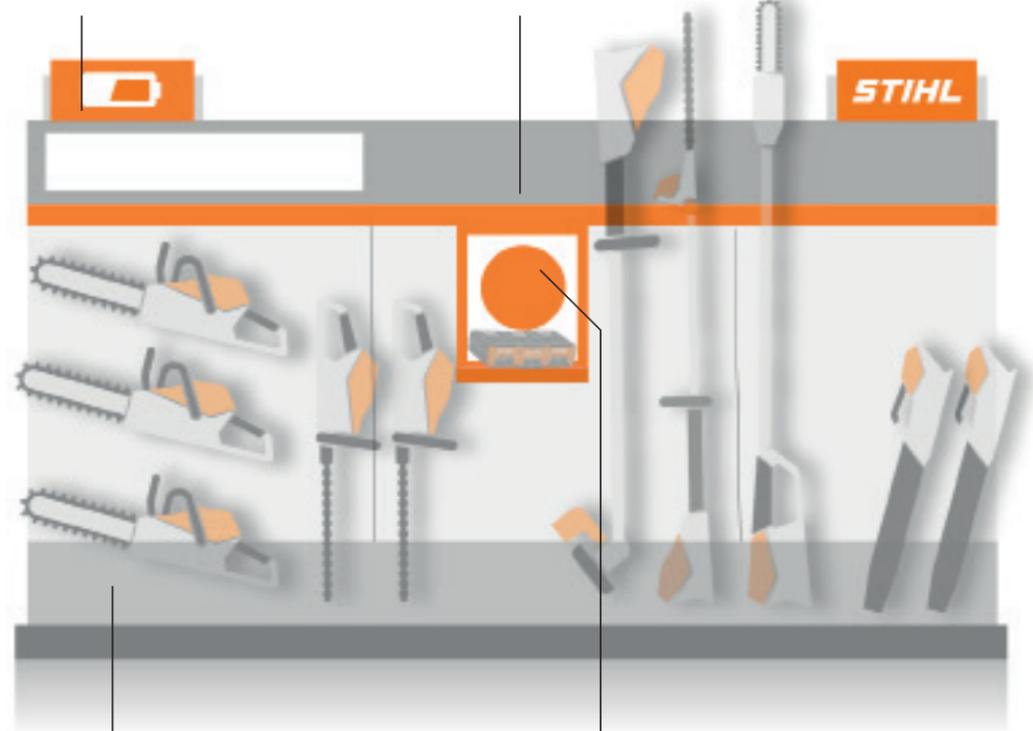
## DEVIATIONS OF THE GONDOLAS FOR CORDLESS TOOLS

Just as for the wall units, the main focus in gondolas for cordless tools is on the respective system.

Strong colour codes, iconography and imagery guarantee a clear differentiation of the different systems. Additional materials, such as the system disc, ensure a deeper understanding of the benefits that the STIHL battery systems have to offer.

③ GONDOLA COVER WITH SYSTEM ICON

① TOP-HEADER

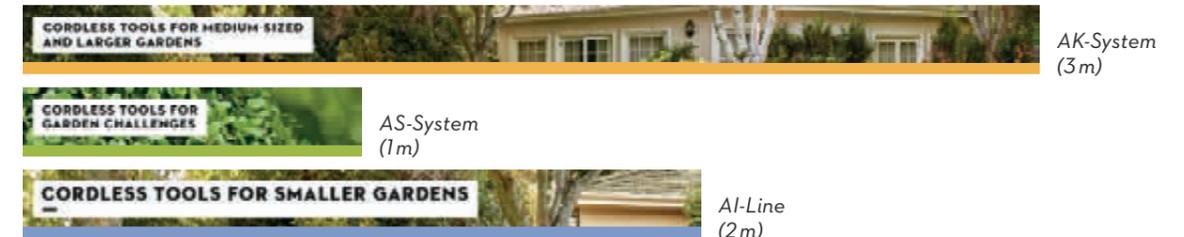


② BOTTOM-HEADER

④ SYSTEM DISC WITH MERCHANDISE TIER (ONLY FOR BATTERY SYSTEMS)

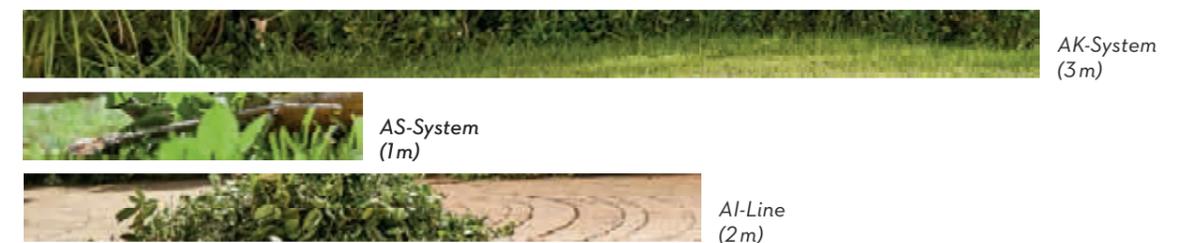
### ① TOP-HEADER (CORDLESS):

As the top-headers for the other categories, these come in various sizes to comply with individual requirements. The particular battery systems are conveyed by the coloured system strip and an explanatory headline. A matching imagery shows the respective range of application, whereas the corresponding system icons are separately displayed on an additional gondola cover (③).



### ② BOTTOM-HEADER (CORDLESS):

The bottom-headers display the continuation of the imagery for an immersive brand experience and a better understanding of the range of application.



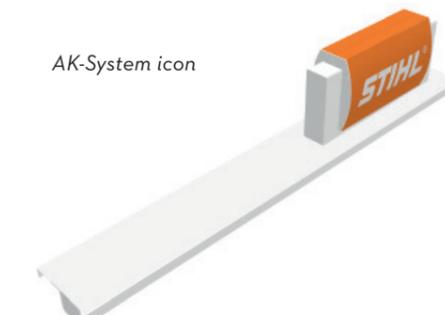
### ③ GONDOLA COVER WITH ICON (CORDLESS):

Just as for the other categories, the gondola covers can be equipped with, in this case, system icons in order to strengthen the differentiation of the various battery systems.



AI-Line icon

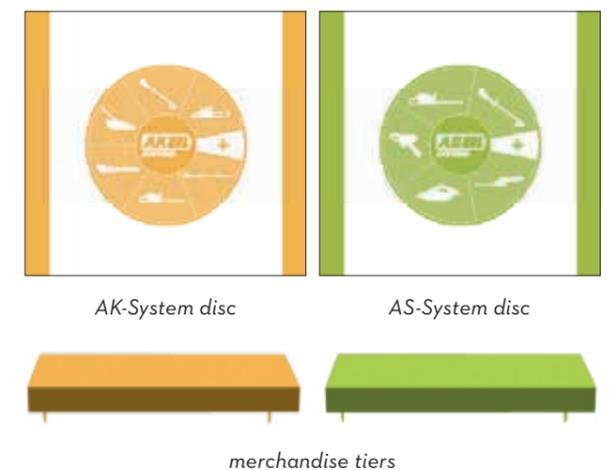
AS-System icon



AK-System icon

### ④ SYSTEM DISC WITH MERCHANDISE TIER (CORDLESS):

The merchandise tiers offer an ideal presentation area for the batteries and chargers. They are varnished in the particular system colour and accompanied by an additional magnetic picture which showcases the compatibility within each system.



AK-System disc

AS-System disc

merchandise tiers

## MODULARITY AND APPLICATION OF THE HEADERS

As for the wall units, there are **starting elements** and **extensions** that need to be distinguished. They allow for an individual composition of the top- and bottom-headers and even for a subsequent extension.

The application of the headers for gondolas follows the familiar principle. Unlike the headers for wall units, the headers for gondolas only come with two optional extensions, thus reducing the maximum size of one continuous design to 4 m instead of 5 m.

### STARTING ELEMENTS:

They are available in a 1 m- and a 2 m-version.



### EXTENSIONS:

For larger segments there are up to 2 extensions available of which both measure 1 m. Assembled in the correct order, these ensure a seamless continuation of the imagery and allow for a subsequent enlargement of a product segment.



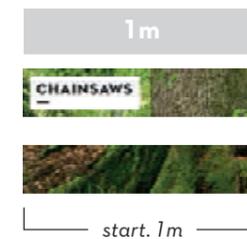
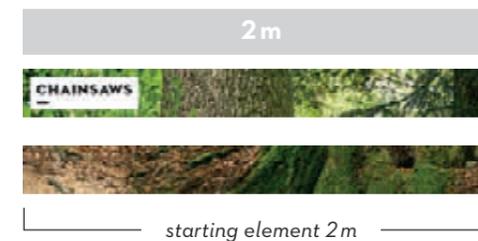
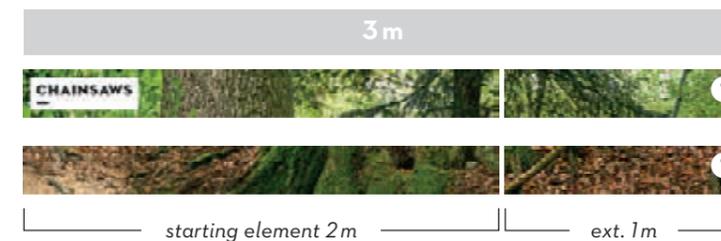
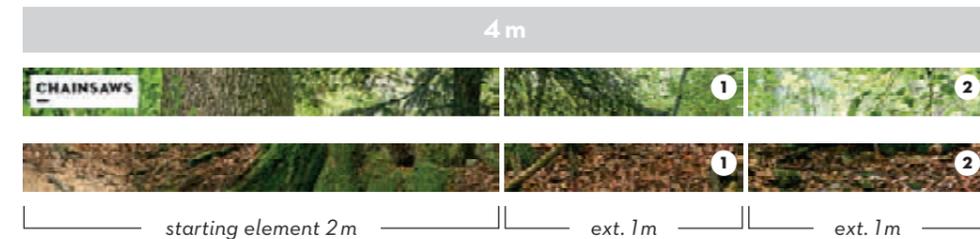
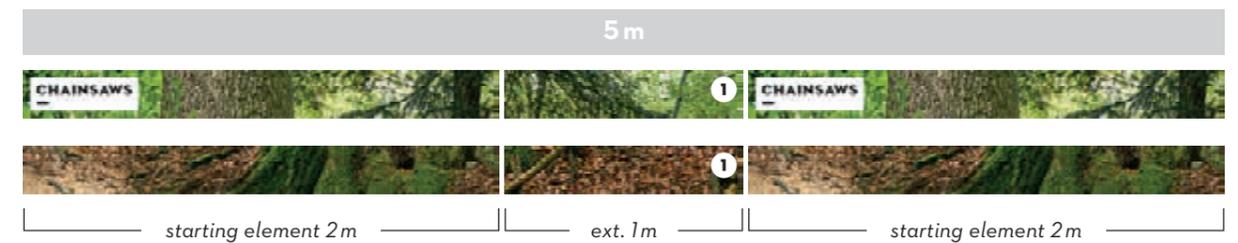
### REQUIREMENTS & RECOMMENDATIONS:

- A row of shelves measuring over 4 m indicates a repetition of the starting element. This is essential for a continuous guidance at the Point of Sale.
- Extensions should always be added to the right side of the initial starting element in order to ensure a seamless continuation of the different headers.
- When subsequently extending a 1 m starting element, the latter should first be replaced with a 2 m version.
- For intermediate sizes the magnetic pictures can simply be trimmed to the desired length.

### BOTTOM-HEADERS:

Each starting element and each extension comes with a corresponding bottom-header. The application follows the same structure as for the top-headers, in order to ensure a correct sequence of imagery.

If products or other POS elements were to cause a severely limited visibility, the installation of a bottom-header might be obsolete.



WHEN PLANNING A ROW OF GONDOLAS, THE **LOGO PLACEMENT** MUST ALSO BE CONSIDERED.

ON A ROW OF GONDOLAS FOR TOOLS, THE **STIHL LOGO** SHOULD BE PLACED **RIGHTMOST**, WHEREAS THE SPACE **ABOVE THE INFOBOX IS RESERVED** FOR THE RESPECTIVE PRODUCT- OR SYSTEM ICON.

EXTENSIONS SHOULD BE APPLIED ACCORDINGLY.

(more info from page 40)



EXAMPLE:  
**2m STARTING ELEMENTS WITH 1 EXTENSION**  
 FOR CHAINSAWS (TOP AND BOTTOM).



EXAMPLE:  
**2m STARTING ELEMENTS WITH 2 EXTENSIONS**  
 FOR BLOWERS (TOP AND BOTTOM) AND A SHORTER  
 VERSION WITH **1m STARTING ELEMENTS**.



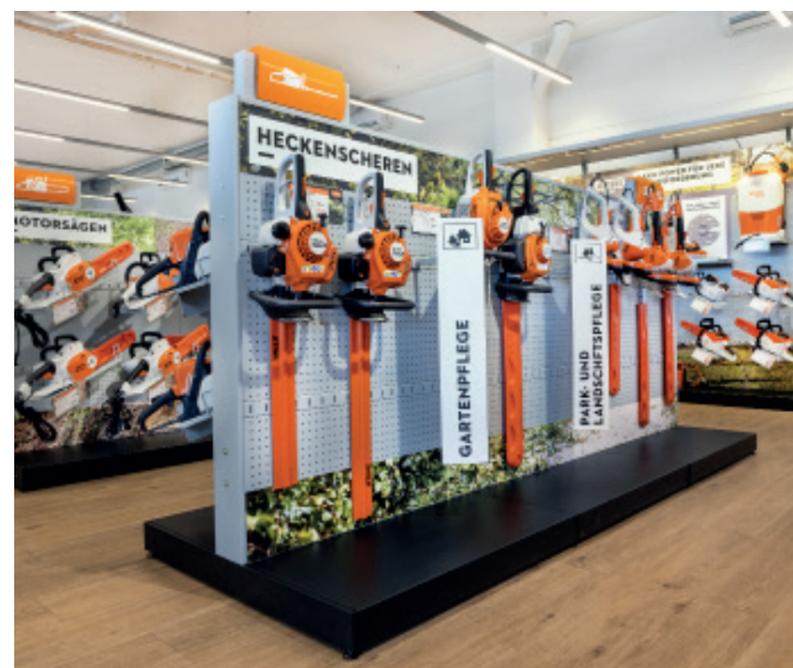
EXAMPLE:  
**1m STARTING ELEMENTS**  
 FOR PRESSURE WASHERS  
 ON FRONT GONDOLA.

EXAMPLE:  
**2m STARTING ELEMENTS** FOR AK-SYSTEM  
 WITH **2 EXTENSIONS** FOR AK-SYSTEM





EXAMPLE:  
**1m EXTENSION WITH ADD-ON** NEXT TO THE  
 2m STARTING ELEMENT FOR CHAINSAWS.



EXAMPLE:  
**1m EXTENSION WITH  
 ADD-ON** NEXT TO THE 2m  
 STARTING ELEMENT FOR  
 HEDGE TRIMMERS.

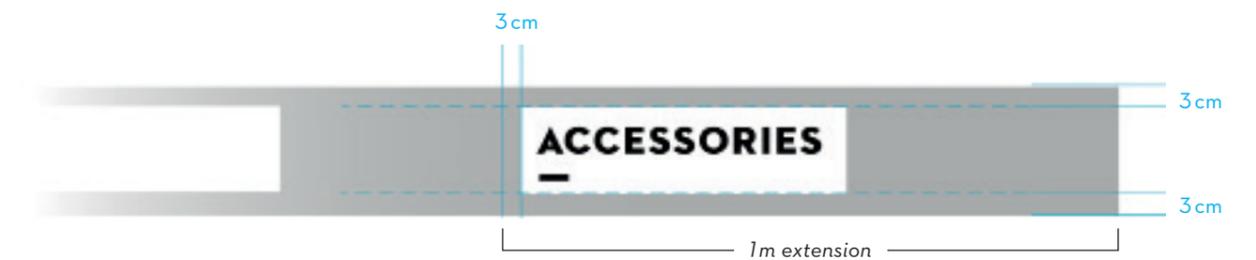
## ACCESSORIES AND CROSS-SELLING

Accessories play a significant role at the POS since they are an important addition to the portfolio of STIHL tools. There are different kinds of segments and ways to present them at the POS:

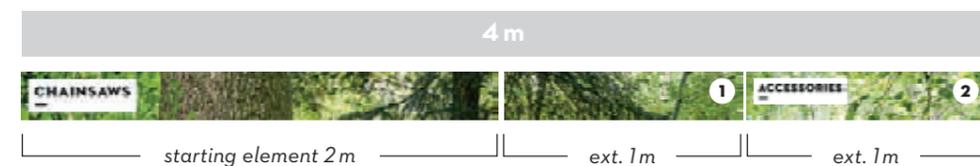
### HEADER ADD-ON FOR PRODUCT ACCESSORIES:

Accessories, like trimmer heads or saw chains and guide bars are ideally placed next to or in between their corresponding product segment. The respective shelving can be equipped with additional magnetic pictures for accessories, which can easily be placed onto the existing extensions.

The add-on should always be attached to the left side of the respective extension header and has to be placed at a distance of 3 cm to the left, upper edge and lower edge.



By placing the additional magnetic picture onto extensions for the third or fourth meter, many variations are possible in order to adapt to the different extents of accessory sections within one segment.



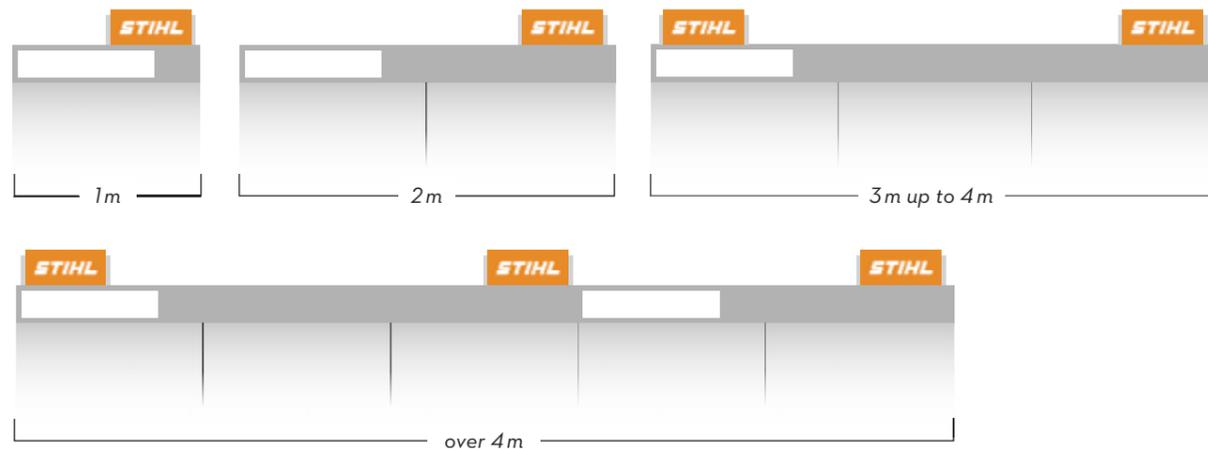
### GONDOLA COVERS: USAGE OF STIHL LOGO AND ICONS

Gondolas play an important role in achieving a continuous branding throughout the whole sales floor. A consistent and well balanced usage of the gondola covers with STIHL logo is therefore indispensable. STIHL logos are preferably positioned to the right of each row of gondolas.

