



ROCK EAGLE
STORE FIXTURES

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Rock Eagle Store Fixtures at The Dealer Expo '07

Indianapolis, IN, February 2007: For the second year in a row, Rock Eagle's GrooveTube System had an incredible response at the Dealer Expo presented by Dealernews in Indianapolis. The Dealer Expo is the place to be for all buyers and sellers in the powersports industry. For the past 38 years now, the Dealer Expo has provided manufacturers like ourselves the opportunity to meet directly with buyers, owners and managers of powersports dealerships.

The unique GrooveTube System has made quite a splash in the powersports industry over the past few years. This year at the Dealer Expo we more than doubled our leads generated compared to 06'!!

We introduced our latest item in the GrooveTube System, the GT-Wall System. This unit is designed to brand an existing slatwall section. The two 10' end-cap towers rest against existing slat wall, leaving an 8' by 8' section exposed. The towers allow for our GT-Truss to span between the units allowing custom signs to easily hang. Oversized top caps allow mannequins, TVs, lights or additional signs to rest above the wall units. As with all GrooveTube displays, any combination of shelves or GT-Accessory Bands can easily be added to the unit! (see photos below).

This particular GT-Wall System was customized to allow a Digital Media Frame to attach to a GT-Accessory Band! This easy add-on allows any GrooveTube Display to be turned into a digital advertising/promotional display! Everything from slideshow pics to videos to logos can be shown on the digital screens! (see photos below)



