

Display production and plastics engineering





Display stand "Sale": Coloured acrylic shop window decoration



Display stand "Wood Decor": High-quality price display in an acrylic/wood decor combination



Display stand "Light Cube": Highlight display stand with LED lighting to display top articles

Individuality in serial production: Plastic products made by Geck®

With many years of PoS expertise, Geck is the ideal partner for the production of high-quality displays and PoS plastic products. Off the shelf or custom-made. With a great deal of expert knowledge and competent advice.

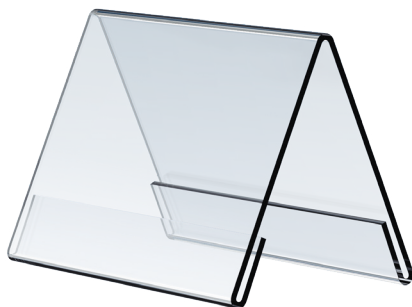
Technology meets storytelling in the modern retail world. In times of experiential shopping, a strong stimulus is required to achieve the desired sales figures. In the short term and in a large market. A challenge.

The Geck team of consultants, technicians and creative staff knows all the ins and outs of the point of sale and its duties. It is often the details that are the most challenging. Geck knows virtually all the tricks of the trade from the high-quality display of merchandise and the highlighting of specific product features up to uncompromising sales solutions. You know your market best, but you will always benefit from the many years of experience gained by Geck throughout different industries. In particular, also in plastics engineering.

From individual advice to competitive unit costs right up to sophisticated logistics solutions: Geck has grown with the retail industry and has successfully faced many challenges in the course of time. This is exactly why you will always get that much more from us.



"Innovative, high-performing and always close to the customer. You can always rely on the Geck Team!"
Oliver Görlich, Managing Director



First class design: Makes your sales look good

Geck offers a well-diversified portfolio of competence for all plastic requirements at the point of sale. An all-round package. Displays provide a precise emotional purchasing stimulus. As hidden champions, functional plastics products ensure an enjoyable shopping experience. From the discounter to the specialist retailer: The point of sale is strategically optimised and perfectly styled.

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Design is more than just show. Form follows function. In this respect, 'first class design' from Geck stands for a comprehensive, cost-optimal combination of visual stimulus and successful technical implementation. Geck is a leading address for the retail and consumer goods industry with regard to accurate advice, the design and production of emotional presentation display stands, effective sales display stands and functional plastic products for the point of sale. This brochure provides an initial overview of the "All-round package" offered by Geck with fascinating details on materials and parameters, production technologies and special solutions.

From standard to custom-made

In addition to the purely technical features, Geck also has a reliable and broad portfolio of existing display stands and plastic products. They include on the one hand cost-effective standard products and on the other hand also a number of custom-made products for well-known brands.

Discretion is guaranteed. Display stand construction is a very special discipline with many challenges and complex parameters. The optimal solution for your individual requirements will be found by the technicians and consultants at Geck with their high level of creativity, considerable expertise and the highest precision in plastic and metal processing.

Advice, visualisation, prototype

Together we will define your requirements at the start of the project and your Geck consultant will point out the initial steps showing you which of the various options and materials could lead to your desired product. Shortly after, you will easily be able to assess the effect your product will have at the specific location and how it will function by using digital visualisation or a prototype. The production can start once the function-cost-quality triangle has been finalised.

State-of-the-art manufacturing technologies and high-tech solutions are used to produce your products in series. They include CNC milling and laser cutting processes amongst others. Additional professional services also await you in logistics and billing. It will quickly be evident that all the expertise at Geck will not only ensure that your products look good but also your sales figures.

Expertise in plastic: Material and Formatting

For the technical implementation, it is essential to choose plastics that have the required properties for the tasks in hand. The Geck technicians focus in particular on the interactions between materials, construction and processing, while keeping the environment in mind. Semi-finished plastic products are formatted and processed to form components. The most important materials and processes at a glance.