#### GONDOLAS WITH ACCESSORIES:

The following rule of thumb applies for gondolas with accessories:

- **1 logo** per row of gondolas measuring up to 2 m (position: right exterior)
- **2 logos** per row of gondolas measuring over 2 m (position: right exterior and left exterior)
- **multiple logos** per row of gondolas measuring over 4 m. The logos should then be placed at intervals of 2 m, alternating covers with logo and without logo.



#### GONDOLAS WITH STIHL MACHINES:

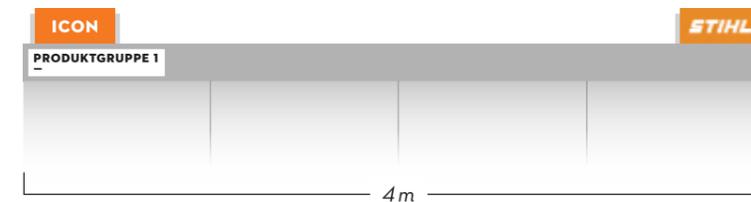
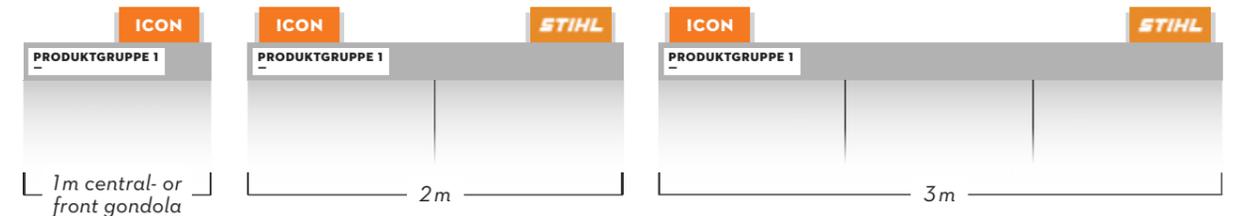
Gondolas with STIHL machines need a cover with an icon that matches the respective product group or battery system. This complements the content of the particular top-header and ensures an optimal navigation to the desired product.

The icon is ideally positioned above the belonging infobox within the first 1m-section of the top-header and the following minimum distance has to be considered:



Furthermore these deviations apply for gondolas with STIHL machines:

- **at least 1 logo** per row of central gondolas (position: right exterior).
- **1 icon** per row of gondolas for one single product group measuring up to 4 m (position: left exterior near the infobox of the respective header)
- If available, 1 m front or central gondolas **might carry an icon only**.



- **a repetition of icon and logo** is indicated when a row of gondolas for one single product group measures over 4 m. The distance between icon and logo should then remain the same.



- **multiple different icons** might be added per mixed row of gondolas measuring over 3 m, with the first icon being placed to the left exterior. Successive covers with icons may directly connect, but have to point to the opposite direction in order to maintain an adequate distance.



**!** THE TWO-COMPONENT DESIGN OF EACH CLIP-ON ICON OR LOGO ALLOWS FOR A DIFFERENT STRUCTURE ON THE OPPOSITE SIDE OF EACH GONDOLA.



**GONDOLA COVER WITH PRODUCT ICON** ABOVE THE CORRESPONDING INFOBOX AND **GONDOLA COVER WITH STIHL LOGO** ON THE RIGHT EXTERIOR.

**GONDOLA COVERS WITH STIHL LOGO** ON A ROW OF GONDOLAS FOR PERSONAL PROTECTIVE EQUIPMENT.



**GONDOLA COVERS WITH SYSTEM ICONS** ENSURE A CLEAR DIFFERENTIATION BETWEEN THE SYSTEMS.



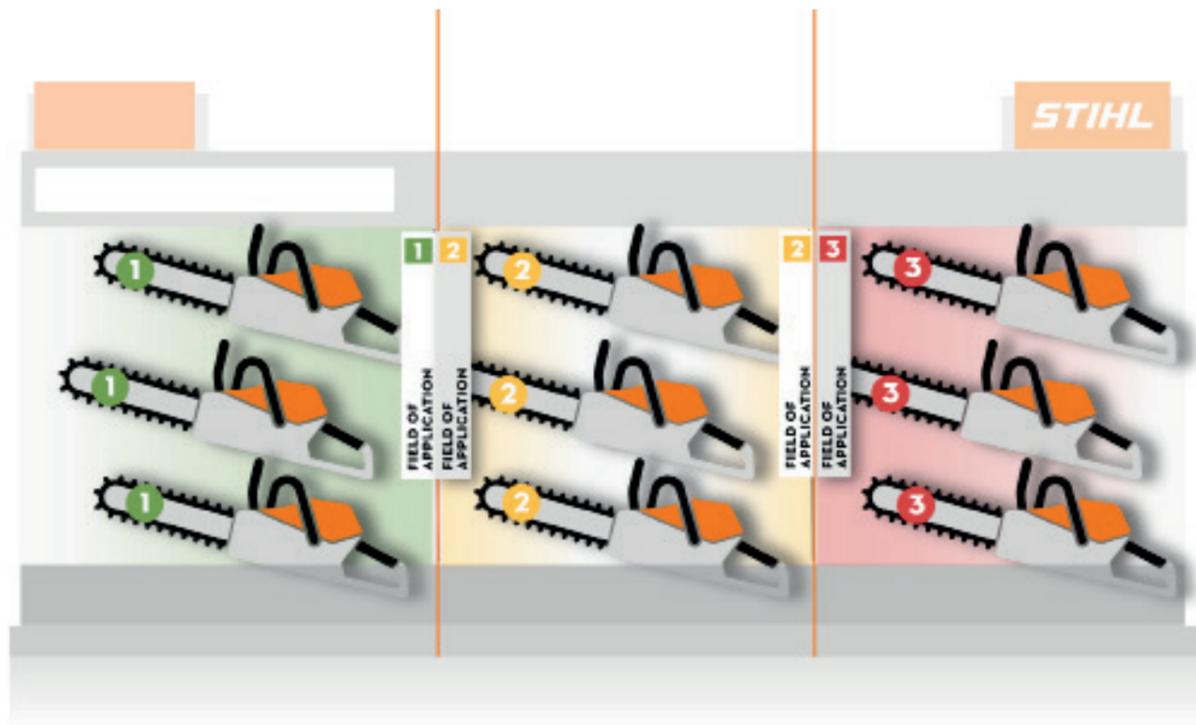
## SUBHEADER APPLICATION

Vertical subheaders should be used for a gondola presentation of petrol or electric tools. They indicate a certain field of application or, in some cases, a section of electric tools within the main segment. Please consider: They should never be used for cordless products or accessories.

### SUBHEADER (VERTICAL)

Vertical subheaders basically consist of two facings that are applied to a triangular panel. Each facing displays a different field of application and points to the section of associated products.

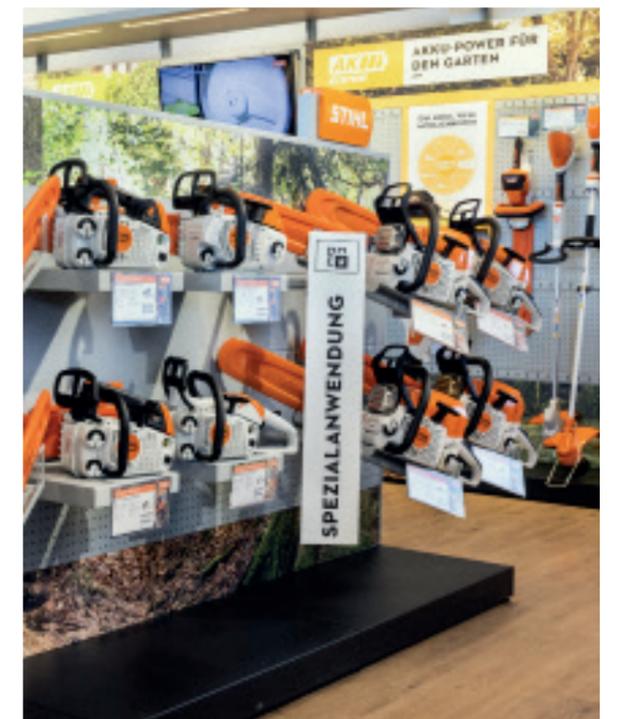
The triangular panels can be mounted to the support strips of the gondolas. A positioning at central height is recommended and should be consistent within a continuous row of gondolas.



RECOMMENDATION:  
A PERFORMANCE-RELATED STAGGER OF THE DIFFERENT FIELDS OF APPLICATION DEPENDING ON THE CUSTOMER'S APPROACH (FROM LEFT TO RIGHT OR RIGHT TO LEFT).



VERTICAL SUBHEADERS **STAND OUT** IN THE PRODUCT PRESENTATION AND OFFER **NAVIGATION FROM DIFFERENT ANGLES**.



## SYSTEM DISC AND MERCHANDISE TIER

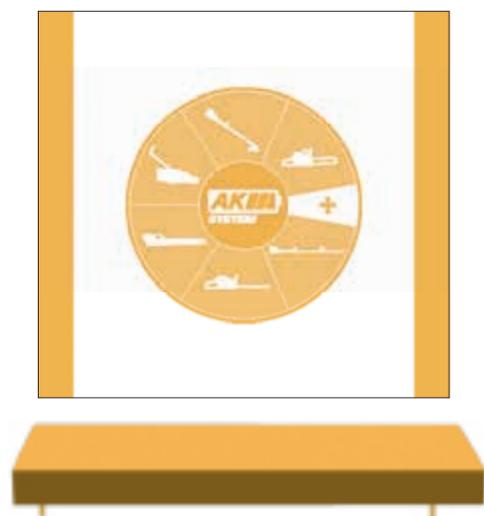
Because of the spacial conditions in gondolas, system discs and corresponding merchandise tiers come in a smaller size, without an explanatory headline and are exclusively suitable for tools of the battery systems. These assets play a major role in explaining the compatibility and allow for an impactful presentation of batteries and chargers as the core products of each system.

The system discs are printed on magnetic pictures, just like those for wall units.

They should be placed edge to edge to the matching top-header and always be equipped with a merchandise tier in correct varnishing to ensure a consistent colour coding. The merchandise tiers can be mounted on the perforated backpanel of the gondola.

As a core element of each battery system, the disc is ideally placed in the approximate center of each row of gondolas. However, the overall conditions might cause deviations, as the visibility of products and POS materials shall always have priority.

AK-System



AS-System



PLEASE MAKE SURE TO USE THE CORRECT MAGNETIC PICTURES AND MERCHANDISE TIERS FOR GONDOLAS INSTEAD OF THE LARGER VERSIONS FOR WALL UNITS.



SYSTEM DISC AND MERCHANDISE TIER IN PREFERRED **CENTRALISED POSITION** AS THE CORE ELEMENT OF EACH BATTERY SYSTEM



## EXEMPTION FOR ACCESSORIES

The usual application of the materials from “Customer Guidance at the POS” may be obstructive for some gondola presentations of accessories such as personal protective equipment. This is especially the case when the magnetic pictures would cause a significant reduction of products in display.

In such cases the gondolas can be equipped with crowners that allow for a vertical enlargement. These add-ons come as 1 m elements and have to be attached to the gondola covers. All logos or icons will have to be removed from the gondola cover before the crowners can be attached. A mixture of connected gondolas with and without crowners is not possible.

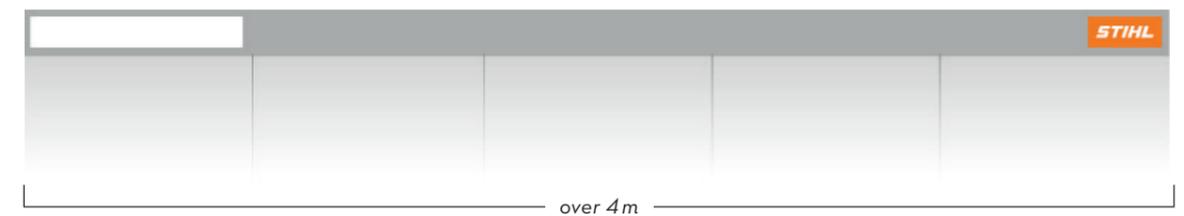
Being closely connected, multiple crowners form a surface that can be equipped with the same top-headers as for the classical gondola presentation. The application of the headers therefore follows the same principle (please see page 35 and 36).



GONDOLA CROWNER ARE  
**ONLY SUITABLE FOR  
 ACCESSORIES** AND MAY  
 NOT BE USED FOR  
 GONDOLAS WITH STIHL  
 MACHINES.

The biggest difference, however, is the application of the STIHL logo, which comes as an additional magnetic foil that has to be carefully placed on the top-header. The guidelines for positioning and amount of logos are as follows:

- **1 logo** per row of gondola crowners measuring from 2 m up to 4 m (position: right exterior)
- **a repetition of the logo** is indicated for rows of gondolas measuring over 4 m. The position then follows the structure of the top-header's repetition and distances to the infoboxes should consequently be equal.



The logo should always be attached at a distance of 3 cm to the upper, the lower and the right edge of the respective header element.



## ARTICLE OVERVIEW



### NOTICE

Available from Decor Metall  
and Kesseböhmer



#### GONDOLA COVER

Mounting on gondola

1035 x 20 x 140 cm

**0463 595 4213**



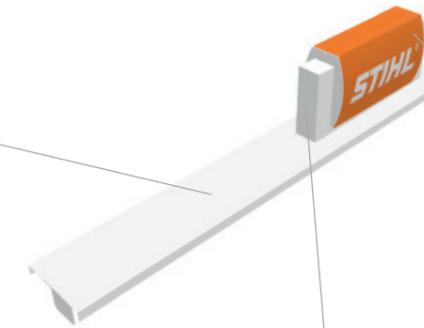
#### LOGO HOLDER

Screwed onto the gondola covering

400 x 150 x 50 cm

**0463 595 4214**

If it's a newly set up gondola, you'll need to order a gondola cover, gondola logo holder and two logo covers



To be replaced with AK logo cover. If both sides should be replaced, you need to order two logo covers

You'll only need to order a new logo holder as a replacement if the ShopSystem was ordered in 2015 or prior, because the size of the logo covers has changed. When ordering a new logo holder, you'll also need to think about what logo should be on the back side (e.g. logo of different battery system or product category). If no special logo should be placed on the back side, you'll need to order a STIHL logo in the new CD.



#### STIHL LOGO (FOR BACKSIDE)

Mounting in gondola logo holder

320 x 160 cm

**0463 595 4215**

# AI-LINIE

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 0000**



1 m individual element, 100 x 40 cm  
**0463 598 0001**



2 m starting element, 200 x 40 cm  
**0463 598 0002**



3 m extension element, 100 x 40 cm  
**0463 598 0004**



4 m extension element, 100 x 40 cm  
**0463 598 0006**



5 m extension element, 100 x 40 cm  
**0463 598 0008**



2 m starting element, 200 x 40 cm  
**0463 598 0003**



3 m extension element, 100 x 40 cm  
**0463 598 0005**



4 m extension element, 100 x 40 cm  
**0463 598 0007**



5 m extension element, 100 x 40 cm  
**0463 598 0009**



### AI-LINE GONDOLA LOGO, BLUE

Mounting in gondola logo holder

320 x 160 cm

**0463 598 0018**



Magnetic foils can be procured locally or ordered from the supplier Schäfer

## GONDOLAS - MAGNETIC PICTURES

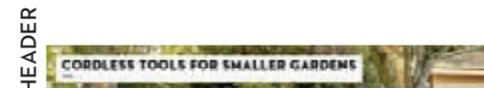
### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 0010**



1 m individual element, 100 x 20 cm  
**0463 598 0011**



2 m starting element, 200 x 20 cm  
**0463 598 0012**



3 m extension element, 100 x 20 cm  
**0463 598 0014**



4 m extension element, 100 x 20 cm  
**0463 598 0016**



2 m starting element, 200 x 20 cm  
**0463 598 0013**



3 m extension element, 100 x 20 cm  
**0463 598 0015**



4 m extension element, 100 x 20 cm  
**0463 598 0017**



## NOTICE

Magnetic foils can be procured locally or ordered from the supplier Schäfer

# AS-SYSTEM

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



TOP HEADER  
1 m individual element, 100 x 40 cm  
**0463 598 0100**



BOTTOM HEADER  
1 m individual element, 100 x 40 cm  
**0463 598 0101**



TOP HEADER  
2 m starting element, 200 x 40 cm  
**0463 598 0102**



3 m extension element, 100 x 40 cm  
**0463 598 0104**



4 m extension element, 100 x 40 cm  
**0463 598 0106**



5 m extension element, 100 x 40 cm  
**0463 598 0108**



BOTTOM HEADER  
2 m starting element, 200 x 40 cm  
**0463 598 0103**



3 m extension element, 100 x 40 cm  
**0463 598 0105**



4 m extension element, 100 x 40 cm  
**0463 598 0107**



5 m extension element, 100 x 40 cm  
**0463 598 0109**



**AS-SYSTEM GONDOLA LOGO, GREEN**

Mounting in gondola logo holder

320 x 160 cm

**0463 598 0118**



Magnetic foils can be procured locally or ordered from the supplier Schäfer

## GONDOLAS - MAGNETIC PICTURES

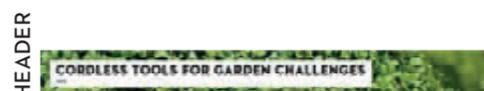
### TOP HEADER & BOTTOM HEADER



TOP HEADER  
1 m individual element, 100 x 20 cm  
**0463 598 0110**



BOTTOM HEADER  
1 m individual element, 100 x 20 cm  
**0463 598 0111**



TOP HEADER  
2 m starting element, 200 x 20 cm  
**0463 598 0112**



3 m extension element, 100 x 20 cm  
**0463 598 0114**

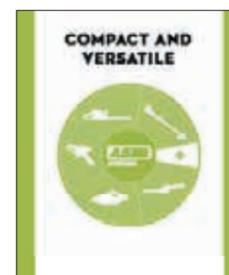


BOTTOM HEADER  
2 m starting element, 200 x 20 cm  
**0463 598 0113**



3 m extension element, 100 x 20 cm  
**0463 598 0115**

## SYSTEM-DISC UND MECHANDISE TIER



Disc for wall unit, 50 x 60 cm  
**0463 598 0119**



Merchandise tier for wall unit, 50 cm wide for perforated back panel  
**0463 598 0121**



Disc for wall gondola, 35 x 33 cm  
**0463 598 0120**



Merchandise tier for gondola, 35 cm wide for perforated back panel  
**0463 598 0122**

