



**GTL Cable Skeins and "EASY" Cardboard-box display cabinet**



**NEW YEAR SAME CABLE SKEINS FROM GO-AT TOPLINE SRL**

# GOAT MAGAZINE



T H E G O A T N E W S



Happy New Year from the GTL staff!

We would like to take this opportunity to thank all our associates for their work over the previous year.

**A BIG THANKYOU TO YOU ALL!**



*2017 will bring with it tons of new products and objectives. FOLLOW US!*

# GTL Cable Skeins and “EASY” Cardboard-box display cabinet

To start the new year GTL is offering a new, easy solution for displaying cable skeins. As a solid alternative to our classic, electric blue, metal display cabinet, we have designed a cardboard-box-style stand.

**This new product offers the following ADVANTAGES:**

- a reduced number of cable types on display, ideal for newcomers who have recently started selling these products, and consequently a lower overall cost;
- fewer cable skeins on display, allowing for an increase in product rotation;
- a very low cost;
- easy assembly.

Customers who invest in this simple solution will receive a single box which is to be merely opened and positioned upright.



The four cardboard boxes, in which cable skeins are to be placed and displayed for sale, must then be taken out and stacked as shown in the illustration, starting from the bottom.

The product labels have already been prepared with their relative EAN codes to allow for faster restocking. As easy as that!

# NEW YEAR SAME CABLE SKEINS FROM GO-AT TOPLINE SRL

WHY CHOOSE US AS A PARTNER?



**GOAT TOPLINE**  
WIRE CABLES & TOOLS

## SPECIAL PACKAGING: *Cable Skeins*

GO-AT TOPLINE SRL is a young and dynamic company which, thanks to the combined, professional experience of its founders, has fully established itself within the cable sector.

The GTL cable skein was patented in 2014 and now represents an innovation in packaging for this kind of product.



The round hole in the plastic packaging, located in the semicircle above the plastic strap, has the dual function of allowing the cable to hang in a display cabinet whilst enabling users to extract and use the cable without having to take the packaging apart.

The plastic strap around the diameter of the cable skein provides stability and holds the skein together, while the outer packaging is made from heat-shrinkable plastic to give extra support and guarantee the product's durability.

The label is located on the semicircle under the plastic strap, allowing users to immediately read the EAN code and all other product details.

### PACKAGING:

GTL cable skeins are available in the following lengths: 5, 10, 15, 20, 25 and 50 metres.

### A WIDE RANGE OF CABLES:

GTL cable skeins can be produced using any type of cable (special cables, power cables, textile cables) to meet any needs.

### MADE IN ITALY:

All the cables used in GTL cable skeins have been exclusively "Made in Italy".

### PRIVATE LABELLING:

For certain cable skein orders, it is possible to customise the label with a personal brand.

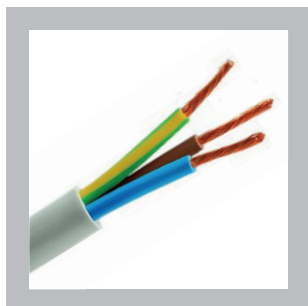
### ONE-STOP-SHOP SUPPLIER:

GTL not only supplies cable skeins, but also special cables, larger skeins for 100m power cables, spools for selling cables by the metre in retail, lighting-technology solutions and much more.

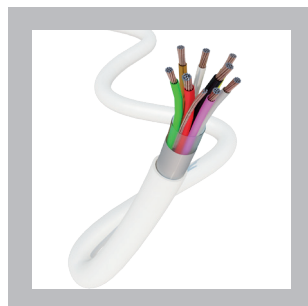


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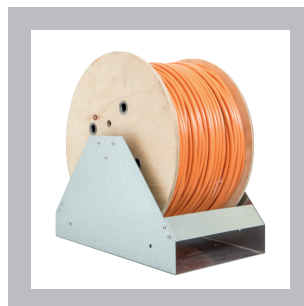
**ENERGY CABLES**



**SPECIAL CABLES**



**REELS**



**CABLE SKEINS ©**



The exclusive packaging of GTL cable skeins offers advantages and functionality that are typical only of 100 mt. cable coils: the diametral strap gives strength to the skein and contribute to the containment of the cable; then a shrink wrap provides additional resistance and guarantees the inviolability of the product.

The round hole in the shrink wrap in the upper semicircle has the dual function of enabling sellers to hang the skein in a showcase and also offer to customers the possibility to extract the cable from the centre of the skein, allowing the partial use of the content without damaging the packaging.

Consumers can find in the lower semicircle the label, so they can have an immediate reading of the content features. On top of this, GTL has also implemented a fully removable/mountable display case without screws.



The sales area is 200 x 60 cm. The showcase has been designed in order to be single or multiple, so sellers can put two or more stands together and have a bigger sales area.

They can also exhibit bigger cable coils for the sale of cables per metre. Thanks to a special type of U-shaped hanger each cable skein can be inserted or moved in the display case without moving the skeins above.

Cable skeins project - Goat TopLine - Made in Italy

**GO-AT TOPLINE SRL (GTL)**

Office: Via Moretto, 17 - 25082 Botticino Sera BS Italy

Warehouse: Via Svizzera, 28 - 46042 Castel Goffredo MN Italy

P.IVA e CF: 03537120986

T: +39 0376 780336

REA: BS 542552

F: +39 030 777 24 66