Rigid PVC films

- white (matt or glossy)
- transparent (antiglare or glossy)
- UV-stabilised quality available
- in thicknesses of 0.15 mm to 1 mm

PET films and sheets

- transparent (antiglare or glossy)
- UV-stabilised quality available
- in thicknesses of 0.5 mm to 10 mm

Acrylic sheets

- transparent, translucent or coloured
- with glossy or satin finish
- as extruded or cast acrylic
- in thicknesses of 1.5 mm to 20 mm

PVC foam sheets

- in different standard colours
- in thicknesses of 2 mm to 10 mm

Polystyrene sheets

- in standard and special colours
- with glossy or matt finish
- in thicknesses of 0.5 mm to 5 mm

Polycarbonate sheets

- transparent
- with glossy finish
- UV-stabilised quality available
- in thicknesses of 1 mm to 12 mm

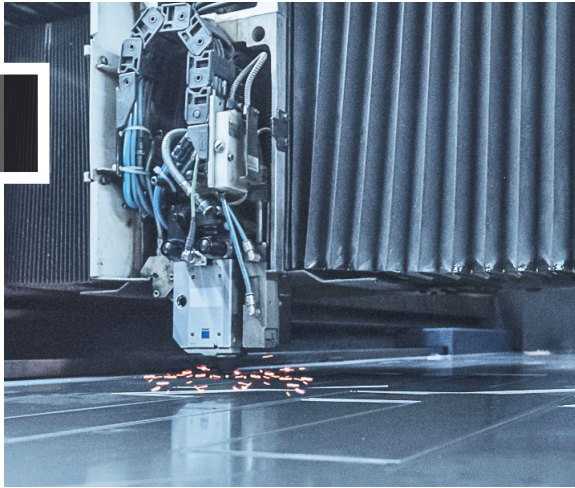
Aluminium composite sheets

- in different standard colours
- with glossy, matt or other effect finishes
- in thicknesses of 2 mm to 6 mm

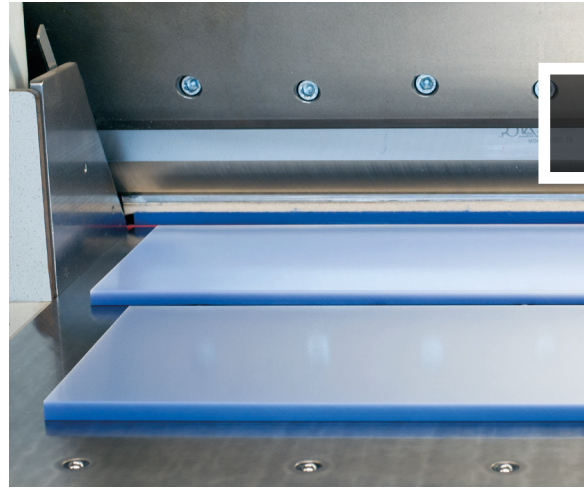
Wood decor panels

- Plain-coloured decors in many standard colours
- Wood decors in different colours and grains