# AK-SYSTEM

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 02100**



1 m individual element, 100 x 40 cm  
**0463 598 0201**



2 m starting element, 200 x 40 cm  
**0463 598 0202**



3 m extension element, 100 x 40 cm  
**0463 598 0204**



4 m extension element, 100 x 40 cm  
**0463 598 0206**



5 m extension element, 100 x 40 cm  
**0463 598 0208**



2 m starting element, 200 x 40 cm  
**0463 598 0203**



3 m extension element, 100 x 40 cm  
**0463 598 0205**



4 m extension element, 100 x 40 cm  
**0463 598 0207**



5 m extension element, 100 x 40 cm  
**0463 598 0209**



### AK-SYSTEM GONDOLA LOGO, YELLOW

Mounting in gondola logo holder

320 x 160 cm

**0463 598 0218**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 0110**



1 m individual element, 100 x 20 cm  
**0463 598 0211**



2 m starting element, 200 x 20 cm  
**0463 598 0212**



3 m extension element, 100 x 20 cm  
**0463 598 0214**



4 m extension element, 100 x 20 cm  
**0463 598 0216**



2 m starting element, 200 x 20 cm  
**0463 598 0213**

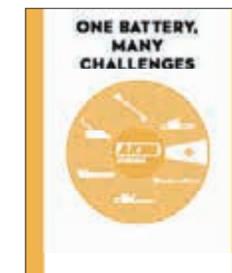


3 m extension element, 100 x 20 cm  
**0463 598 0215**



4 m extension element, 100 x 20 cm  
**0463 598 0217**

## SYSTEM-DISC UND MECHANDISE TIER



Disc for wall unit, 50 x 60 cm  
**0463 598 0219**



Merchandise tier for wall unit, 50 cm wide for perforated back panel  
**0463 598 0221**



Disc for wall gondola, 35 x 33 cm  
**0463 598 0220**



Merchandise tier for gondola, 50 cm wide for perforated back panel  
**0463 598 0222**

# AP-SYSTEM

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 0300**



1 m individual element, 100 x 40 cm  
**0463 598 0301**



2 m starting element, 200 x 40 cm  
**0463 598 0302**



3 m extension element, 100 x 40 cm  
**0463 598 0304**



4 m extension element, 100 x 40 cm  
**0463 598 0306**



5 m extension element, 100 x 40 cm  
**0463 598 0308**



2 m starting element, 200 x 40 cm  
**0463 598 0303**



3 m extension element, 100 x 40 cm  
**0463 598 0305**



4 m extension element, 100 x 40 cm  
**0463 598 0307**



5 m extension element, 100 x 40 cm  
**0463 598 0309**



### AP-SYSTEM GONDOLA LOGO, GREY

Mounting in gondola logo holder

320 x 160 cm

**0463 598 0318**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 0310**



1 m individual element, 100 x 20 cm  
**0463 598 0311**



2 m starting element, 200 x 20 cm  
**0463 598 0312**



3 m extension element, 100 x 20 cm  
**0463 598 0314**



4 m extension element, 100 x 20 cm  
**0463 598 0316**



2 m starting element, 200 x 20 cm  
**0463 598 0323**

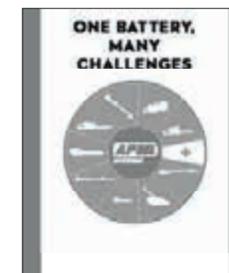


3 m extension element, 100 x 20 cm  
**0463 598 0315**



4 m extension element, 100 x 20 cm  
**0463 598 0317**

## SYSTEM-DISC UND MECHANDISE TIER



Disc for wall unit, 50 x 60 cm  
**0463 598 0319**



Merchandise tier for wall unit, 50 cm wide for perforated back panel  
**0463 598 0321**



Disc for wall gondola, 35 x 33 cm  
**0463 598 0320**



Merchandise tier for gondola, 50 cm wide for perforated back panel  
**0463 598 0322**

# CHAINSAWS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1000**



1 m individual element, 100 x 40 cm  
**0463 598 1001**



2 m starting element, 200 x 40 cm  
**0463 598 1002**



3 m extension element, 100 x 40 cm  
**0463 598 1004**



4 m extension element, 100 x 40 cm  
**0463 598 1006**



5 m extension element, 100 x 40 cm  
**0463 598 1008**



2 m starting element, 200 x 40 cm  
**0463 598 1003**



3 m extension element, 100 x 40 cm  
**0463 598 1005**



4 m extension element, 100 x 40 cm  
**0463 598 1007**



5 m extension element, 100 x 40 cm  
**0463 598 1009**



### MS GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

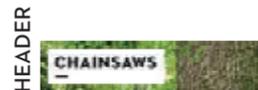
**0463 598 1018**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1010**



1 m individual element, 100 x 20 cm  
**0463 598 1011**



2 m starting element, 200 x 20 cm  
**0463 598 1012**



3 m extension element, 100 x 20 cm  
**0463 598 1014**



4 m extension element, 100 x 20 cm  
**0463 598 1016**



2 m starting element, 200 x 20 cm  
**0463 598 1013**



3 m extension element, 100 x 20 cm  
**0463 598 1015**



4 m extension element, 100 x 20 cm  
**0463 598 1017**

# CHAINSAWS

## SUBHEADER

HORIZONTALER SUBHEADER



**DOMESTIC USE**

Subheader domestic use,  
100 x 15 cm  
**0463 598 1020**



**AGRICULTURE AND HORTICULTURE**

Subheader agric. + hortic.,  
100 x 15 cm  
**0463 598 1021**



**FORESTRY WORK**

Subheader forestry work,  
100 x 15 cm  
**0463 598 1022**



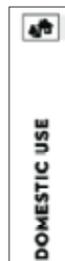
**SPECIAL USE**

Subheader domestic use,  
100 x 15 cm  
**0463 598 1023**



Subheader extension white,  
100 x 15 cm  
**0463 598 1025**

VERTIKALER SUBHEADER



**DOMESTIC USE**

Subheader Privater Einsatz,  
15 x 80 cm  
**0463 598 1030**



**AGRICULTURE AND HORTICULTURE**

Subheader agric. + hortic.,  
15 x 80 cm  
**0463 598 1031**



**FORESTRY WORK**

Subheader forestry work,  
15 x 80 cm  
**0463 598 1032**



**SPECIAL USE**

Subheader domestic use,  
15 x 80 cm  
**0463 598 1033**



Divider for mounting rail from Decor  
Metall & Kesseböhmer, 15 x 80 cm  
**0463 598 1043**



# GRASSTRIMMERS & BRUSHCUTTERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1500**



1 m individual element, 100 x 40 cm  
**0463 598 1501**



2 m starting element, 200 x 40 cm  
**0463 598 1502**



3 m extension element, 100 x 40 cm  
**0463 598 1504**



4 m extension element, 100 x 40 cm  
**0463 598 1506**



5 m extension element, 100 x 40 cm  
**0463 598 1508**



2 m starting element, 200 x 40 cm  
**0463 598 1503**



3 m extension element, 100 x 40 cm  
**0463 598 1505**



4 m extension element, 100 x 40 cm  
**0463 598 1507**

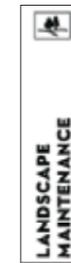


5 m extension element, 100 x 40 cm  
**0463 598 1509**

### SUBHEADER



Subheader garden maint., 15 x 80 cm  
**0463 598 1530**



Subheader landsc. maint., 15 x 80 cm  
**0463 598 1531**



Subheader forestry + lands., 15 x 80 cm  
**0463 598 1532**

VERTIKALER SUBHEADER



Divider for mounting rail from Decor Metall & Kesseböhmer, 15 x 80 cm  
**0463 598 1043**

# HEDGE TRIMMERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1200**



1 m individual element, 100 x 40 cm  
**0463 598 1201**



2 m starting element, 200 x 40 cm  
**0463 598 1202**



3 m extension element, 100 x 40 cm  
**0463 598 1204**



4 m extension element, 100 x 40 cm  
**0463 598 1206**



2 m starting element, 200 x 40 cm  
**0463 598 1203**



3 m extension element, 100 x 40 cm  
**0463 598 1205**



4 m extension element, 100 x 40 cm  
**0463 598 1207**



### HS GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 1218**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1210**



1 m individual element, 100 x 20 cm  
**0463 598 1211**



2 m starting element, 200 x 20 cm  
**0463 598 1212**



3 m extension element, 100 x 20 cm  
**0463 598 1214**



4 m extension element, 100 x 20 cm  
**0463 598 1216**



2 m starting element, 200 x 20 cm  
**0463 598 1213**



3 m extension element, 100 x 20 cm  
**0463 598 1215**



4 m extension element, 100 x 20 cm  
**0463 598 1217**

# HEDGE TRIMMERS

## SUBHEADER

HORIZONTALER SUBHEADER



Subheader garden maint.,  
100 x 15 cm  
**0463 598 1220**



Subheader landsc. maint.,  
100 x 15 cm  
**0463 598 1221**



Subheader extension white,  
100 x 15 cm  
**0463 598 1025**

VERTIKALER SUBHEADER



Subheader garden maint.,  
15 x 80 cm  
**0463 598 1230**



Subheader landsc. maint.,  
15 x 80 cm  
**0463 598 1231**



Divider for mounting rail from Decor  
Metall & Kesseböhmer, 15 x 80 cm  
**0463 598 1043**



# BLOWERS AND VACUUM SHREDDERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



TOP HEADER  
1 m individual element, 100 x 40 cm  
**0463 598 1800**



BOTTOM HEADER  
1 m individual element, 100 x 40 cm  
**0463 598 1801**



TOP HEADER  
2 m starting element, 200 x 40 cm  
**0463 598 1802**



3 m extension element, 100 x 40 cm  
**0463 598 1804**



4 m extension element, 100 x 40 cm  
**0463 598 1806**



5 m extension element, 100 x 40 cm  
**0463 598 1808**



BOTTOM HEADER  
2 m starting element, 200 x 40 cm  
**0463 598 1803**



3 m extension element, 100 x 40 cm  
**0463 598 1805**



4 m extension element, 100 x 40 cm  
**0463 598 1807**



5 m extension element, 100 x 40 cm  
**0463 598 1809**



### BG GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 1818**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

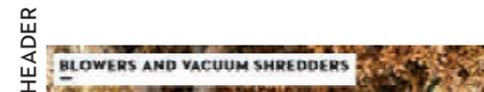
### TOP HEADER & BOTTOM HEADER



TOP HEADER  
1 m individual element, 100 x 20 cm  
**0463 598 1810**



BOTTOM HEADER  
1 m individual element, 100 x 20 cm  
**0463 598 1811**



TOP HEADER  
2 m starting element, 200 x 20 cm  
**0463 598 1812**



3 m extension element, 100 x 20 cm  
**0463 598 1814**



4 m extension element, 100 x 20 cm  
**0463 598 1816**



BOTTOM HEADER  
2 m starting element, 200 x 20 cm  
**0463 598 1813**



3 m extension element, 100 x 20 cm  
**0463 598 1815**



4 m extension element, 100 x 20 cm  
**0463 598 1817**

# BLOWERS AND VACUUM SHREDDERS

## SUBHEADER

HORIZONTALER SUBHEADER



Subheader garden&grounds,  
100 x 15 cm  
**0463 598 1820**



Subheader park & landsc.,  
100 x 15 cm  
**0463 598 1821**



Subheader extension white,  
100 x 15 cm  
**0463 598 1025**

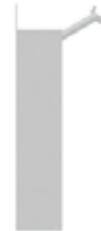
VERTIKALER SUBHEADER



Subheader garden&grounds,  
15 x 80 cm  
**0463 598 1830**



Subheader park & landsc.,  
15 x 80 cm  
**0463 598 1831**



Divider for mounting rail from Decor  
Metall & Kesseböhmer, 15 x 80 cm  
**0463 598 1043**



# CONCRETE SAWS AND CUTOFF MACHINES

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1400**



1 m individual element, 100 x 40 cm  
**0463 598 1401**



2 m starting element, 200 x 40 cm  
**0463 598 1402**



3 m extension  
element, 100 x 40 cm  
**0463 598 1404**



2 m starting element, 200 x 40 cm  
**0463 598 1403**



3 m extension  
element, 100 x 40 cm  
**0463 598 1405**



### TS GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 1418**



Gondola logos and shelves are available  
from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1410**



1 m individual element, 100 x 20 cm  
**0463 598 1411**



2 m starting element, 200 x 20 cm  
**0463 598 1412**



3 m extension  
element, 100 x 20 cm  
**0463 598 1414**



4 m extension  
element, 100 x 20 cm  
**0463 598 1416**



2 m starting element, 200 x 20 cm  
**0463 598 1413**



3 m extension  
element, 100 x 20 cm  
**0463 598 1415**



4 m extension  
element, 100 x 20 cm  
**0463 598 1417**

# EARTH AUGERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1700**



1 m individual element, 100 x 40 cm  
**0463 598 1701**



2 m starting element, 200 x 40 cm  
**0463 598 1702**



3 m extension element, 100 x 40 cm  
**0463 598 1704**



2 m starting element, 200 x 40 cm  
**0463 598 1703**



3 m extension element, 100 x 40 cm  
**0463 598 1705**



### BT GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 1718**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1710**



1 m individual element, 100 x 20 cm  
**0463 598 1711**



2 m starting element, 200 x 20 cm  
**0463 598 1712**



3 m extension element, 100 x 20 cm  
**0463 598 1714**



4 m extension element, 100 x 20 cm  
**0463 598 1716**



2 m starting element, 200 x 20 cm  
**0463 598 1713**



3 m extension element, 100 x 20 cm  
**0463 598 1715**



4 m extension element, 100 x 20 cm  
**0463 598 1717**

# MISTBLOWERS AND MANUAL SPRAYERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1600**



1 m individual element, 100 x 40 cm  
**0463 598 1601**



2 m starting element, 200 x 40 cm  
**0463 598 1602**



3 m extension  
element, 100 x 40 cm  
**0463 598 1604**



4 m extension  
element, 100 x 40 cm  
**0463 598 1606**



2 m starting element, 200 x 40 cm  
**0463 598 1603**



3 m extension  
element, 100 x 40 cm  
**0463 598 1605**



4 m extension  
element, 100 x 40 cm  
**0463 598 1607**



### SG GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 1618**



Gondola logos and shelves are available  
from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1610**



1 m individual element, 100 x 20 cm  
**0463 598 1611**



2 m starting element, 200 x 20 cm  
**0463 598 1612**



3 m extension  
element, 100 x 20 cm  
**0463 598 1614**



4 m extension  
element, 100 x 20 cm  
**0463 598 1616**



2 m starting element, 200 x 20 cm  
**0463 598 1613**



3 m extension  
element, 100 x 20 cm  
**0463 598 1615**



4 m extension  
element, 100 x 20 cm  
**0463 598 1617**

# PRESSURE WASHERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



TOP HEADER  
1 m individual element, 100 x 40 cm  
**0463 598 2100**



BOTTOM HEADER  
1 m individual element, 100 x 40 cm  
**0463 598 2101**



TOP HEADER  
2 m starting element, 200 x 40 cm  
**0463 598 2102**



3 m extension element, 100 x 40 cm  
**0463 598 2104**



4 m extension element, 100 x 40 cm  
**0463 598 2106**



4 m extension element, 100 x 40 cm  
**0463 598 2108**



BOTTOM HEADER  
2 m starting element, 200 x 40 cm  
**0463 598 2103**



3 m extension element, 100 x 40 cm  
**0463 598 2105**



4 m extension element, 100 x 40 cm  
**0463 598 2107**



4 m extension element, 100 x 40 cm  
**0463 598 2109**



### RE GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 2118**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



TOP HEADER  
1 m individual element, 100 x 20 cm  
**0463 598 2110**



BOTTOM HEADER  
1 m individual element, 100 x 20 cm  
**0463 598 2111**



TOP HEADER  
2 m starting element, 200 x 20 cm  
**0463 598 2112**



3 m extension element, 100 x 20 cm  
**0463 598 2114**



4 m extension element, 100 x 20 cm  
**0463 598 2116**



BOTTOM HEADER  
2 m starting element, 200 x 20 cm  
**0463 598 2113**



3 m extension element, 100 x 20 cm  
**0463 598 2115**



4 m extension element, 100 x 20 cm  
**0463 598 2117**

# PRESSURE WASHERS

## SUBHEADER

HORIZONTALER SUBHEADER



**CLEANING IN  
RESIDENTIAL AREAS**

Subheader residential, 100 x 15 cm  
**0463 598 2120**



Subheader extension white,  
100 x 15 cm  
**0463 598 1025**



**DEMANDING  
CLEANING**

Subheader demanding cl.,  
100 x 15 cm  
**0463 598 2121**



**PROFESSIONAL  
CLEANING**

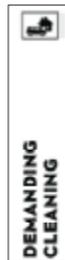
Subheader professional cl.,  
100 x 15 cm  
**0463 598 2122**

VERTIKALER SUBHEADER



**CLEANING IN  
RESIDENTIAL AREAS**

Subheader residentialn, 15 x 80 cm  
**0463 598 2130**



**DEMANDING  
CLEANING**

Subheader demanding cl.,  
15 x 80 cm  
**0463 598 2131**



**PROFESSIONAL  
CLEANING**

Subheader professional cl.,  
15 x 80 cm  
**0463 598 2132**



Divider for mounting rail from Decor  
Metall & Kesseböhmer, 15 x 80 cm  
**0463 598 1043**



# VACUUM CLEANERS

## WALL UNIT - MAGNETIC PICTURES

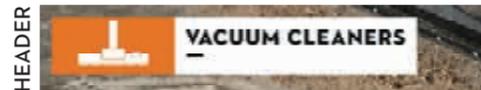
### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 2200**



1 m individual element, 100 x 40 cm  
**0463 598 2201**



2 m starting element, 200 x 40 cm  
**0463 598 2202**



3 m extension element, 100 x 40 cm  
**0463 598 2204**



2 m starting element, 200 x 40 cm  
**0463 598 2203**



3 m extension element, 100 x 40 cm  
**0463 598 2205**



### SE GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

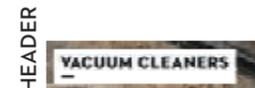
**0463 598 2218**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2210**



1 m individual element, 100 x 20 cm  
**0463 598 2211**



2 m starting element, 200 x 20 cm  
**0463 598 2212**



3 m extension element, 100 x 20 cm  
**0463 598 2214**



4 m extension element, 100 x 20 cm  
**0463 598 2216**



2 m starting element, 200 x 20 cm  
**0463 598 2213**



3 m extension element, 100 x 20 cm  
**0463 598 2215**



4 m extension element, 100 x 20 cm  
**0463 598 2217**

# SWEEPING MACHINES

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



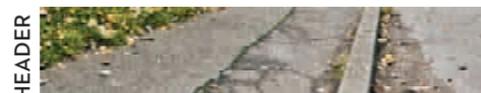
1 m individual element, 100 x 40 cm  
**0463 598 2900**



1 m individual element, 100 x 40 cm  
**0463 598 2901**



2 m starting element, 200 x 40 cm  
**0463 598 2902**



2 m starting element, 200 x 40 cm  
**0463 598 2903**



### KG GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 2918**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2910**



1 m individual element, 100 x 20 cm  
**0463 598 2911**



2 m starting element, 200 x 20 cm  
**0463 598 2912**



2 m starting element, 200 x 20 cm  
**0463 598 2913**

# KOMBISYSTEM

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1300**



1 m individual element, 100 x 40 cm  
**0463 598 1301**



2 m starting element, 200 x 40 cm  
**0463 598 1302**



3 m extension element, 100 x 40 cm  
**0463 598 1304**



4 m extension element, 100 x 40 cm  
**0463 598 1306**



2 m starting element, 200 x 40 cm  
**0463 598 1303**



3 m extension element, 100 x 40 cm  
**0463 598 1305**



4 m extension element, 100 x 40 cm  
**0463 598 1307**



### KOMBISYSTEM GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 1318**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1310**



1 m individual element, 100 x 20 cm  
**0463 598 1311**



2 m starting element, 200 x 20 cm  
**0463 598 1312**



3 m extension element, 100 x 20 cm  
**0463 598 1314**



4 m extension element, 100 x 20 cm  
**0463 598 1316**



2 m starting element, 200 x 20 cm  
**0463 598 1313**



3 m extension element, 100 x 20 cm  
**0463 598 1315**



4 m extension element, 100 x 20 cm  
**0463 598 1317**

# iMOW ROBOTIC MOWERS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 3000**



1 m individual element, 100 x 40 cm  
**0463 598 3001**



2 m starting element, 200 x 40 cm  
**0463 598 3002**



3 m extension  
element, 100 x 40 cm  
**0463 598 3004**



2 m starting element, 200 x 40 cm  
**0463 598 3003**



3 m extension  
element, 100 x 40 cm  
**0463 598 3005**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 3010**



1 m individual element, 100 x 20 cm  
**0463 598 3011**



2 m starting element, 200 x 20 cm  
**0463 598 3012**



3 m extension  
element, 100 x 20 cm  
**0463 598 3014**



2 m starting element, 200 x 20 cm  
**0463 598 3013**



3 m extension  
element, 100 x 20 cm  
**0463 5983015**

# ELECTRIC TOOLS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 2800**



1 m individual element, 100 x 40 cm  
**0463 598 2801**



2 m starting element, 200 x 40 cm  
**0463 598 2802**



3 m extension element, 100 x 40 cm  
**0463 598 2804**



2 m starting element, 200 x 40 cm  
**0463 598 2803**



3 m extension element, 100 x 40 cm  
**0463 598 2805**



### ELEKTRO GONDOLA LOGO

Mounting in gondola logo holder

320 x 160 cm

**0463 598 2818**



Gondola logos and shelves are available from Decor Metall and Kesseböhmer

## GONDOLAS - MAGNETIC PICTURES

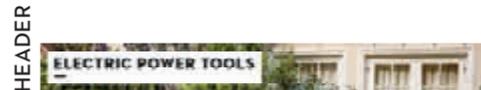
### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2810**



1 m individual element, 100 x 20 cm  
**0463 598 2811**



2 m starting element, 200 x 20 cm  
**0463 598 2812**



3 m extension element, 100 x 20 cm  
**0463 598 2814**



2 m starting element, 200 x 20 cm  
**0463 598 2813**



3 m extension element, 100 x 20 cm  
**0463 598 2815**

# BRAND SHOP

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 2600**



1 m individual element, 100 x 40 cm  
**0463 598 2601**



2 m starting element, 200 x 40 cm  
**0463 598 2602**



3 m extension  
element, 100 x 40 cm  
**0463 598 2604**



4 m extension  
element, 100 x 40 cm  
**0463 598 2606**



2 m starting element, 200 x 40 cm  
**0463 598 2603**



3 m extension  
element, 100 x 40 cm  
**0463 598 2605**



4 m extension  
element, 100 x 40 cm  
**0463 598 2607**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2610**



1 m individual element, 100 x 20 cm  
**0463 598 2611**



2 m starting element, 200 x 20 cm  
**0463 598 2612**



3 m extension  
element, 100 x 20 cm  
**0463 598 2614**



4 m extension  
element, 100 x 20 cm  
**0463 598 2616**



2 m starting element, 200 x 20 cm  
**0463 598 2613**



3 m extension  
element, 100 x 20 cm  
**0463 598 2615**



4 m extension  
element, 100 x 20 cm  
**0463 598 2617**

# PPE

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 2400**



1 m individual element, 100 x 40 cm  
**0463 598 2401**



2 m starting element, 200 x 40 cm  
**0463 598 2402**



3 m extension element, 100 x 40 cm  
**0463 598 2404**



4 m extension element, 100 x 40 cm  
**0463 598 2406**



5 m extension element, 100 x 40 cm  
**0463 598 2408**



2 m starting element, 200 x 40 cm  
**0463 598 2403**



3 m extension element, 100 x 40 cm  
**0463 598 2405**



4 m extension element, 100 x 40 cm  
**0463 598 2407**



5 m extension element, 100 x 40 cm  
**0463 598 2409**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2410**



1 m individual element, 100 x 20 cm  
**0463 598 2411**



2 m starting element, 200 x 20 cm  
**0463 598 2412**



3 m extension element, 100 x 20 cm  
**0463 598 2414**



4 m extension element, 100 x 20 cm  
**0463 598 2416**



2 m starting element, 200 x 20 cm  
**0463 598 2413**



3 m extension element, 100 x 20 cm  
**0463 598 2415**



4 m extension element, 100 x 20 cm  
**0463 598 2417**

# HAND- TOOLS AND FORESTRY ACCESSOIRES

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 2500**



1 m individual element, 100 x 40 cm  
**0463 598 2501**



2 m starting element, 200 x 40 cm  
**0463 598 2502**



3 m extension element, 100 x 40 cm  
**0463 598 2504**



4 m extension element, 100 x 40 cm  
**0463 598 2506**



2 m starting element, 200 x 40 cm  
**0463 598 2503**



3 m extension element, 100 x 40 cm  
**0463 598 2505**



4 m extension element, 100 x 40 cm  
**0463 598 2507**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2510**



1 m individual element, 100 x 20 cm  
**0463 598 2511**



2 m starting element, 200 x 20 cm  
**0463 598 2512**



3 m extension element, 100 x 20 cm  
**0463 598 2514**



4 m extension element, 100 x 20 cm  
**0463 598 2516**



2 m starting element, 200 x 20 cm  
**0463 598 2513**



3 m extension element, 100 x 20 cm  
**0463 598 2515**



4 m extension element, 100 x 20 cm  
**0463 598 2517**

# FUELS, OILS AND LUBRICANTS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 2300**



1 m individual element, 100 x 40 cm  
**0463 598 2301**



2 m starting element, 200 x 40 cm  
**0463 598 2302**



3 m extension  
element, 100 x 40 cm  
**0463 598 2304**



2 m starting element, 200 x 40 cm  
**0463 598 2303**



3 m extension  
element, 100 x 40 cm  
**0463 598 2305**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2310**



1 m individual element, 100 x 20 cm  
**0463 598 2311**



2 m starting element, 200 x 20 cm  
**0463 598 2312**



3 m extension  
element, 100 x 20 cm  
**0463 598 2314**



4 m extension  
element, 100 x 20 cm  
**0463 598 2516**



2 m starting element, 200 x 20 cm  
**0463 598 2313**



3 m extension  
element, 100 x 20 cm  
**0463 598 2315**



4 m extension  
element, 100 x 20 cm  
**0463 598 2317**

# CUTTING ATTACHMENTS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 40 cm  
**0463 598 1100**



1 m individual element, 100 x 40 cm  
**0463 598 1101**



2 m starting element, 200 x 40 cm  
**0463 598 1102**



3 m extension element, 100 x 40 cm  
**0463 598 1104**



2 m starting element, 200 x 40 cm  
**0463 598 1103**



3 m extension element, 100 x 40 cm  
**0463 598 1105**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 1110**



1 m individual element, 100 x 20 cm  
**0463 598 1111**



2 m starting element, 200 x 20 cm  
**0463 598 1112**



3 m extension element, 100 x 20 cm  
**0463 598 1114**



4 m extension element, 100 x 20 cm  
**0463 598 1116**



2 m starting element, 200 x 20 cm  
**0463 598 1113**



3 m extension element, 100 x 20 cm  
**0463 598 1115**



4 m extension element, 100 x 20 cm  
**0463 598 1117**

# SERVICE KITS

## WALL UNIT - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



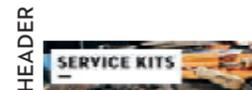
1 m Individual element, 100 x 40 cm  
**0463 598 2700**



1 m individual element, 100 x 40 cm  
**0463 598 2701**

## GONDOLAS - MAGNETIC PICTURES

### TOP HEADER & BOTTOM HEADER



1 m individual element, 100 x 20 cm  
**0463 598 2710**



1 m individual element, 100 x 20 cm  
**0463 598 2711**

# LAWN MOVER MODULES

## COMMUNICATION STELES FOR DIFFERENT MOWER DRIVES

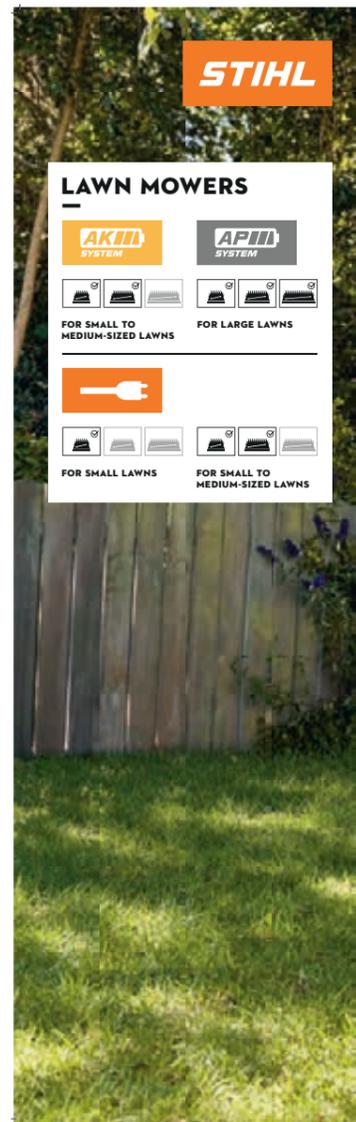
The existing lawn mower modules from Ladenbau Balzer can easily be retrofitted with adhesive foils for the communication steles that represent the different drives within the mower segment.

Depending on the respective drive, these communication steles provide specific information on the different fields of application.

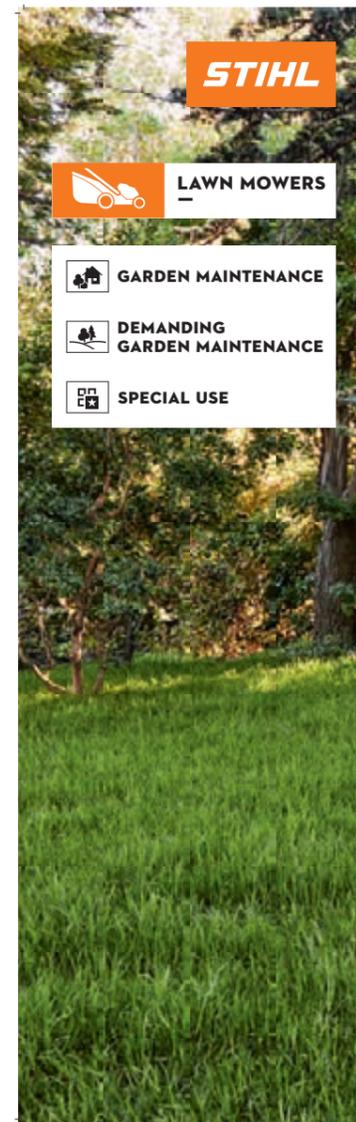
Please note that two adhesive foils need to be ordered in order to retrofit both the front and the back side of one communication stele.



Communication stele for cordless mowers



Communication stele for cordless and electric mowers



Communication stele for petrol mowers

## COMMUNICATION STELE FOR CORDLESS MOWERS:

The imagery in the background depicts a garden scenery as the overall field of application, whereas the infobox points out further differences between the battery systems regarding their respective operating range.

## COMMUNICATION STELE FOR CORDLESS / ELECTRIC MOWERS:

A variation on the stele for cordless mowers with an additional section for electric mowers. The functional principle remains the same.

## COMMUNICATION STELE FOR PETROL MOWERS:

In order to represent the higher performance level, the communication stele for petrol mowers shows a background imagery with a larger area and higher grass. The infobox provides further information about the specific fields of application.

## ORGANISATION OF DIFFERENT DRIVES

In order to guarantee a clear navigation to the desired product, it is important to arrange the different mowers according to their drives. The modules for lawn mowers offer a perfect option for an appropriate product categorisation.

The utilised adhesive foil should always represent the mowers that are placed in front of each module.



MODULE FOR **PETROL LAWN MOWERS**. THE PRODUCTS ARE CLUSTERED INTO DIFFERENT FIELDS OF APPLICATION THAT ULTIMATELY ALSO APPEAR ON THE PRICE CARDS.



Backside with design for petrol lawn mowers

EXAMPLE:  
MODULE FOR **CORDLESS LAWN MOWERS**.  
THE PRODUCTS ARE CLUSTERED INTO  
DIFFERENT DRIVES AND BATTERY SYSTEMS  
THAT ULTIMATELY ALSO APPEAR ON THE  
PRICE CARDS.

NOTE: THE **BACKSIDE** OF EACH MODULE  
CAN BE **DESIGNED DIFFERENTLY** FOR  
ANOTHER TYPE OF DRIVE.

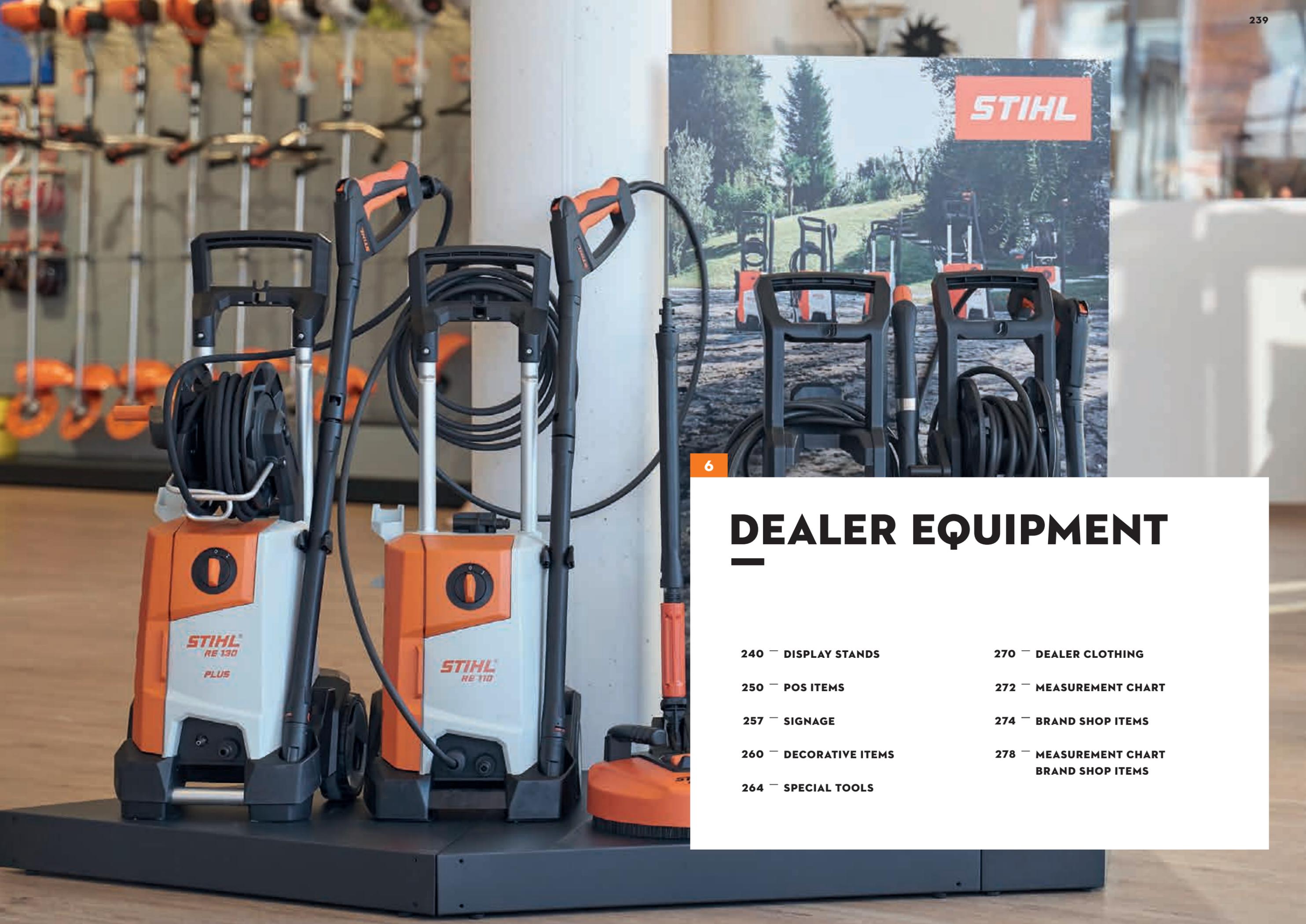
## PRODUCT PRESENTATION GUIDELINE

It is recommended to position the lawn mowers with the handlebars facing towards the customer. This supports a more convenient product presentation, as the mowers are easier to reach and try out. Also, this reduces the distance to critical information on the price cards.

The following guidelines apply:

- **In front of each module** the lawn mowers should be facing towards the center division.
- **On the module's backside** the lawn mowers should be facing towards the backpanel.




**STIHL**

6

## DEALER EQUIPMENT

240 — DISPLAY STANDS

250 — POS ITEMS

257 — SIGNAGE

260 — DECORATIVE ITEMS

264 — SPECIAL TOOLS

270 — DEALER CLOTHING

272 — MEASUREMENT CHART

274 — BRAND SHOP ITEMS

278 — MEASUREMENT CHART  
BRAND SHOP ITEMS

## DISPLAY STANDS

Additional to the ShopSystem, we offer a variety of STIHL display stands for flexible product presentation to complete the design of your sales floor.