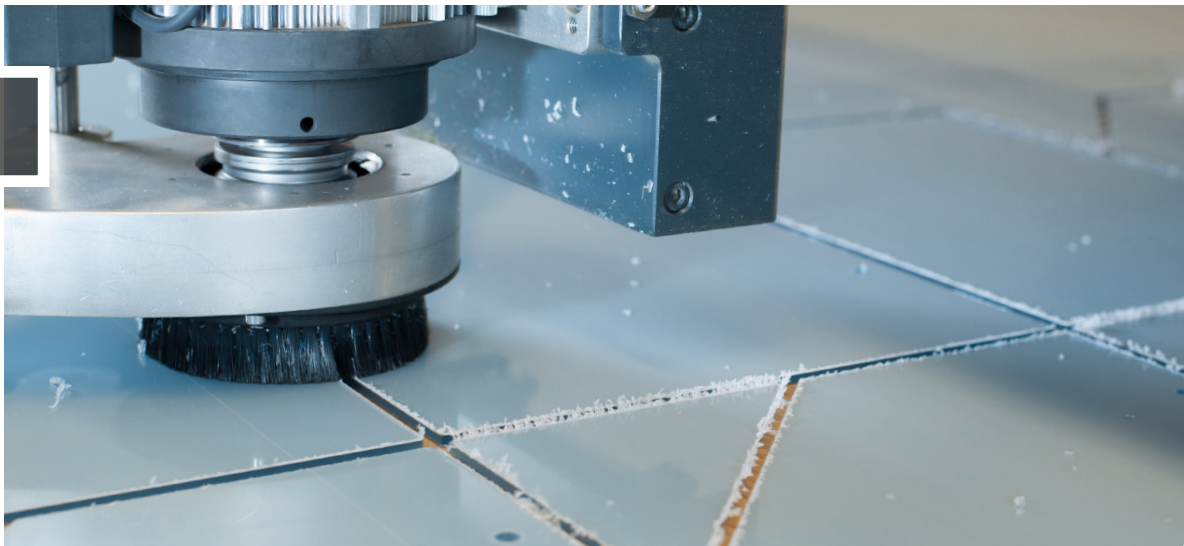




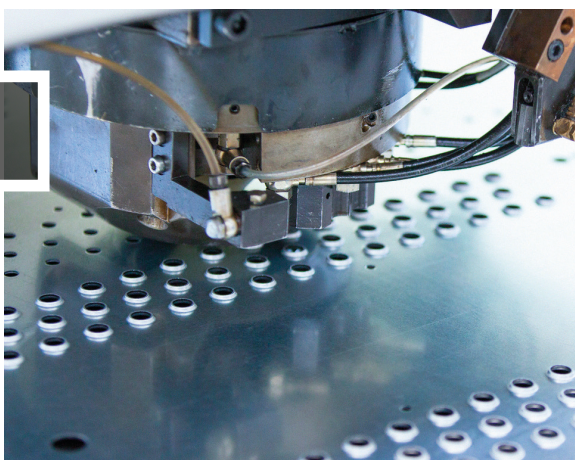
Laser cutting: Accurate cutting of acrylic with an individual internal and external contour. The most intricate details and highly transparent cutting edges are feasible.



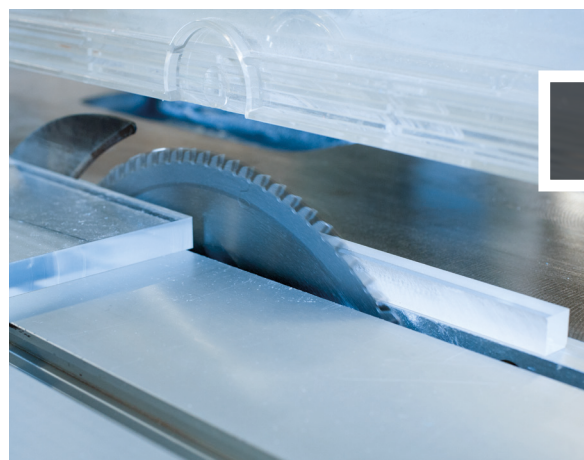
Face cutting: Formatting plastic films in batches on a cutting machine. This technology permits maximum precision in cutting straight, right-angled edges.



CNC milling: Accurate cutting of aluminium composite sheets, wood panels and plastic sheets into single components with an individual external contour in free-form technology. It is also possible to mill internal contours.



Punching: Individual shapes and hole patterns can be realised efficiently by means of precisely machined punching of contours.

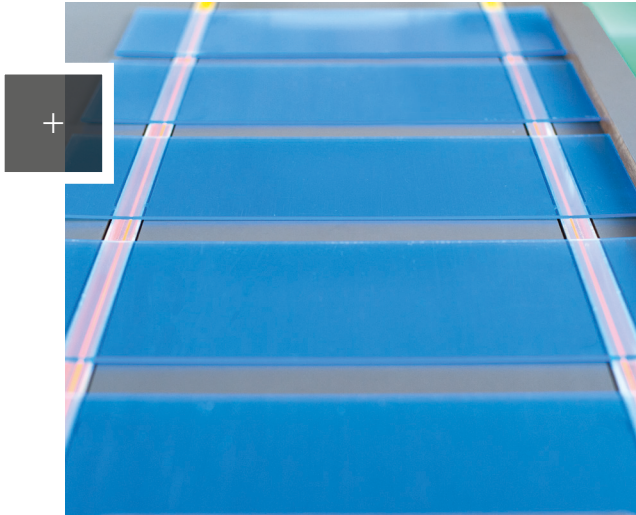


Sawing: Aluminium and plastic sheets, profiles and tubes are cut to the millimetre in straight sections or with an exact mitre cut.

Draw attention with transparency: Acrylic and PVC films

Plastics such as acrylic and PVC films often provide inspiration for innovative designs. In addition, they are extremely versatile due to their high-quality properties. The advantages of these materials in the production of decorative and functional PoS elements are their UV stability, good formability, crystal-clear optic characteristics and a wide range of colours and finishes.