**BROCHURE STAND  
FOR 6 BROCHURES**

35 x 31,4 x 153,3 cm

**0463 435 0010**



**BROCHURE STAND  
FOR 10 BROCHURES**

47 x 47 x 178 cm

**0463 435 0020**

**ROTATION RACK  
FOR ACCESSORIES**

Ø 72 x 200 cm

**0463 410 0050**



**ONLY WHILE STOCK LASTS!  
SPECIAL DISPLAY STAND FOR  
FOR BATTERY PRUNING SHEAR**

Mains-operated lighting

**0463 410 0061**



**DISPLAY STAND FOR  
1 EARTH AUGER**

62 x 71 x 136 cm

**0463 403 0002**

**DISPLAY STAND FOR  
2 BLOWERS**

62 x 71 x 136 cm

**0463 419 0030**



**DISPLAY STAND FOR  
3 TOOLS, STANDING**

62 x 71 x 136 cm

**0463 411 0030**





**DISPLAY STAND FOR KOMBISYSTEM,  
LARGE**

118 x 78 x 73 cm

0463 475 0012



**DISPLAY STAND FOR  
KOMBISYSTEM, SMALL**

85 x 62 x 73 cm

0463 475 0030



**DISPLAY STAND FOR FS,  
FOR 6 FS**

78 x 58 x 194,5 cm

0463 410 0080

**DISPLAY STAND FOR MS,  
FOR 8 MS**

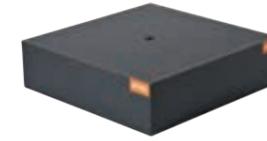
78 x 58 x 194,5 cm

0463 410 0070



**WALL BRACKET FOR  
1 TRIMMER**

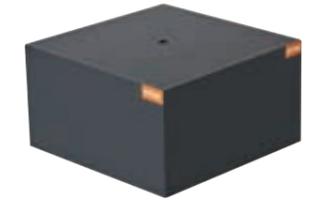
0463 481 0002



**WOODEN PEDESTAL, LOW**

75 x 75 x 20 cm

0463 403 0020



**WOODEN PEDESTAL, HIGH**

75 x 75 x 40 cm

0463 403 0040



**PALLET COVERING  
FOR 2 EURO PALLETS**

120 x 80 x 30 cm

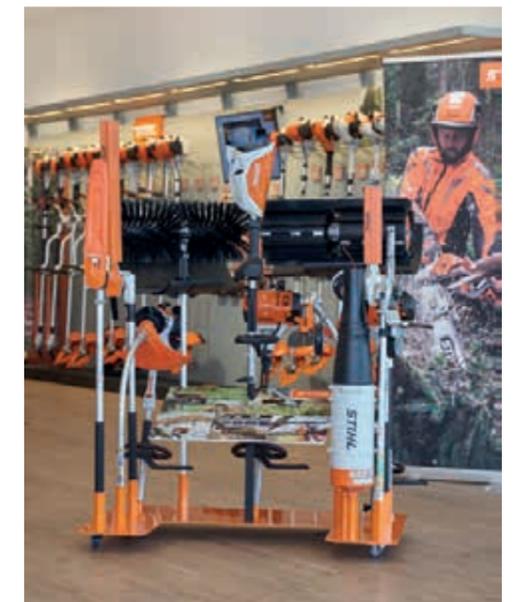
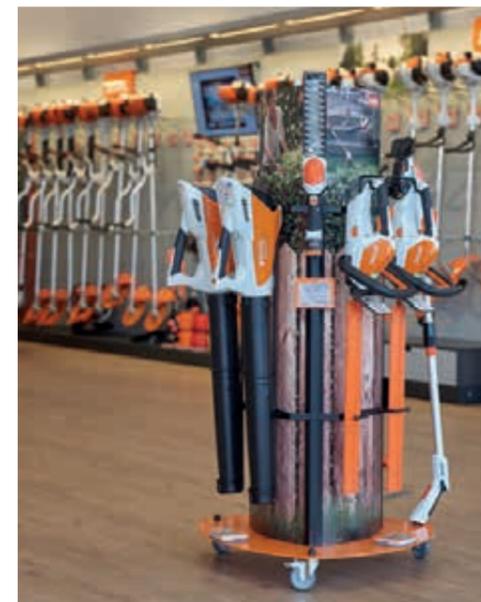
0463 403 0061



**PALLET COVERING  
FOR 4 EURO PALLETS**

120 x 80 x 60 cm

0463 403 0062



**SEA 20  
TESTSTATION**

Mounted on perforated  
back panel



29,6 x 51,5 x 17 cm

**0463 595 1377**

**AS SYSTEM DISPLAY**

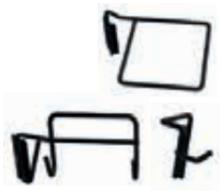
Display for AS-products



154,8 x 51,8 x 45 cm

**0463 410 0097**

**ONLY WHILE STOCK LASTS!**  
**HLA 56 HOLDERS FOR  
AK-SYSTEM DISPLAY**



**0463 410 0096**

**ONLY WHILE STOCK LASTS!**  
**DISPLAY  
HSA 26 / GTA 26**



74 x 75,3 x 146,3 cm

**0463 410 0101**

**DISPLAY FOR  
LUBRICANTS AND  
ACCESSORIES**



38 x 38,5 x 169,4 cm

**0463 410 0141**

**TEST STATION FOR  
HIGH PRESSURE  
CLEANERS**



71,6 x 102 x 143,4 cm

**0463 410 0135**

**TEST STATION AK-SYSTEM**

For 4 AK-System products:  
MSA, BGA, FSA, HSA



71,6 x 102 x 143,4/235 cm

**0463 410 0130**

**SET OF HOLDERS FOR AP-SYSTEM**

Conversion kit from AK-system to AP-System  
for test station



71,6 x 102 x 143,4/235,0 cm

**0463 410 0131**

### SOIL CARPET FOR POWER TILLERS



100 x 100 cm

0463 403 0065

### STAND FOR LAWN MOWERS AND SCARIFIERS



56 x 28 x 30 cm

0483 810 0001

### DISPLAY STAND FOR 3 LAWN MOWERS



For battery and electric mowers

63 x 142 x 56 cm

0483 815 0009



## NOTICE!

You can find additional displays for lawn mowers in the chapter ShopSystem.

### TRAPEZOID PEDESTAL



Leg lengths: 84,5 x 84,5 x 84,5 x 20 cm  
Height: 10,5 cm

0463 403 0030



### RE PRESENTATION MODULE (FOR TRAPEZOID PEDESTAL)

Frame incl. theme and tray

80 x 41,5 x 130 cm

0463 403 0031

### ACCESSORY SHELF (FOR TRAPEZOID PEDESTAL)



Leg lengths: 48,2 x 39,9 x 18,3 x 39,9 cm  
Height: 112 cm

0463 403 0032

### DISPLAY FOR SMART CONNECTOR



For 9 smart connectors

360 x 340 x 110 cm (without smart connectors)

0463 410 0115





**ECONOMY  
MANNEQUIN**

 M/L  44

**0463 403 0050**



**ECONOMY PLUS  
MANNEQUIN**

 M/L  44

**0463 403 0150**



**ONLY WHILE STOCK LASTS!  
ADVANCE MANNEQUIN  
SALLY**

 M  38

**0463 403 0255**

**EMOTION MANNEQUIN  
WALKING**



 M  38

**0463 403 0260**

**EMOTION MANNEQUIN  
SITTING**



 M  38

**0463 403 0265**



**CLOTHING RACK SPIRIT**

For the presentation of brandshop articles.  
Wooden stem must be procured independently.

154 x 60 x 170 cm

**0463 410 0150**



**ONLY WHILE STOCK LASTS!  
CLOTHING RACK  
(WITH HANGERS)**

145 x 70 x 61 cm

**0463 410 0045**



**LOG SEAT**

Ø 45 x 45 cm

**0463 591 5465**



**ANTI-THEFT PROTECTION**

Anti-theft device for individual tools

4 x 2 cm

**0463 591 5611**



**ANTI-THEFT PROTECTION**

Magnet detacher for anti-theft device for  
individual tools

3 x 3 cm

**0463 591 5612**



**COUNTER DISPLAY  
FOR IMPULSE ARTICLES**

To be placed on counter; Two levels with  
removable inlays for display of impulse articles.

36 x 31,6 x 21,7 cm

**0463 410 0140**



**HEXA  
COUNTER DISPLAY**

50 x 21 x 30 cm

**0463 410 0142**



**COUNTER DISPLAY  
SERVICE KITS**

Ø 45 x 45 cm

**0463 410 0143**

# POS ITEMS

STIHL POS items include pricing aids, product information, product and mood images and other aids to help you create a customer-friendly retail area.



**PRICE TAG HOLDER FOR LARGE TOOLS A5, SET OF 5**

14,8 x 21 cm

0463 591 5469



**CLIPS WITH POCKET FOR INSERTS, SET OF 5**

1	2
A5	A6

14,8 x 21 cm      10,5 x 14,5 cm

0463 591 5443      0463 591 5444



**MAGNETIC PRICE TAG HOLDERS FOR SHOPSYSTEM, SET OF 10**

1	2
small	large

5 x 4 cm      21 x 11,5 cm

0463 591 5451      0463 591 5452



**LARGE PRICE TAG WITH MAGNET SET OF 3**

21 x 11,5 cm

0463 591 5450



**MAGNETIC FRAME, SET OF 3**

1	2	3	4 <b>ONLY WHILE STOCK LASTS!</b>
A5	A4	A3	A2

14,8 x 21 cm      21 x 29,7 cm      29,7 x 42 cm      42 x 59,4 cm

0463 591 5449      0463 591 5453      0463 591 5454      0463 591 5458



**ACRYLIC TABLE SET HOLDER A4, SET OF 2**

21 x 29,7 cm

0463 591 5442



**ONLY WHILE STOCK LASTS! FLASH DRIVE WITH PRODUCT AND PRICE TAG TEMPLATES**

0463 591 5448



**MAGNETIC NAME TAG**

0463 861 0011



**FIXING CLAMPS, SET OF 5**

12 cm

0463 591 5456





**MAGNETIC PICTURE MS 01**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0051</b>	<b>0463 278 0061</b>



**MAGNETIC PICTURE MS 02**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0052</b>	<b>0463 278 0062</b>



**MAGNETIC PICTURE MS 03**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0053</b>	<b>0463 278 0063</b>



**MAGNETIC PICTURE FS 01**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0054</b>	<b>0463 278 0064</b>



**MAGNETIC PICTURE FS 02**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0068</b>	<b>0463 278 0069</b>



**MAGNETIC PICTURE HS 01**

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0055</b>	<b>0463 278 0065</b>



**MAGNETIC PICTURE ZB 01**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0056</b>	<b>0463 278 0066</b>



**MAGNETIC PICTURE TS 01**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0074</b>	<b>0463 278 0075</b>



**ONLY WHILE STOCK LASTS!**  
**MAGNETIC PICTURE BATTERY PRESENTATION AK 01**

200 x 48 cm
<b>0463 278 0067</b>



**MAGNETIC PICTURE BG 01**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0071</b>	<b>0463 278 0072</b>



**MAGNETIC PICTURE RE 01**  
Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0077</b>	<b>0463 278 0078</b>



**MAGNETIC PICTURE PSA**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0080</b>	<b>0463 278 0081</b>



**MAGNETIC PICTURE AS SYSTEM 01**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0102</b>	<b>0463 278 0103</b>



**MAGNETIC PICTURE AK SYSTEM 01**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0098</b>	<b>0463 278 0099</b>



**MAGNETIC PICTURE SPIRIT**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0091</b>	<b>0463 278 0092</b>



**MAGNETIC PICTURE AI LINIE 01**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0100</b>	<b>0463 278 0101</b>



**MAGNETIC PICTURE AP SYSTEM 01**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0093</b>	<b>0463 278 0094</b>



**MAGNETIC PICTURE LANDSCAPE**

Image can change throughout the year.

1	2
100 x 40 cm	100 x 48 cm
<b>0463 278 0104</b>	<b>0463 278 0105</b>



**ONLY WHILE STOCK LASTS!**  
**TENTER, UNLIT**

With MS visual on both sides

85 x 200 cm

**0463 278 0110**



**ONLY WHILE STOCK LASTS!**  
**ROLL-UP**

FS visual

85 x 200 cm

**0463 278 0059**



**SALES COUNTER MAT**

Image can change throughout the year.

52 x 36 cm

**0463 192 0010**



**MAGNETIC PICTURE SPIRIT GONDOLA**

100 x 20 cm

**0463 278 0106**



**MAGNETIC PICTURE SPIRIT 2M**

200 x 20 cm

**0463 278 0107**



**MAGNETIC PICTURE SERVICE KITS GONDOLA**

100 x 20 cm

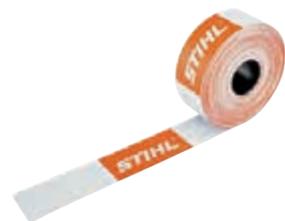
**0463 278 0108**



**PROTECTIVE UNDERLAY FOR BASE, SET OF 2**

100 x 61 cm

**0463 591 5413**



**BARRIER TAPE, ROLL**

500 m

**0463 308 0010**



**TOOL BAG**

closed: 27 x 13,5 cm  
open: 27 x 26,5 cm

**0000 891 0810**



**PROTECTIVE UNDERLAY FOR SHELVING UNIT, SET OF 2**

100 x 41 cm

**0463 591 5411**



**BAG FOR FS HARNESS**

43 x 55 cm

**0000 891 0820**

## SIGNAGE

Signage items make the STIHL brand visible at the dealers and can be used to identify the store, car parks and service locations.



**CEILING LIGHT INCL. LAMPS (220V)**

LED

125 x 25 cm

**0463 291 0002**



**ILLUMINATED SIGN INCL. LAMPS (220V)**

1	2
large	small
120 x 60 cm	96 x 48 cm
<b>0463 591 0030</b>	<b>0463 591 0010</b>

**REPLACEMENT COVER**

1	2
120 x 60 cm	96 x 48 cm
<b>0463 591 0012</b>	<b>0463 591 0032</b>



**SERVICE CEILING LIGHT INCL. LAMPS (220V)**

LED

125 x 25 cm

**0463 291 0003**



**ONLY WHILE STOCK LASTS! SHEET METAL SIGN VIKING SERVICE**

40 x 40 cm

**0463 291 0006**



**ACRYLIC DOOR SIGN "SERVICE"**

120 x 30 cm

0463 291 0004 English

0463 301 0021 Spanish



**STIHL FLAG**

150 x 360 cm

0463 301 0017



**STIHL HOISTABLE FLAG**

150 x 360 cm

0463 301 0018



**CAR STICKER SET (3 LOGOS)**

2 Logos = 50 cm / 1 Logo = 25 cm

0463 205 0020



**SHEET METAL SIGN CHAIN SAW**

40 x 40 cm

0463 278 0020



**BANNER**

1	2
STIHL	STIHL TIMBERSPORTS®
300 x 80 cm	300 x 80 cm
0463 305 0003	0463 305 0088



**BEACH FLAG BASE**

49 x 49 cm

0463 328 0050



**GROUNDING NAIL FOR BEACHFLAG**

0463 301 0021



**BEACH FLAG**

1	2
STIHL	STIHL TIMBERSPORTS®
90 x 280 cm	90 x 280 cm
0463 301 0020	0463 328 0000



**BEACH FLAG COVERING**

1	2
STIHL	STIHL TIMBERSPORTS®
90 x 280 cm	90 x 280 cm
0463 301 9999	0463 328 9999

## DECORATIVE ITEMS

With a wide range of decorative material, STIHL makes it possible to organize top-class local events featuring suitable items.



**ECONOMY PARASOL**

Ø 200 cm

**0463 351 0020**



**ECONOMY PLUS PARASOL**

Ø 300 cm

**0463 351 0030**



**ACRYLIC TABLE DISPLAY**

On the back there is a nature picture which can be changed throughout the year.

15 x 26 cm

**0463 321 0015**



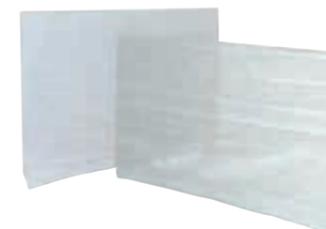
**STAND FOR ECONOMY PARASOL**

**0463 351 0025**



**STAND FOR ECONOMY PLUS PARASOL**

**0463 351 0035**



**2 SIDE WALLS FOR ECONOMY GAZEBO**

300 x 300 cm

**0463 479 0002**



**ECONOMY GAZEBO**

300 x 300 cm

**0463 478 0002**



**REPLACEMENT COVERING FOR ECONOMY GAZEBO**

300 x 300 cm

**0463 478 9998**





#### ALUMINIUM FRAMEWORK FOR ADVANCE GAZEBO

Profile thickness 30 mm;  
Stainless, anodised aluminium; height-adjustable  
gazebo legs

600 x 300 cm

**0463 478 1001**



#### ROOF FOR ADVANCE GAZEBO

High-quality, impregnated polyester fabric;  
Windproof and waterproof; Extremely strong  
and tearproof

600 x 300 cm

**0463 478 1101**



#### FIXTURES KIT FOR ADVANCE GAZEBO

6 pegs,  
6 tensioning straps,  
1 mallet

**0463 478 1302**



#### BASE FOR ADVANCE GAZEBO

à 7 kg

**0463 478 1303**



#### SIDE WALL FOR ADVANCE GAZEBO

High-quality, impregnated polyester fabric;  
Windproof and waterproof; Extremely strong  
and tearproof

300 x 210 cm

**0463 478 1201**



# SPECIAL TOOLS

STIHL offers a range of solutions for an ideal organization and arrangement of the workshop, including storage for special tools.

ONLY WHILE STOCK LASTS!

## WALL PANEL<sup>Ⓞ</sup>

1	2	3	4	5
50 x 50 cm				
<b>5910 890 7002</b>	<b>5910 890 7003</b>	<b>5910 890 7004</b>	<b>5910 890 7006</b>	<b>5910 890 7007</b>

ONLY WHILE STOCK LASTS!

## DRAWER INSERT<sup>Ⓞ</sup>

1	2	3	4	5
44 x 59 x 5 cm				
<b>5910 890 6801</b>	<b>5910 890 6802</b>	<b>5910 890 6803</b>	<b>5910 890 6804</b>	<b>5910 890 6805</b>

6	7	8	9
44 x 59 x 5 cm			
<b>5910 890 6806</b>	<b>5910 890 6807</b>	<b>5910 890 6808</b>	<b>5910 890 6809</b>



## PLEASE NOTE:

Please see **TI 05.2012 "STIHL Special Tool Panels and Drawer inserts"** for further information on wall panels and drawer inserts.

This TI can be accessed via the following STIHL media: [www.stihl-marketing.com](http://www.stihl-marketing.com) (STIHL Technical Information) oder **Service-Communications-System (DVD/CD-ROM)**

Ⓞ Tools not included!

Ⓞ Special tools and special tool drawer inserts not included!