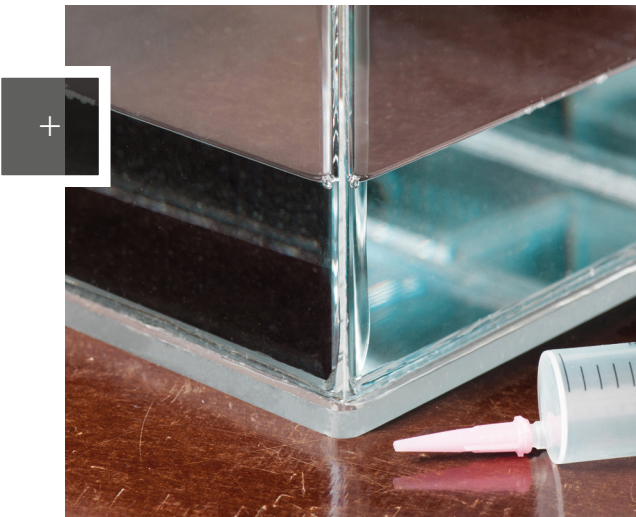




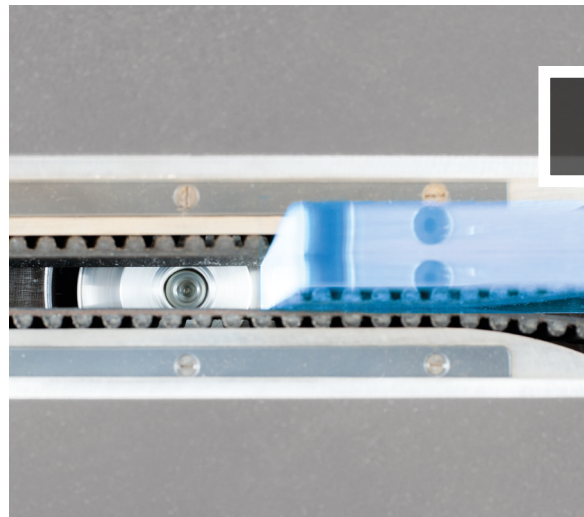
Bending of plastic films and sheets due to precise spot heating



Quick, highly automated bending of products in large quantities



Permanent and waterproof bonding of acrylic with suitable high-performance adhesives



Professional edge processing of acrylic with a perfect finish due to milling and polishing

Whether it is for one display stand or to equip new shelf stoppers throughout the stores: The experts at Geck manufacture PoS products from transparent plastics such as acrylic, PET or PVC in small, medium and large series. Even the usage with metals can easily be combined based on Geck-competence. The corresponding materials are implemented specifically based on their different properties. Once the project has been finally approved, Geck scores with a large stock of semi-finished products and together with flexible working time models, Geck is then in a position to react to almost every challenge quickly. Fresh ideas thus become reality very fast.

Alongside custom-made products, the Geck standard range of products includes:

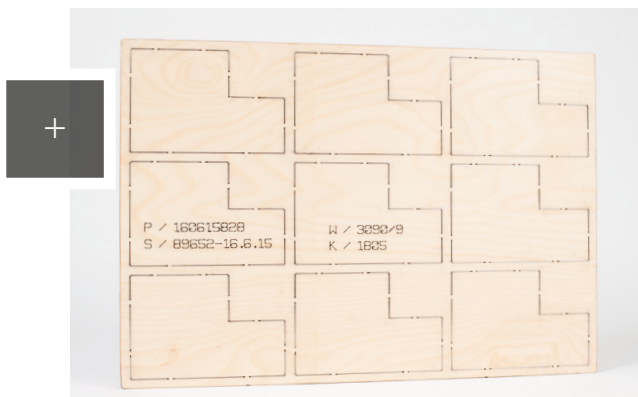
- Presentation and sales display stands
- Showcard stands (made from acrylic and PVC)
- Brochure dispensers
- Showcard pockets
- Shelf stoppers
- Price display stands

Experts for good impression: Geck[®] prepress service

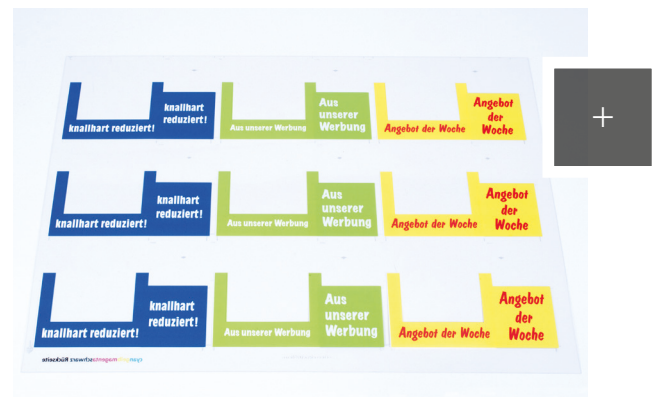
From the precise implementation of individual design specifications up to the creative design of your PoS products, Geck also provides a precise and comprehensive added-value prepress service. Always keeping an eye on your objectives and requirements.

First of all your templates and printing files are checked thoroughly when transferring the data. Subsequently, specialists will prepare your designs for printing using the most actual software technologies. The layout of the cuts, the specific characteristics for the interaction of the different spot and process colours as well as many other technical parameters are coordinated to ensure an optimal printing quality. Within a very short time, Geck will present the print-ready result for final approval.

In addition, the next steps of the production process are already under preparation, such as defining contours for CNC milling, laser cutting or punching. Subsequently, the exact process sequences are programmed and the moulds are manufactured. Various printing processes and processing steps require different demands on the print data. Be assured, you can rely on Geck's expertise and attention.



Punching tool with steel rule cutting technology for multiple cuts of shelf stoppers with side flags.



Corresponding printed sheet with nine shelf stoppers printed on PVC film with UV digital printing.

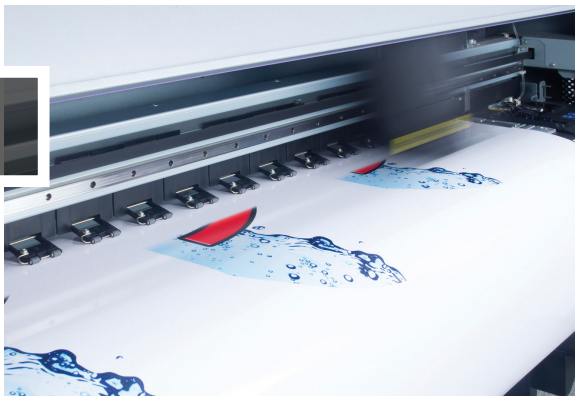


Precision on the spot: The perfect printing process

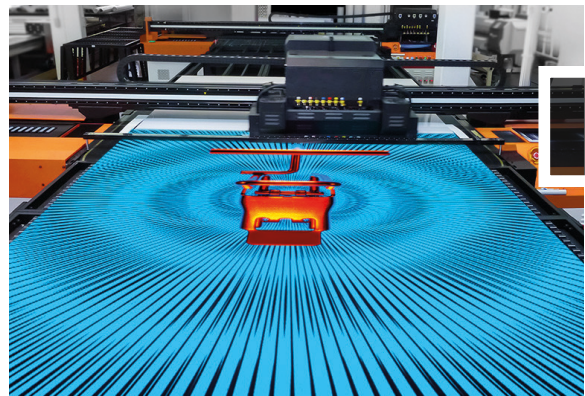
Plastic film or solid acrylic sheets: Every printing substrate has special requirements to the printing process. In addition, parameters such as the number of copies, unit costs, life-cycle, resolution and colour quality are a decisive factor in choosing the ideal printing technology.

Geck offers a variety of printing processes for display stands and PoS solutions. Whether digital printing on films, direct-to-board printing on rigid materials, screen printing with its extensive choice of colours or UV offset printing as an economic printing process for high volumes—the technicians and specialists at Geck know the ideal process to meet your exact printing requirements.

Acrylic display stands, ceiling banners, shelf labelling and even metal surfaces can be imprinted with your advertising slogan. The Geck team advises and supports you in choosing the correct materials and the appropriate printing process. For the precise implementation of your special requirements and an all-round convincing overall result.



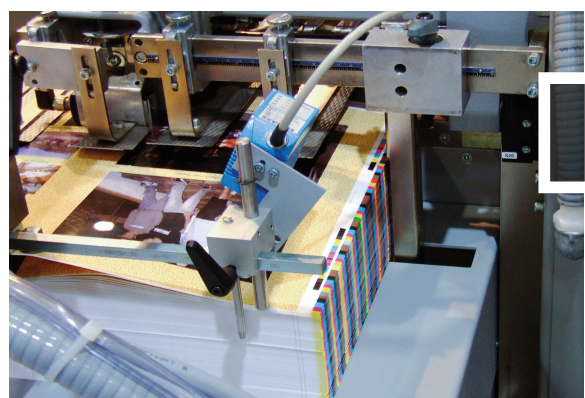
Digital printing on flexible materials such as for instance self-adhesive films up to a width of 1600 mm



Direct-to-board printing on rigid materials up to a thickness of 40 mm



Screen printing for a particularly brilliant colour reproduction and long durability



Offset printing as an economic print process for high-resolution results and high print volumes

Fitting perfectly: Injection moulding from Geck®

Plastic injection moulding has a long tradition at Geck. Alongside the familiar components for shopping and platform trolleys, showcard frame system components and elements to display prices, complex products are produced with precision in the state-of-the-art injection moulding facility for a wide range of applications.