## WALL PANELS FOR SPECIAL TOOLS

### 5910 890 7011

Provides space for the following special tools:

- 1117 890 0900
- 5910 890 4501
- 5910 890 4000
- 5910 890 2301
- 5910 890 2310
- 5910 890 4502
- 5910 890 4500
- 5910 890 2304
- 5910 890 2306
- 5910 8902314
- 0812 370 1004
- 5910 890 2311
- 5910 893 6600
- 5910 890 2305
- 5910 850 4503
- 4118 890 6101
- 0000 890 6401
- 0000 890 6400
- 1127 890 6400
- 4282 890 2700
- 4221 893 5900
- 0000 893 5904
- 0000 893 5903
- 1145 893 5900
- 0000 893 5905
- 5910 893 8800
- 5910 890 2800
- 5910 890 2414
- 5910 890 2420
- 0816 610 1495
- 0812 540 1112
- 0812 540 1016
- 0812 542 2104
- 0812 542 2041

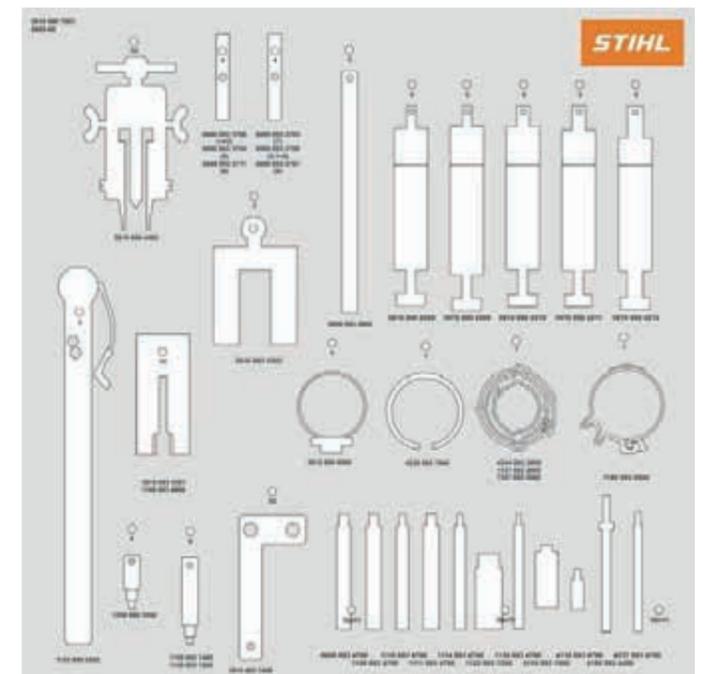


## WALL PANELS FOR SPECIAL TOOLS

### 5910 890 7012

Provides space for the following special tools:

- 5910 890 4400
- 0000 893 3700
- 0000 893 3703
- 0000 893 3704
- 0000 893 3706
- 0000 893 3711
- 0000 893 3707
- 0000 893 2600
- 5910 890 2208
- 5910 890 2209
- 5910 890 2210
- 5910 890 2211
- 5910 890 2212
- 5910 893 5302
- 5910 893 5301
- 1108 893 4800
- 5910 890 9900
- 4238 893 7000
- 4244 893 2600
- 1137 893 2600
- 1127 893 2602
- 1142 893 2602
- 1123 890 2202
- 1250 890 2200
- 1130 893 1400
- 1130 893 1500
- 5910 893 7400
- 0000 893 4700
- 1108 893 4700
- 1110 893 4800
- 1111 893 4700
- 1114 893 4700
- 1122 893 7200
- 1130 893 4700
- 4110 893 7800
- 4116 893 4700
- 4180 893 4400
- 4237 893 4700



**WALL PANELS FOR SPECIAL TOOLS**

**5910 890 7013**

Provides space for the following special tools:

- 1118 893 4602
- 1122 893 4600
- 1123 894 7700
- 1129 893 4600
- 1141 893 4600
- 1144 893 2400
- 1144 893 4600
- 1145 893 4600
- 1146 893 4600
- 1146 893 4601
- 4112 893 2400
- 4116 893 4601
- 4119 893 4600
- 5910 893 2403
- 5910 893 2404
- 5910 893 1710
- 1108 893 405
- 1113 893 4600
- 1115 893 4600
- 1116 893 2401
- 1121 893 2400
- 1122 893 2405
- 1123 893 2400
- 1129 893 2400
- 1141 893 2400
- 1141 893 2401
- 1143 893 2400
- 4112 893 2401
- 4119 893 2400
- 4147 893 2400
- 4148 893 2400
- 4148 893 2401
- 5910 893 7005
- 5910 893 7008
- 5910 893 6400
- 4224 893 2401
- 5910 893 5625
- 1120 893 7200
- 1118 893 7200
- 4119 893 7200
- 1209 890 3600
- 5910 893 1301
- 5910 893 1400
- 4237 890 2202
- 4130 890 3600
- 4237 890 2203
- 4237 890 2201
- 4237 890 2200



**WALL PANELS FOR SPECIAL TOOLS**

**5910 890 7014**

Provides space for the following special tools:

- 0000 855 8106
- 0000 855 8107
- 1139 893 2500
- 1118 850 4200
- 5910 850 4207
- 1140 890 1200
- 0000 850 1300
- 1119 850 4201
- 5910 850 4202
- 5910 850 4203
- 1138 890 1200
- 4238 890 1200 (4238 893 2560 A)
- 5910 850 4206
- 5910 850 4204
- 1123 855 4200
- 5910 855 4206
- 5910 988 9100
- 5910 890 4100
- 5910 893 1702
- 1123 851 8300
- 1124 893 7100
- 1127 851 8300
- 4180 893 6400
- 0000 855 9201
- 5910 850 2000
- 0004 890 5600

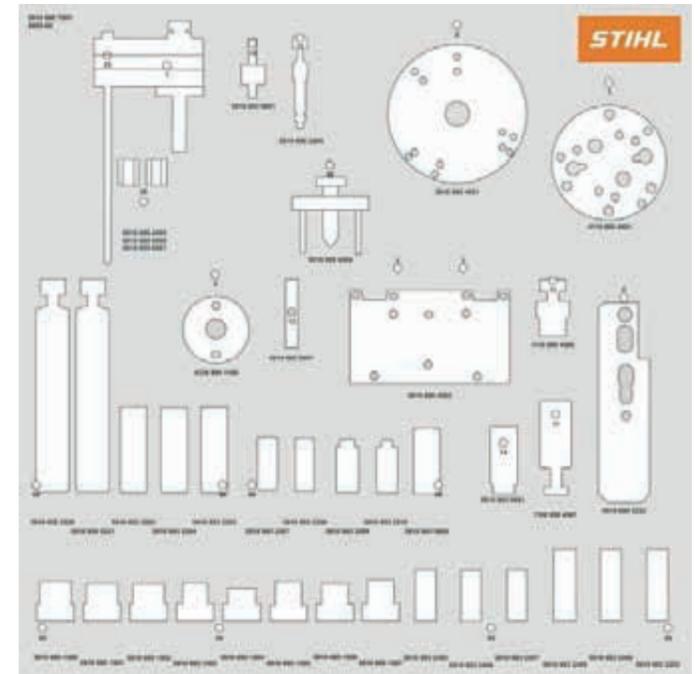


**WALL PANELS FOR SPECIAL TOOLS**

**5910 890 7015**

Provides space for the following special tools:

- 5910 890 4505
- 5910 895 0900
- 5910 895 0901
- 5910 893 9601
- 5910 890 2204
- 5910 890 4504
- 5910 890 4601
- 4119 890 4501
- 4238 894 1100
- 5910 893 2807
- 5910 890 4503
- 1110 890 4500
- 5910 850 5220
- 5910 850 5221
- 5910 893 2203
- 5910 890 2203
- 5910 893 2204
- 5910 893 2205
- 5910 893 2207
- 5910 893 2208
- 5910 893 2209
- 5910 893 2210
- 5910 893 0800
- 5910 893 0801
- 1106 890 4501
- 5910 890 2222
- 5910 895 1500
- 5910 895 1501
- 5910 895 1502
- 5910 895 1503
- 5910 895 1504
- 5910 895 1505
- 5910 895 1506
- 5910 895 1507
- 5910 893 2405
- 5910 893 2406
- 5910 893 2407
- 5910 893 2408
- 5910 893 2409
- 5910 893 2202

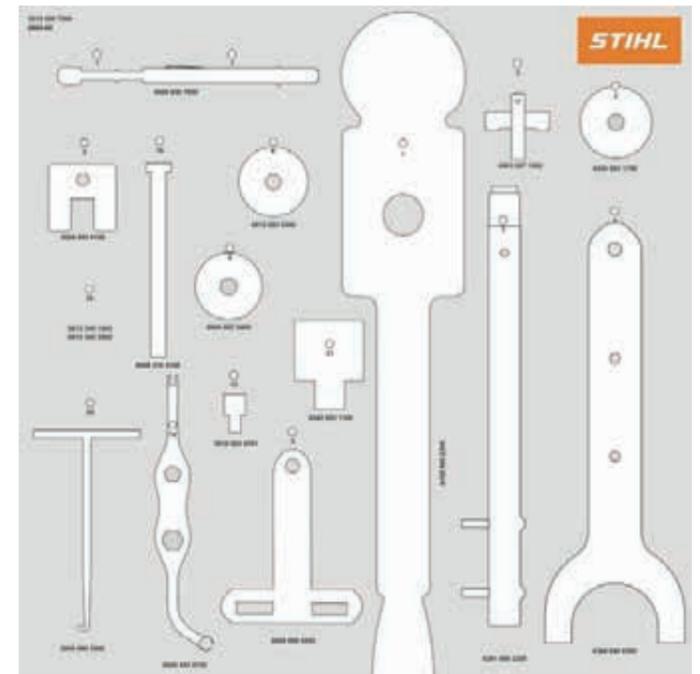


**WALL PANELS FOR SPECIAL TOOLS**

**5910 890 7016**

Provides space for the following special tools:

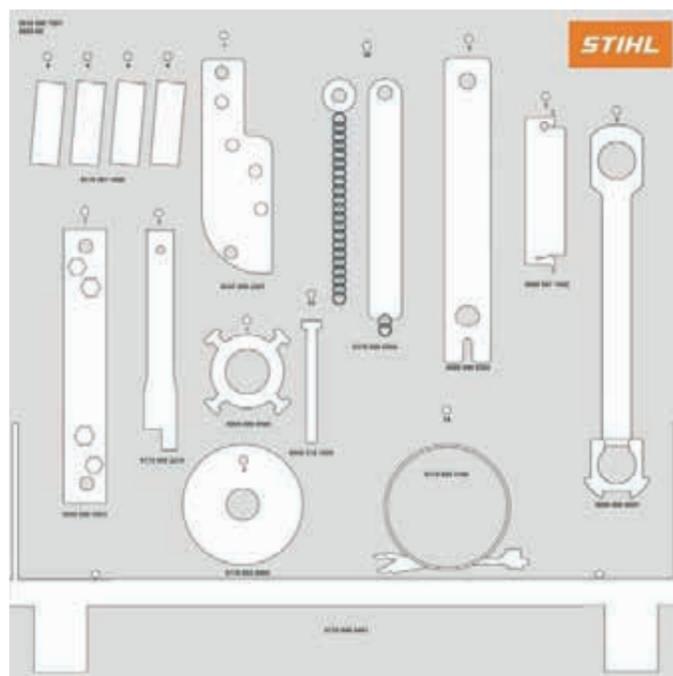
- 0000 850 7000
- 0000 893 8100
- 0812 540 1004
- 0812 842 2002
- 9008 319 3700
- 6008 893 5400
- 6012 893 5400
- 5910 893 8701
- 6242 893 1100
- 6903 007 1002
- 6242 893 1700
- 0000 890 2800
- 0000 893 8102
- 0000 890 4502
- 6165 890 2200
- 6291 890 2200
- 6364 890 6500



**WALL PANELS FOR SPECIAL TOOLS****5910 890 7017**

Provides space for the following special tools:

- 6170 007 1000
- 6241 890 2201
- 0000 890 4503
- 6170 890 2210
- 0000 890 6500
- 6170 893 4900
- 9008 318 1800
- 6378 890 6500
- 0000 890 6502
- 0000 007 1042
- 0000 890 6501
- 6170 855 1100
- 6170 890 6401

**WALL PANELS FOR SPECIAL TOOLS****5910 890 7010**

Tools can be selected individually

**ACCESSORIES FOR WALL PANELS****HOOK**

- 5910-890-2901 - Hook 1
- 5910-890-2903 - Hook 3
- 5910-890-2904 - Hook 4
- 5910-890-2913 - Hook 13
- 5910-890-2914 - Hook 14
- 5910-890-2925 - Hook 25
- 5910-890-2950 - Hook 50
- 5910-890-2953 - Hook 53
- 5910-890-2957 - Hook 57

**RAILS**

- 5910-890-4954 - Hook rail 54
- 5910-890-4955 - Hook rail 55
- 5910-890-4958 - Hook rail 58
- 5910-890-4959 - Hook rail 59
- 5910-890-4960 - Hook rail 60
- 5910-890-6670 - Perforated rail 70
- 5910-890-6671 - Perforated rail 71
- 5910-890-6672 - Perforated rail 72

**EYELETS**

- 5910-890-4810 - Eyelet 10
- 5910-890-4811 - Eyelet 11
- 5910-890-4812 - Eyelet 12
- 5910-890-4815 - Eyelet 15
- 5910-890-4816 - Eyelet 16
- 5910-890-4821 - Eyelet 21

**CONTAINER**

- 5910-890-6702 - Container 2
- 5910-890-6706 - Container 6

**CONTENT LABELLING SET 1-7**

for workshop trolley, drawer insert labelling on the outside (for drawer inserts 1-7)

**5910 007 5518**

**SAW CHAIN CALIBRATION FOIL**

13 x 56 cm (4 x)

**5910 890 9800**

## DEALER CLOTHING

The STIHL dealer clothing guarantees a harmonized, uniform appearance of your employees towards the customers. These high-quality items highlight the expertise of the dealers.

**ONLY WHILE STOCK LASTS!**  
**WOMEN'S V-NECK SHIRT**



XS, S, M, XL

**0464 036 0004-08**

**Please note:**

Alternative measurement chart:  
XS=..04; S=..05; M=..06; XL=..08

**V-NECK SHIRT**



S-XXL

**0464 035 0005-09**

**Please note:**

Alternative measurement chart:  
S=..05; M=..06; L=..07; XL=..08; XXL=..09



**ONLY WHILE STOCK LASTS!**  
**FUNCTIONAL POLO SHIRT, BLACK**

STIHL logo on the top left and on the right sleeve  
95% polyester and 5% elastane

Women

S-XXL

**0463 592 52..**



**ONLY WHILE STOCK LASTS!**  
**POLO SHIRT, OLIVE**

STIHL logo on the top left and on the right sleeve.  
100% cotton

S-XXL

**0463 592 50..**



**ONLY WHILE STOCK LASTS!**  
**TROUSERS, GREY**

STIHL logo on right leg (top of thigh);  
65 % cotton,  
35 % polyester

Regular Fit

XS-XXL

**0463 592 27..**



**ONLY WHILE STOCK LASTS!**  
**SHIRT "TENDENZ", WHITE**

STIHL logo on the left side of the collar;  
100 % cotton

Short-sleeved: Modern fit

Collar size: 38-48

**0463 592 35..**



**ONLY WHILE STOCK LASTS!**  
**SHIRT "TENDENZ", BLUE**

STIHL logo on the left side of the collar;  
Collar: button-down, 100 % cotton

Short-sleeved: Modern fit

Collar size: 38-48

**0463 592 33..**



**ONLY WHILE STOCK LASTS!**  
**TIE**

orange

**0463 592 4900**

## MEASUREMENT CHART

The following pages provide an overview of the ordering system regarding sizes and measurement chart for dealer clothing items.

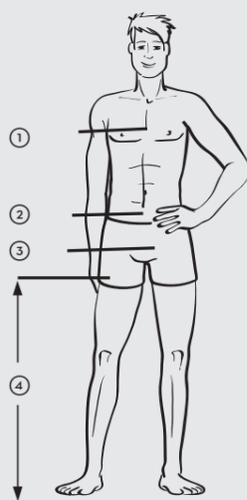
### MEASUREMENT CHART FOR MEN

SIZE	XS (40-42)	S (44-46)	M (48-50)	L (52-54)	XL (56-58)	XXL (60-62)	XXXL (64-66)
1/2 Waist size in cm (KM)	38	42	46	50,5	55,5	60,5	65,5
Inseam® in cm (FM)	75	78	81	83,5	85	86,5	87,5

### MEASUREMENT CHART FOR WOMEN

SIZE	XS (32-34)	S (36-38)	M (40-42)	L (44-46)	XL (48-50)	XXL (52-54)	XXXL (56-58)
Chest circumference® in cm (KM)	74 - 79	80 - 85	86 - 91	92 - 96	97 - 102	103 - 108	109 - 115
Waist circumference® in cm (KM)	60 - 65	66 - 73	74 - 81	82 - 87	88 - 93	94 - 99	100 - 106
Seat circumference® in cm (KM)	82 - 89	90 - 97	98 - 105	106 - 113	114 - 123	124 - 133	134 - 144
Inseam® in cm (FM)	76	78	81	83	85	85	85

### MEASUREMENTS



#### MEASURING TIPS:

Stand upright and in a relaxed position to measure body dimensions. Ask someone else to take your measurements for you.

- ① **Chest circumference:** running horizontally around the torso at the widest point of the chest
- ② **Waist circumference:** around the waists, without tightening  
For trousers: waistband circumference (at trouser waist)  
For overalls: stomach circumference (at belly button)
- ③ **Seat circumference:** widest part of the seat
- ④ **Inseam:** measured from the crotch to the ground



### ORDER CORRECTLY:

1. Select your items of choice from the dealer clothing range.

2. Use the charts to find the right size.

3. Use the corresponding number for the size to complete the part number (..):

**International sizes:** XS = ..02 / S = ..03 / M = ..04 / L = ..05 / XL = ..06 / XXL = ..07 / XXXL = ..08

**V-neck shirts:** XS = ..04 / S = ..05 / M = ..06 / L = ..07 / XL = ..08 / XXL = ..09

**Men's shirts:** The **collar size** forms the final two digits of the part number:  
..38 / ..39 / ..40 / ..41 / ..42 / ..43 / ..44 / ..45 / ..46 / ..47 / ..48

**Women's blouses:** The **international size** forms the final two digits of the part number:  
..34 / ..36 / ..38 / ..40 / ..42 / ..44 / ..46 / ..48

4. **Please note:** The chest, waist and seat circumferences indicated are body dimensions. Body dimensions differ from clothing measurements. The inseam measurements indicate the finished measurement of the articles of clothing.

# BRAND SHOP ITEMS

The following pages show a small selection of STIHL brand shop articles. Please note that there is a different measurement chart for brand shop articles (see page 278).



### STIHL HOODIE JACKET

STIHL logo on left chest.  
100% cotton

XS-XXXL

**0421 100 25..**



### JACKET CASUAL

65% polyester, 35% cotton;  
Lining and filling 100% polyester

1	2
green	black
S-XXXL	S-XXXL
<b>0421 100 32..</b>	<b>0421 100 33..</b>



### SOFTSHELL JACKET LOGO CIRCLE

STIHL logo on left chest.  
96% polyester, 4% elastane

S-XXL

**0420 910 01..**



### JACKET HYBRID

Outer fabric and inner lining:  
100% polyester; Fleece: 93% polyester,  
7% elastane

1	2
Men	Women
S-XXXL	XS-XL
<b>0421 100 28..</b>	<b>0421 100 29..</b>



### FLEECE JACKET LOGO CIRCLE

STIHL logo on left chest.  
100% polyester

XS-XXXL

**0421 100 00..**



### TROUSERS PERFORMANCE

95% nylon, 5% elastane

1	2
Men	Women
S-XXXL	XS-XL
<b>0421 222 10..</b>	<b>0421 222 11..</b>



### TROUSERS CASUAL GREEN

1	2
Men	Women
97% nylon, 3% elastane	95% nylon, 5% elastane
S-XXXL	XS-XL
<b>0421 222 16..</b>	<b>0421 222 18..</b>



## STIHL RECOMMENDS

You can find more clothing in the STIHL brand shop catalogue.



### SHORTS PERFORMANCE

95% nylon, 5% elastane

S-XXXL

**0421 222 09..**



### SWEATSHIRT LOGO

STIHL logo at chest height.  
100% cotton

1	2
black	white
XS-XXXL	XS-XXXL
<b>0420 900 15..</b>	<b>0420 900 16..</b>



**T-SHIRT MSA 300**  
STIHL logo at chest height.  
100% cotton

XS-XXXL

**0421 300 28..**



**T-SHIRT MS 500I**  
STIHL logo at chest height.  
100% cotton

XS-XXXL

**0421 300 80..**



**T-SHIRT CONTRA 59**  
100% cotton

<b>1</b>	<b>2</b>
gray	blue

S-XXXL	S-XXXL
--------	--------

<b>0421 300 45..</b>	<b>0421 300 76..</b>
----------------------	----------------------



**SHIRT LYOCCELL**  
60% cotton, 40% Lyocell

<b>1</b>	<b>2</b>
green	black

S-XXXL	S-XXXL
--------	--------

<b>0421 400 31..</b>	<b>0421 400 35..</b>
----------------------	----------------------



## STIHL RECOMMENDS

You can find more clothing in the STIHL brand shop catalogue.



**SOCKS STRIPES, SET OF THREE**  
STIHL logo on the side of the waistband.  
80% cotton, 18% polyamide, 2% elastane

38-46

**0421 500 10..**



**SOCKS SNEAKER, SET OF THREE**  
STIHL logo on the front below the waistband.  
80% cotton, 18% polyamide, 2% elastane

<b>1</b>	<b>2</b>
black	white

38-46	38-46
-------	-------

<b>0421 500 11..</b>	<b>0421 500 09..</b>
----------------------	----------------------



**SOCKS WORKER**  
STIHL logo on the front below the waistband.  
32% viscose, 18% wool (merino),  
18% polyacrylic, 18% polyamide,  
12% cotton, 2% elastane

38-46

**0421 500 15..**



**CAP LOGO MESH**  
STIHL logo on the front.  
Front: 100% cotton,  
Mesh: 100% polyester

one size

**0421 600 0116**



**CAP CONTRA 59**  
100% cotton

one size

**0421 600 0112**



**BASEBALLCAP LOGO CIRCLE**  
STIHL logo on the front.  
100% cotton

one size

**0420 940 0001**

## MEASUREMENT CHART BRAND SHOP ITEMS

The following page provides an overview of the ordering system regarding sizes and measurement chart for brand shop items.

### MEASUREMENT CHART FOR MEN

SIZE	XS (42 / 44)	S (44 / 46)	M (48 / 50)	L (50 / 52)	XL (54 / 56)	XXL (58)
Chest circumference in cm (KM)	92	96	100	104	108	112
Waist circumference in cm (KM)	96	99	102	105	108	111



### ORDER CORRECTLY:

1. Choose your piece of clothing from the brand shop range.
2. Use the charts to find the right size.
3. Use the corresponding number for the size to complete the part number (..):

**Men:** XS = ..44 / S = ..48 / M = ..52 / L = ..56 / XL = ..60 / XXL = ..64





7

# SERVICESTYSTEM

282 — HOLISTIC APPROACH TO  
CUSTOMER SERVICE

294 — MODULAR DESIGN  
CONCEPT

283 — REPAIRS ACCEPTANCE

284 — WORKSHOP

## HOLISTIC APPROACH TO CUSTOMER SERVICE

»EVERY CHAIN-SAW IS ONLY AS GOOD AS THE SERVICE THAT COMES WITH IT.«

Andreas Stihl, company founder

One of the characteristics that sets STIHL servicing dealers apart from the competition is the on-site service they offer, which includes advice, training and service.

In order to make a lasting positive impression on customers, it is important to take all service areas into account:

- ✓ repairs acceptance (customer car parks/sales area)
- ✓ workshop
- ✓ warehouse area

To facilitate professional, efficient work in the various service areas, the equipment and layout of the facility should be selected in such a way that all customer service processes can be provided without loss of time (time = money!).

- ✓ flow of goods
- ✓ customer/ employee routes
- ✓ ergonomic considerations in the workplace
- ✓ safety considerations

STIHL supports its sales partners with the professional design of their workshops and optimal orientation of service areas towards customer's needs. To this end, we offer a modular design concept.

## REPAIRS ACCEPTANCE



### 1. SIGNAGE

Signs indicating the spaces available for parking and providing information on opening hours, as well as a sign pinpointing the location of the repairs acceptance area, ensure a customer-friendly welcome. STIHL outdoor advertising elements such as a pylon, wall sign or car park signs can be used to this end.

### 2. SALES AREA

#### CUSTOMER WELCOME AND ADVICE

On-site service is one of the most important distinguishing features for STIHL dealers and must therefore also be visible to customers in the sales area. When it comes to the customer service offered by a dealer, the first impression depends in particular on the dealer's availability to welcome and advise the customer as effectively as possible. Accordingly, the following aspects should be prioritized:

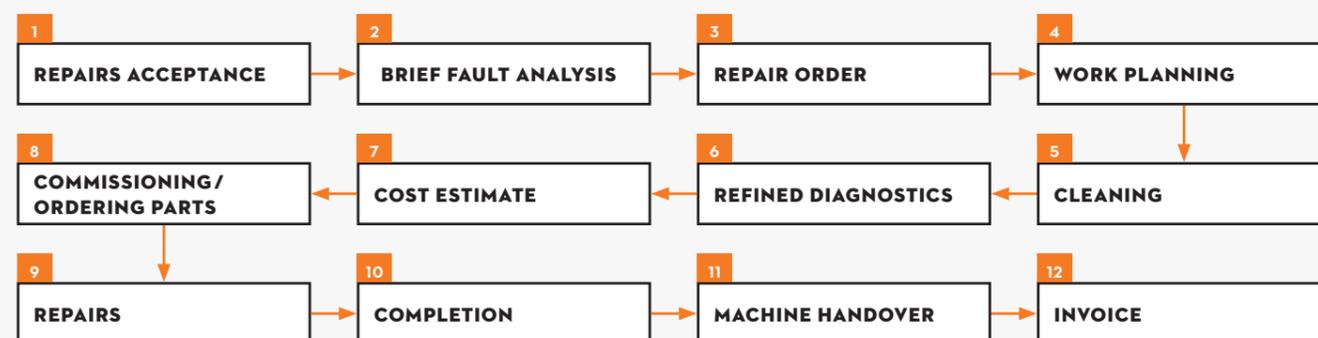
- ✓ attentive customer care
- ✓ expert advice
- ✓ well-kept, uniform employee clothing as a positive advertisement for the dealer

Customer's first contact with the service desk also takes place in the sales area. The way to the service desk should therefore be clear to customers in the sales area. In order to avoid disturbing workshop employees and to eliminate the risk of accidents, customers are not permitted to access the workshop directly. However, it is advisable to plan a space that will be reserved for detailed discussions (e.g. the manager's office or a coffee bar).

#### MACHINE HANDOVER

Machines are handed over in the sales area. Having a separate entrance from the car park to the workshop makes it easier to hand over large machines. Staff should approach the customer in the car park to offer help.

### REPAIRS PROCESS



## WORKSHOP

### PARTLY VISIBLE WORKSHOP

Customers like to see what is happening to their equipment in the service area. Since they cannot be permitted to access the workshop, we recommend incorporating a point that allows a partial view of the workshop (e.g. window, glass door). Such a viewing point gives an impression of transparency and demonstrates professional expertise. The visible section of the workshop should accordingly be kept clean, bright and tidy. This section could be a diagnostics workstation, for example.

The benefits of a visible workshop:

- ✓ makes service something that can be experienced by every customer
- ✓ maintains visual contact with the customer
- ✓ the window allows the sales area to be monitored and makes it possible to observe what is going on

### EQUIPMENT DIAGNOSTICS

In the case of repair work, a brief analysis for the purposes of recording the fault is often necessary before the cost estimate or repair order is completed (no service work should be carried out without a written customer order). The window looking onto the workshop makes it possible to go to the visible section of the workshop for the brief fault analysis. This creates transparency and allows customers to keep their equipment in view.

### SERVICE COUNTER

Orders and cost estimates should ideally be discussed and completed together with the customer at the service counter in the sales area. The service counter should be equipped with a special "machine handover table" to make it easier to show details on the equipment to be repaired.



## STIHL RECOMMENDS

The waiting area is suitable for ...

- ✓ informing customers about sales offers
- ✓ presenting accessories such as chain oil, engine oil, sharpening sets, multi-functional oil or cleaning agent

Service information in this area:

- ✓ current service offers (e.g. winter services)
- ✓ price overview for fixed-price service offers (e.g. chain sharpening, iMOW® winter storage)
- ✓ will overcome any reservations customers may have about stepping inside



It is practical to place the service counter towards the rear of the store so that customers will first pass through the sales area and see the products on offer.

Periods of waiting are common at the service counter (e.g. if a brief fault analysis is being carried out or if the repairs can be completed within a short time). These waiting times must be made as pleasant as possible for customers (coffee machine, trade journals, large screen displaying STIHL promotional videos). Equipment collection and payment should also always take place in the sales area.

### ADDITIONAL PURCHASES

The longer the customer remains in the sales area, the better: this increases the chance of additional purchases. Customer waiting times should therefore be used, for example, to inform customers about the benefits of fixed service appointments, the possibility to extend warranties, technical innovations, accessories for their products or special STIHL sales offers.



## SHORT & SWEET

- ✓ Approach customers attentively and professionally
- ✓ Simplify machine handover by having a separate entrance to the workshop
- ✓ Make service something customers can experience with a partly visible workshop
- ✓ Carry out a brief analysis to record the fault before creating the cost estimate
- ✓ Position the service counter, which functions as a waiting area, towards the rear of the store
- ✓ Use customer waiting times to promote additional purchases





## WORKSHOP EQUIPMENT

### THE WORKSHOP AS A BRAND IMAGE

Workshop equipment is intended to convey a positive brand and product image. A workshop that features up-to-date, modern technology indicates the capabilities of the dealer, as well as a commitment to offering the best possible service. A positive brand image can be achieved using the workshop through:

- ✓ ensuring an area of the workshop is visible
- ✓ taking into account the recommended STIHL colors when designing the workshop
- ✓ appealing pictures and brand imaging (e.g. STIHL ceiling light)

To facilitate professional, efficient work in the various service areas, the equipment and layout of the facility should be selected in such a way that all customer service processes can be provided without loss of time (time = money!).

### ASSEMBLY AREA

The assembly stations are the heart of the workshop. Here, skilful craftsmanship is blended with expert knowledge. Ideally, a modular workbench system is used to fit out the assembly area.

At least two workbenches should be available for repairs:

- ✓ a workstation for battery-powered/ electric products
- ✓ a workstation for gasoline products

Elevating platforms are recommended for assembly stations intended for ground-running machines. Various types of elevating platforms are available. The correct model should be selected depending on how much space is available and which types of products are repaired most often in the workshop.

## STIHL RECOMMENDS

- ✓ sufficient illumination (natural and/or artificial)
- ✓ recommended colors for walls: RAL 7035 or RAL 9006 up to a height of 1,2 m
- ✓ workshop equipment in the ShopSystem colors (RAL 9006 and RAL 7012)
- ✓ easy to clean flooring



Workshop work is often manual work - every manual action costs time and money. Therefore, ergonomic aspects (e.g. short routes and fast access to tools) should be considered when arranging the workstations in the assembly area. A bright workshop, ideally with ample natural light, i.e. workbench positioned beside a window, appears friendlier and makes assembly work easier. To keep the workstations clean and friendly in appearance, we recommend that sufficient storage space (cabinets, shelves) be provided at each workstation for small parts.

### STIHL TOOLS

STIHL has defined the most important tools for its sales partners in order to allow for optimized work.

### SPECIAL TOOLS

STIHL offers a wide range of special tools for equipment repair and maintenance. There are two options for storing these special tools:

- ✓ storage on wall panels
- ✓ storage in foam inserts for drawers (workshop trolley or wall cabinet)

## STIHL RECOMMENDS

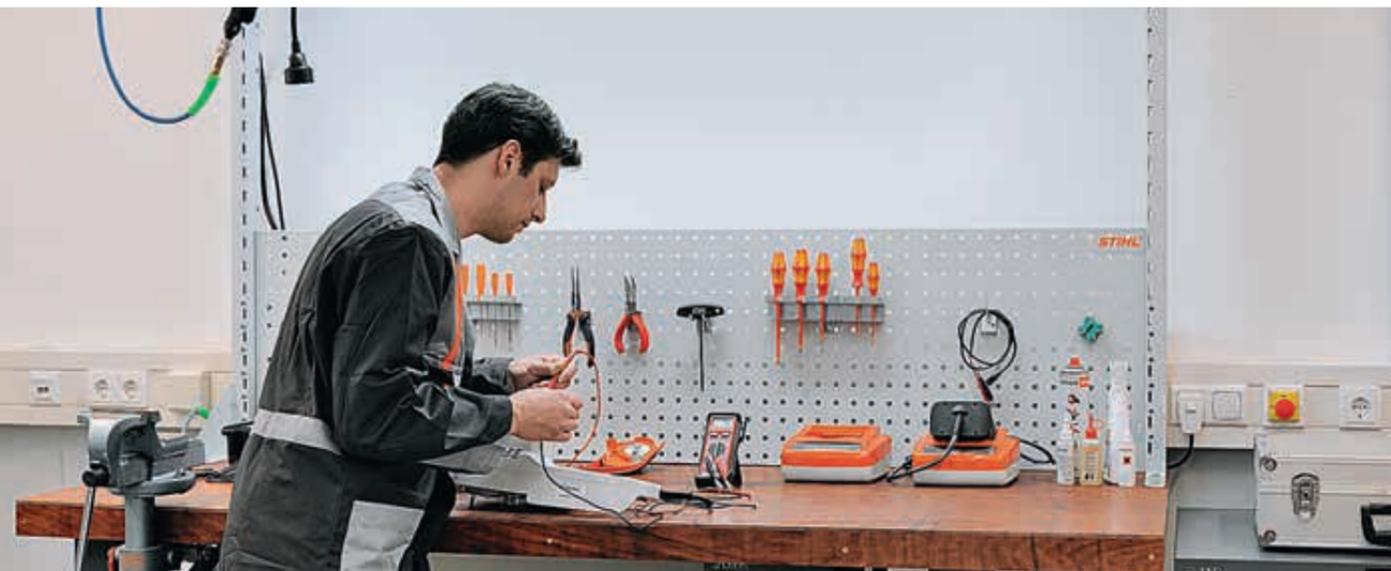
**Major improvements** in the efficiency and the appearance of the workshop can often be achieved through **small changes** such as tidying up, reorganizing and painting.

Eight different panels and drawer inserts are available as practical storage options for the basic set of special tools. The drawer inserts are tailored to the drawer dimensions of the STIHL workshop system (e.g. workshop trolley, wall cabinet) and measure 459 x 612 mm. The various wall panels and foam inserts can be combined freely with one another, since the same tools fit on each storage unit (e.g. on wall panel 3 and drawer insert 3). Thus, for example, some of the tools can be stored on the wall on wall panels 1-3 and the remainder can be stored in drawer inserts 4-8. The wall panels and drawer inserts also include space for new tools.



## STIHL RECOMMENDS

- ✓ foam inserts for workshop trolleys or wall cabinets are a space-saving storage option (e.g. where there is a lack of free wall space) and protect tools against contamination
- ✓ wall panels offer fast access to special tools, but are susceptible to contamination
- ✓ larger testing tools (e.g. electronic testing devices) can be stored in drawers or in a testing tool toolbox



### PROFITABILITY FACTORS

The characteristics and result of professional, well-organized service work are:

- ✓ up-to-date technical documentation = less time spent acquiring information
- ✓ attractive workstation setup = lower staff turnover
- ✓ competitive prices = high acceptance rate
- ✓ high capacity utilisation = good returns
- ✓ further technical training = high level of technical expertise



### SHORT & SWEET

- ✓ convey a positive image through up-to-date, modern workshop technology
- ✓ consider ergonomic aspects: short routes, fast access
- ✓ organize tools and store them on wall panels or in foam inserts



### WORKSTATIONS

#### PC WORKSTATION

Every work process should be prepared in advance and followed up on. This increases the efficiency of the service department and saves time and money. We recommend having a WiFi connection for the entire workshop area and installing at least one PC or laptop.

The dealer uses the PC workstation:

- ✓ to coordinate upcoming tasks
- ✓ to search for/order spare parts
- ✓ to inspect overviews of the current repair orders (e.g. wall panels)
- ✓ to store current repair manuals
- ✓ for diagnostic work (e.g. using the MDG1/ADG1/ADG2)

The PC workstation is needed to organize activities in the workshop (e.g. order processes, the preparation of cost estimates, administration of warranty data). In order to fulfil these tasks, a merchandise management system is required.

Spare parts documentation and the related technical information can also be accessed via the PC workstation.

#### STIHL WORKSTATION FOR GASOLINE

##### PRODUCTS

A modular workbench system should be used for fitting out the workstations intended for gasoline products. This ensures that workstation space can be optimized and that the workstations can be arranged as effectively as possible in ergonomic terms. Such a system includes cabinets, drawers and other storage options for tools and small parts.

Basic setup of a STIHL workstation for gasoline products:

- ✓ work surface: water-, oil- and gasoline-resistant and impervious to mechanical stress. We recommend panelling the workbench using fixed wooden boards.
- ✓ bench vice
- ✓ STIHL assembly stand
- ✓ extraction unit for gasoline fumes (note: gasoline fumes can arise even from a tank that has been emptied!)
- ✓ storage spaces within easy reach of the workstation
- ✓ diagnostic tools for electronic components (e.g. M-Tronic)

**Attention:** When gasoline products are started up, even for a short period, unburned fuel and soot particles escape and contaminate the workstation.



### STIHL WORKSTATION FOR BATTERY-POWERED/ELECTRIC PRODUCTS

A modular workbench system should be used for fitting out the battery-powered/electric equipment workstations. This system offers a wealth of options for storing battery-powered and electric equipment for testing in a space-saving way that protects them against contamination.