A glance in an opened injection mould with showcard frames and removal device

Different thermoplastics are processed in the injection moulding production. Mainly ABS, PC, PE, POM, PP or PVC are used. The final product gets the required colour with the precise dosing of masterbatches. Depending on the material and the product, cold runner moulds (with sprue) or hot runner moulds (without sprue) are used. Technical products are manufactured with an extremely high stability and the lowest possible weight using the gas injection process.

Depending on the size, dimensions and planned lot sizes, moulds with various number of cavities are used. An efficient outcome is only achieved based on a high reproducibility together with the shortest possible production time. The finished parts are removed from the mould by means of computer-controlled robots, which set the products down accurately into the transport trays or sales packaging provided. These precisely timed processes are a strong basis for production reliability, speed and efficiency. An integral approach is also used for the injection moulding production at Geck to guarantee the best possible result. Everything is made and finished in house by Geck: Consulting and design, construction and 3D prototype production, tool and mould making as well as the subsequent serial production.



Clear and precise pricing: Extruded plastic profiles

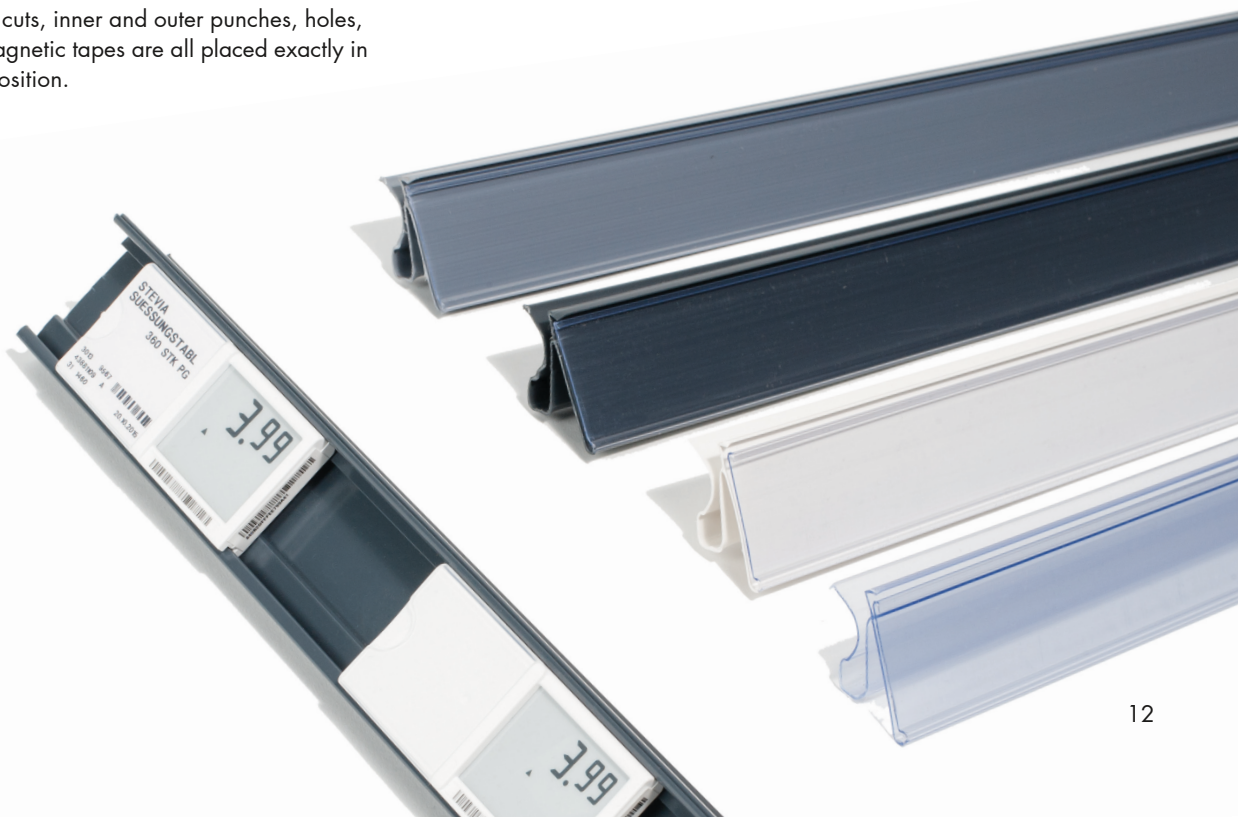
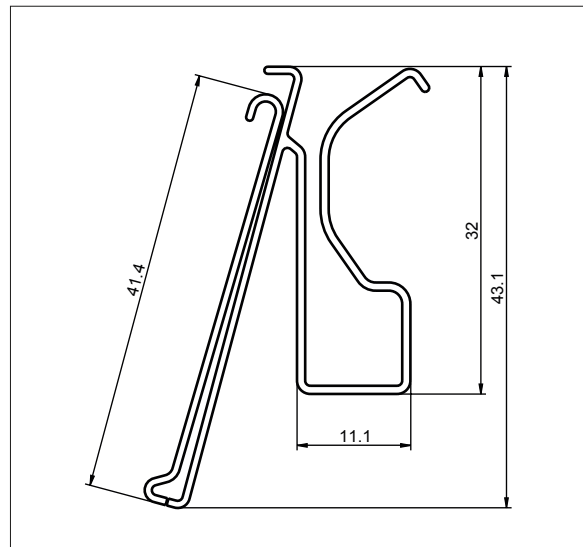
The profile specialists at Geck stand for high-quality and accurately fitting extruded products with a constant cross-section. For shelf arrangements and decoration, for price displays and display construction. From the standard profile up to the solution specially developed to fit your requirements.