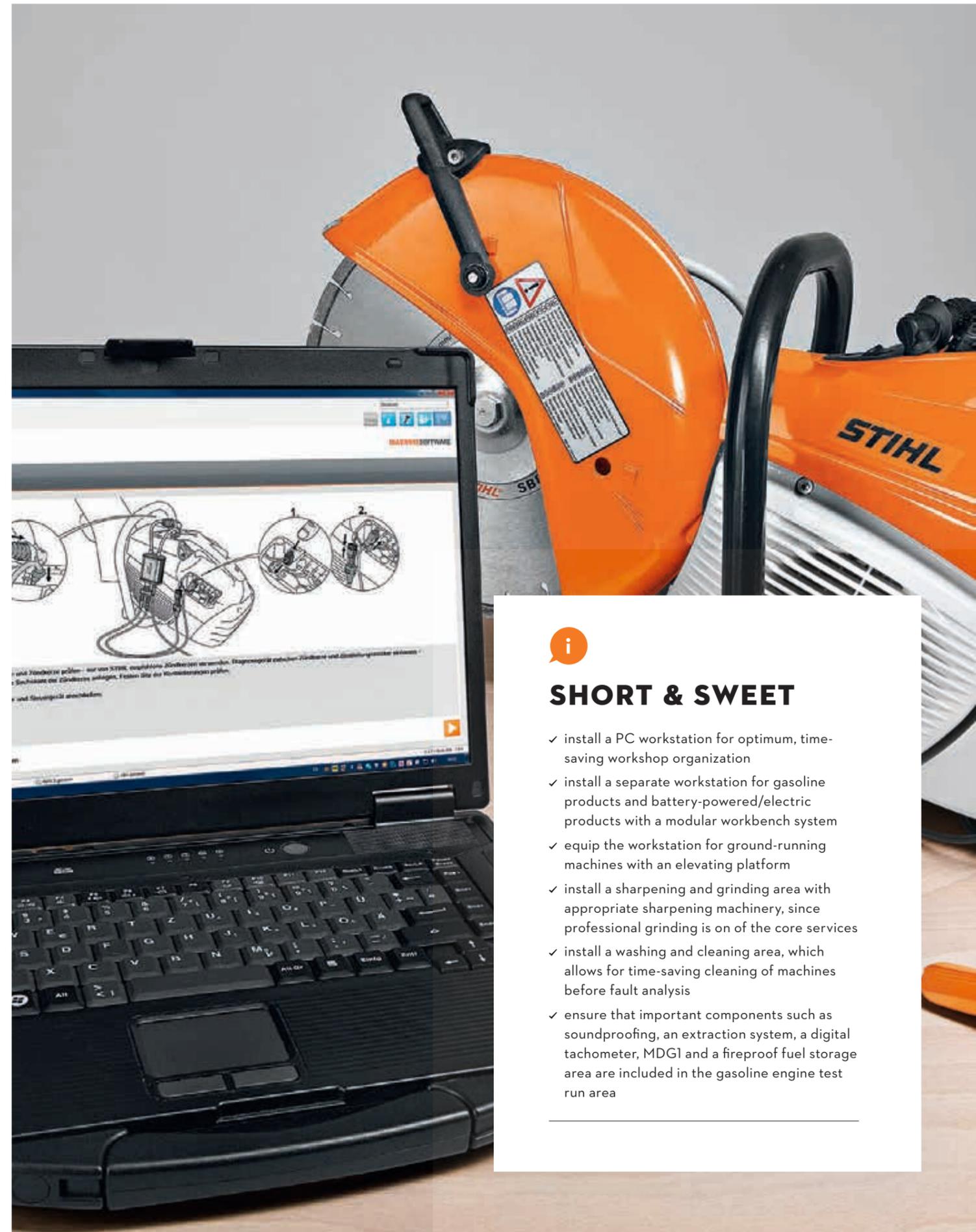
Basic setup of a STIHL workstation for battery-powered/electric products:

- ✓ work surface: The surface must not be conductive, but must be impervious to mechanical stress. We recommend panelling the workbench surface using fixed wooden boards
- ✓ digital multimeter
- ✓ leakage current clamp
- ✓ leakage current meter
- ✓ rubber floor mat
- ✓ overhead power supply
- ✓ diagnostic tools for battery-powered products (Caution: danger of contamination! Storage facilities (e.g. shelves, cabinets, cases) should therefore be provided for battery-powered and electric products for testing)



### STIHL RECOMMENDS

- ✓ batteries are **hazardous materials** and must therefore be stored using special methods (please refer to the specific regulations in your country)
- ✓ **cleanliness** is crucial at the workstation (e.g. danger of contamination if battery-powered and electric equipment for testing is stored at the gasoline workstation)
- ✓ since sparks may arise at the battery-powered and electric product workstation, no fuels and lubricants may be used there (**risk of fire!**)



### SHORT & SWEET

- ✓ install a PC workstation for optimum, time-saving workshop organization
- ✓ install a separate workstation for gasoline products and battery-powered/electric products with a modular workbench system
- ✓ equip the workstation for ground-running machines with an elevating platform
- ✓ install a sharpening and grinding area with appropriate sharpening machinery, since professional grinding is one of the core services
- ✓ install a washing and cleaning area, which allows for time-saving cleaning of machines before fault analysis
- ✓ ensure that important components such as soundproofing, an extraction system, a digital tachometer, MDG1 and a fireproof fuel storage area are included in the gasoline engine test run area



## WORKSHOP STORAGE

When planning the warehouse, it is important to distinguish between fixed-bin storage and chaotic storage.

The advantages of chaotic storage lie in the greater utilisation of warehouse capacity, as space that becomes free is immediately filled with other items. A merchandise management system is required for this approach to warehousing.

Fixed-bin storage reserves spaces for particular items and designates these as full to the maximum level, even if the stock decreases to 0. This means that, on average, a capacity of at least 20% is left unused. Unlike chaotic storage, fixed-bin storage requires minimal technical and organizational outlay when it comes to installation.

### SPARE PARTS

Spare parts should be stored directly beside the assembly areas as well as the retail space. Fast access to these parts saves time and money. Alternatively, an additional manual store containing the most important small parts (screws, nuts, washers, springs, sealing rings, electrical parts, etc.) can be positioned beside the workbenches to offer merchandise direct access. Workshop resources (oil, lubricating grease, sealant, adhesive, etc.) can also be stored here.

### MACHINES TO BE REPAIRED

Machines to be repaired should be stored near the assembly areas and the service counter.

## WAREHOUSING

### NEW MACHINES

New machines should ideally be stored on wide, deep, heavy-duty shelves so that, for example, brushcutters that are still in their packaging can be stored here.

### FUELS AND LUBRICANTS/ HAZARDOUS MATERIALS

Fuels and lubricants for sale must be stored in line with the applicable safety requirements:

- ✓ ensure that water conservation requirements are observed - risk posed by leaking canisters (e.g. provide collection trays)
- ✓ respect fire safety regulations

There are two options for storing fuels and lubricants or hazardous materials:

- ✓ in a special hazardous materials container (fireproof and with collection trays) outside of the business premises. Ventilation takes place through the container directly into the open air.
- ✓ in the building. Since this storage option requires an extraction system and fireproof walls and doors, it is generally the more expensive option.

## SERVICE FOR BATTERY PRODUCTS

Battery-powered products are not only an interesting option from a sales perspective. Creative customer solutions can also increase workshop utilisation when it comes to service. These paid services are valued and appreciated by customers. The colder seasons are an especially suitable time for offering an extensive range of services for lawn mowers and robotic mowers.

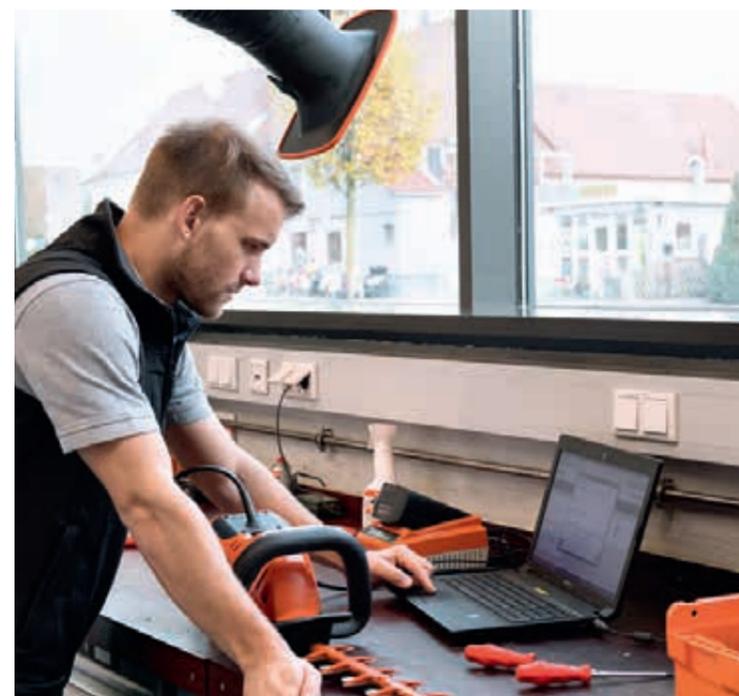
Robotic mowers are particularly attractive in economic terms when it comes to servicing opportunities. Software updates, winter storage with reinstallation in the spring, and repair and maintenance work represent regular, recurring annual income. Installation work directly in the customer's garden presents the opportunity to gain an overview of other possible applications. This makes it possible to offer a highly individualized response to every customer's requirements, and to generate additional revenue.

Offering a comprehensive service is also profitable for other battery-powered products. For example, wear parts (e.g. blades, chains, cutting tools) on these products constantly need to be maintained or replaced.



## STIHL RECOMMENDS

Fast access to the spare parts warehouse and to the machines that have to be repaired should be guaranteed to ensure economically efficient work.



## STIHL RECOMMENDS

- ✓ inspection days for battery-powered products, especially during the winter months.



## STIHL WORKSTATION FOR GASOLINE PRODUCTS

Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Workbench basic module</b>	-	200 x 80 x 80-100 cm	200 x 200 cm (area: 4 square meters)	
<b>Compressed air/ power supply</b>	-	200 x 10 x 15 cm x 200 cm	-	
<b>Assembly stand</b>	5910 890 3101	-	-	
<b>Battery-powered screwdriver</b>	-	85 x 200 cm	-	
Recommended additional equipment				
<b>Bench vice</b>	-	height-adjustable, jaw width 100 mm	-	
<b>Suction arm</b>	-	standard	-	
<b>Blow-off gun</b>	-	standard, hose length 5 m	-	
<b>Workshop press</b>	-	standard, stroke length 400 mm	-	
<b>Hot air blower</b>	-	standard	-	
<b>Crankcase calorimeter</b>	-	standard	-	
<b>Anti-fatigue mat</b>	-	standard	as required	

## STIHL WORKSTATION FOR BATTERY-POWERED/ ELECTRIC PRODUCTS

Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Workbench Basic module</b>	-	200 x 80 x 80-100 cm	200 x 200 cm (area: 4 square meters)	
<b>Compressed air/ power supply</b>	-	200 x 10 x 15 cm	-	
<b>Battery-powered screwdriver</b>	-	standard	-	
<b>Digital multimeter</b>	-	alternating/ direct current up to 1.000 V; up to 20 MΩ	-	
<b>Safety tester (VDE test unit)</b>	-	engines up to 4 kW	-	
<b>Battery diagnostic unit</b>	0463 595 5134	-	-	
<b>Leakage current clamp</b>	-	standard, 30 to 300 mA	-	
<b>Antistatic mat</b>	-	standard	as required	
Recommended additional equipment				
<b>Vice</b>	-	height-adjustable, jaw width 100 mm	-	
<b>Storage case for electric test device</b>	-	standard	-	
<b>Laptop bracket</b>	-	standard	-	

## STIHL WORKSTATION FOR GROUND-RUNNING MACHINES

Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Special tools for ground-running machines</b>	-	-	-	
<b>Wall panels for special tools</b>	6990 007 1000	50 x 50 cm	-	
<b>Scissors lift for lawn mowers (portable, no passage)</b>	-	platform 100 x 60 cm Load capacity: 200 kg	300 x 300 cm (area: 9 square meters)	
Recommended additional equipment				
<b>Anti-fatigue mat</b>	-	standard (gasoline- and oil-resistant, antistatic)	as required	
<b>Scissors lift for ride-on mowers (stationary, no passage)</b>	-	platform at least 200 x 130 cm; load capacity: 500 kg	350 x 400 cm (area: 14 square meters)	
<b>Scissors lift for ride-on mowers (stationary, with passage)</b>	-	platform at least 200 x 130 cm; load capacity: 500 kg	350 x 400 cm (area: 14 square meters)	
<b>Ride-on lawn mower column lift</b>	-	platform at least 200 x 130 cm; load capacity: 500 kg	350 x 400 cm (area: 14 square meters)	

## SHARPENING AND GRINDING AREA

Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Workbench basic module</b>	-	200 x 80 x 80-100 cm	200 x 200 cm (area: 4 square meters)	
<b>Universal sharpening unit</b>	5203 200 0008	-	100 x 200 cm (area: 2 square meters)	
<b>USG extraction system</b>	-	customized production	-	
<b>NG 4 rivet spinner</b>	5805 012 7500	-	-	
<b>Hearing protection</b>	0000 884 0539	-	-	
<b>Blade balancer</b>	5910 850 2600	-	-	
<b>Safety glasses</b>	0000 884 0307	-	-	
<b>Bench grinder</b>	-	standard, fine-grained	-	
Recommended additional equipment				
<b>Vice</b>	-	height-adjustable, jaw width 100 mm	-	
<b>Saw chain sharpener</b>	-	65 x 65 x 200 cm	100 x 200 cm (area: 2 square meters)	
<b>Chain link deburring tool</b>	-	24.5 x 24.5 x 21 cm	-	
<b>NG 5 rivet spinner</b>	5805 012 7510	-	-	
<b>Rivet spinner/ chain breaker</b>	5805 012 7520	-	-	
<b>Belt grinder (standard)</b>	-	standard, hose length 500 mm	100 x 100 cm (area: 1 square meters)	
<b>Belt grinder (machine)</b>	-	55 x 63 x 150 cm	100 x 150 cm (area: 1.5 square meters)	
<b>Anti-fatigue mat</b>	-	standard	as required	

WASHING AREA				
Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Brush washer</b>	-	74 x 54 x 100 cm	100 x 150 cm (area: 1.5 square meters)	
<b>Safety glasses</b>	0000 884 0307	-	-	
Recommended additional equipment				
<b>Ultrasonic cleaner</b>	-	volume 4 - 9 liters	-	
<b>Hot parts washing machines</b>	-	115 x 105 x 120 cm / basket min. Ø 80 cm	120 x 200 cm (area: 2.4 square meters)	
<b>Compressed air cleanin cabinet</b>	-	76 x 55 x 168 cm	100 x 150 cm (area: 1.5 square meters)	
<b>Wetroom mat</b>	-	standard	as required	

TEST RUN AREA				
Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Workbench basic module</b>	-	200 x 80 x 80-100 cm	200 x 200 cm (area: 4 square meters)	
<b>Suction arm</b>	-	standard	-	
<b>Digital tachometer</b>	5910 850 1100	-	-	
<b>Hearing protection</b>	0000 884 0532	-	-	
<b>Fire extinguisher</b>	-	standard	-	
Recommended additional equipment				
<b>Stationary test bench</b>	-	grid height: 80 cm 120 x 85 x 160 cm	200 x 300 cm (area: 6 square meters)	
<b>Engine diagnostics station (simple)</b>	-	standard laptop	-	
<b>MDG1</b>	5910 840 0210	-	-	
<b>Engine diagnostics station (special)</b>	-	standard	100 x 200 cm (area: 2 square meters)	
<b>Soundproofing</b>	-	standard	-	
<b>Soundproof cabin</b>	-	300 x 300 x 240 cm	300 x 300 cm (area: 9 square meters)	
<b>Vacuum tanker</b>	-	standard	-	
<b>Test run fuel cabinet (internal)</b>	-	60 x 120 cm	100 x 200 cm (area: 2 square meters)	

HIGH-PRESSURE CLEANER TESTING AREA				
Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Workbench basic module</b>	-	200 x 80 x 80-100 cm	200 x 200 cm (area: 4 square meters)	
<b>Waste pipe test sprayer holder</b>	-	consider discharge in building technology	100 x 100 cm (area: 1 square meters)	

WORKSHOP STORAGE				
Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Shelving for storing machines awaiting repair</b>	-	100 x 80 x 200 cm	100 x 200 cm (area: 2 square meters)	
<b>Spare parts storage shelf</b>	-	100 x 40 x 200 cm	100 x 200 cm (area: 2 square meters)	
Recommended additional equipment				
<b>Box for dissembled machines (machines awaiting repair)</b>	-	60 x 40 x 42 cm	-	
<b>Assembly trolley</b>	-	105 x 70 cm	-	
<b>Equipment labelling</b>	-	standard	-	
<b>PC workstation for merchandise management system</b>	-	supplier standard (e.g. 160 x 80 cm)	ca. 200 x 200 cm (area: 4 square meters)	
<b>Spare parts box</b>	-	different sizes	-	

WAREHOUSING				
Module	Part number	Minimum dimensions	Floor/ plan area <sup>Ⓞ</sup>	Personal notes
Basic equipment				
<b>Hazardous materials shelf (internal)</b>	-	200 x 80 x 80-100 cm	200 x 200 cm (area: 4 square meters)	
<b>Hazardous materials container (external)</b>	-	150 x 150 cm	200 x 200 cm (area: 4 square meters)	

Ⓞ dimensions incl. passage and movement areas



## PLANNING AIDS

### STIHL WORKSHOP: TOTAL 30 QM

- ✓ **Assembly area:** min. 15 square meters (for 2 x STIHL workstations / workbenches incl. tools in trolley / cabinet)
- ✓ **Sharpening:** min. 4 square meters (for 1 x sharpening area and storage area)
- ✓ **Cleaning area:** min. 2 square meters (1 x cleaning machine)
- ✓ **Testing area:** min. 9 square meters (for 1 x test bench / 1 x soundproof cabin)

### STIHL WORKSHOP STORAGE

- ✓ **Spare parts storage:** Min. 8 square meters (for 4 x spare parts shelves)
- ✓ **Storage for machines awaiting repair:** Min. 8 square meters, (for 4 x shelves for machines awaiting repair)

### SAMPLE FLOOR PLAN VIEWS: PLANNING AIDS FOR EXISTING DEALERS AND NEW BUILDINGS

The minimum spatial requirement for a STIHL workshop was calculated considering the basic equipment. The spatial requirements for the fixtures are derived from the equipment lists based on the floor/plan area information. When calculating the minimum required space, it is not only the areas of the individual fixtures that are important. The minimum number of each item needed must also be determined. The minimum required space is calculated below for the example of a dealer with a wide range of STIHL tools.

**Note:** space specifications are difficult to standardize. The information presented below is intended to act purely as an aid for estimating the spatial requirements of a workshop.

FLOOR PLAN: STIHL DEALER		
<b>1</b>	<b>Sales area:</b>	<b>= 150 sqm</b>
<b>2</b>	<b>Workshop areas:</b>	<b>= 95 sqm</b>
	Assembly area	= 40 sqm
	Test run cabin	= 9 sqm
	Cleaning area/sharpening area	= 12 sqm
	External washing area	= 4 sqm
	Service warehouse I (spare parts/machines awaiting repair)	= 15 sqm
	Service warehouse II (large machines)	= 15 sqm
<b>3</b>	<b>Storage area (warehouse):</b>	<b>= 43 sqm</b>
	Warehouse/new machines	= 40 sqm
	Hazardous materials	= 3 sqm
<b>Total:</b>		<b>= 288 sqm</b>



FLOOR PLAN: STIHL DEALER