The extensive product range for extruded plastic profiles – mainly manufactured from UV-stable rigid PVC – allows Geck to fit almost all of today's shelf systems, wire baskets, peg metal hooks and display fittings.

Regardless whether you decide to choose a conventional display with paper labels or the cutting-edge ESL technology: The Geck sales team will give you advice on site and will develop your profile solution from the technical specifications to the 3D print prototype up to the final serial production and production release.

In addition to the standard production processes, the combination of different colours and/or materials is made possible by co-extrusion and tri-extrusion, for example for two-colour scanning profiles (back panel in colour based on customer specifications and transparent front panel) or for spring-loaded shelf stoppers with soft hinge function.

The final product is completed while it is on the assembly line in accordance with your individual specifications: Printing of product and manufacturer information, length or mitre cuts, inner and outer punches, holes, adhesive or magnetic tapes are all placed exactly in the specified position.

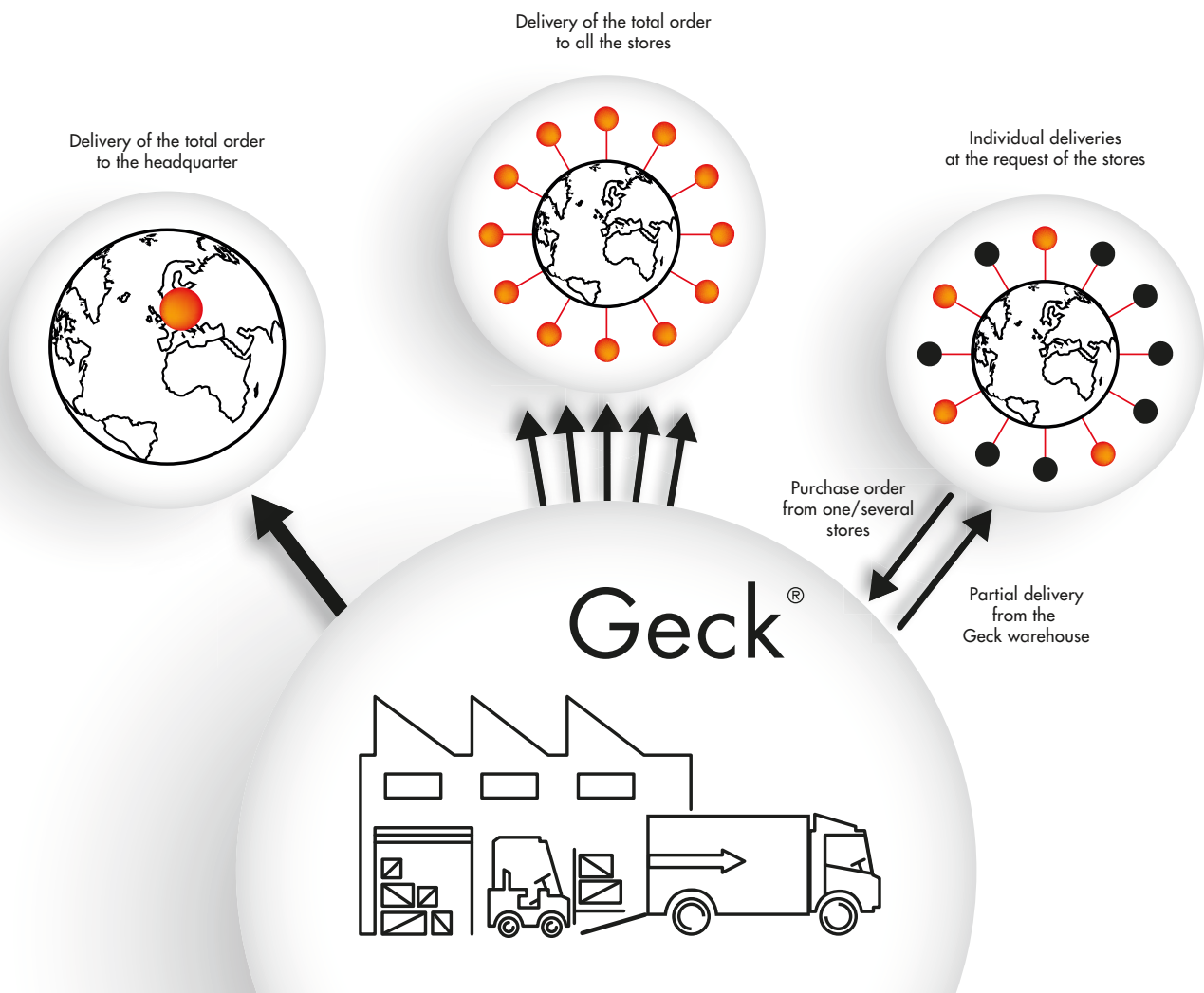


Professional rollout: Logistics solutions from Geck®

Short rollout phases are a very significant competitive advantage. For new stimulus in existing markets and for a quick expansion of the store network. Geck provides you with established logistics solutions with maximum flexibility that are completely geared to your needs, structures and processes.

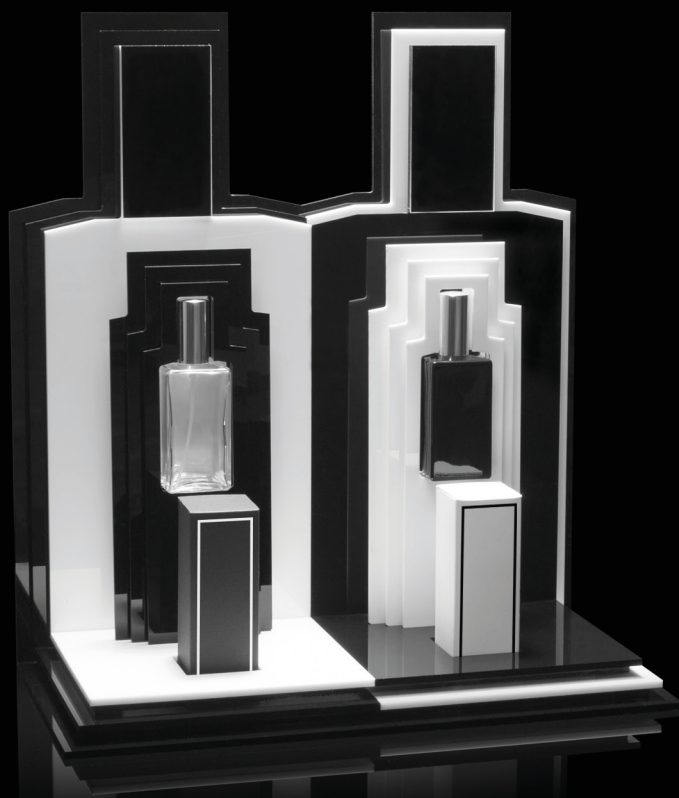
In increasingly volatile markets, the players involved must provide new stimulus more and more frequently. For new sales promotion campaigns and also to strategically optimise the display of merchandise. A short rollout phase and a straightforward buffer storage is clearly an advantage. It is an open secret: In this respect too, Geck is ideally positioned. A storage capacity of up to ten thousand euro pallets and an automated central

warehouse situated directly adjacent to the motorway allow us to play to our strengths when it comes to professionally supporting the customers to achieve their market objectives and sales targets. Regardless whether a stored product has to arrive at its point of use within 24 hours or the task is to equip many stores with new fittings at short notice: Geck places great emphasis on individuality. Even on the street.





Display stand "Headphone":
POS display stand for headphones
in many fashionable colours



Display stand "Black&White": Acrylic presentation
display stand for cosmetics with high-gloss finish



Display stand "Glasses": Design presentation
display stand for high-quality glasses frames

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