A SMART solution for GTL cable skeins

CHOOSE THE SOLUTION THAT'S
RIGHT FOR YOU AND
STAND OUT FROM THE CROWS

GOAT MAGAZINE
THE GOAT NEWS

A fitting quote to perfectly describe our flagship cable skeins. In fact, transformations take place every day in the GTL warehouse, with changes made not only to the cables themselves, but also to their packaging, related lighting solutions and, of course, sales.

Following careful planning we have come up with a number of specifically designed solutions in order to cater to clients' needs, focussing on demands relating to both cost and space.

EVERYTHING IS TRANSFORMED

"Nothing is lost, nothing is created, everything is transformed"

A SMART solution for GTL cable skeins

The GTL cable skein is, without a doubt, an 'intelligent' product, thanks to its three exclusive, patented characteristics. An instantly-recognisable packaging also gives the skein a 'stylish' appearance.
But now, to add to these unique qualities, we have introduced a new cable solution with a 'smart' appeal.

This latest release is a white, compact, table-top display stand made from cardboard, measuring 340cm (high) x 120cm (wide), which permits users to display their products easily and in a way which is clearly visible to customers. Featuring a maximum of 20 plastic hooks, these too in white, the stand is delivered with the product labels already in position, indicating where the hooks and cable skeins are to be inserted, in order to simplify assembly.

This product has been specifically designed for newcomers to the world of cable skeins, as both the initial piece of equipment and the display stand itself come at a very affordable price. In addition, the stand is also ideal for those with a reduced retail space not wanting to miss out on this business opportunity.

ADVANTAGES OF THIS 'SMART' SOLUTION:

- Displays **14 cable types,** to be selected from those with the **highest product turnover,** and holds a **total of 52 cable skeins,** resulting in a **reduced cost** for the first piece of equipment and later restocking;
- *Very affordable;*
- *Fully recyclable and environmentally friendly;*
- *Customisable stand heading;*
- *Clearly visible Made in Italy logo.*

A 'Smart' innovation!

CHOOSE THE SOLUTION THAT'S

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"SMART" SOLUTION:
Table-top display stand

ADVANTAGES:

- Displays 14 cable types, to be selected from those with the highest product turnover;
- Holds a total of 52 cable skeins to significantly reduce costs on the first piece of equipment and on later reorders;
- Very affordable;
- Fully recyclable and environmentally friendly.

"EASY" SOLUTION:
Cardboard-box display stand

ADVANTAGES:

- Displays 27 cable types;
- Holds a total of 80 cable skeins for a mid-range, yet affordable, solution;
- Reasonably priced;
- 100% recyclable and easy on the environment;
- Easy to transport and assemble (the four boxes are supplied with skeins already inside).

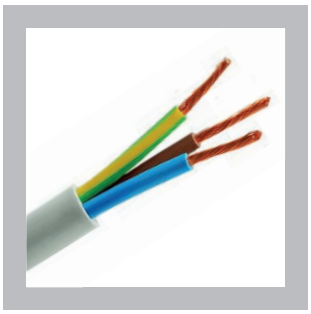
"CLASSICA" SOLUTION:
GTL electric-blue metal display stand

ADVANTAGES:

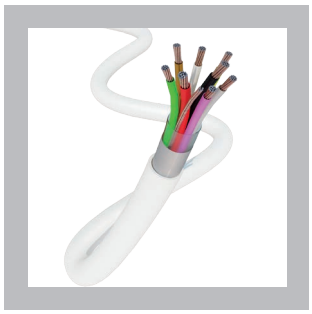
- Displays 33 or 51 cable types, depending on clients' needs
- Holds a total of around 100 skeins of 33 cable types or around 200 skeins of 51 cable types;
- A more cost-effective solution in the long term, despite the greater initial investment;
- A strong, robust display stand which is long lasting yet eye-catching in electric blue;
- Great for brand advertising, as this stand carries the Go-At Topline brand logo, a symbol of innovation, quality and service.

is also

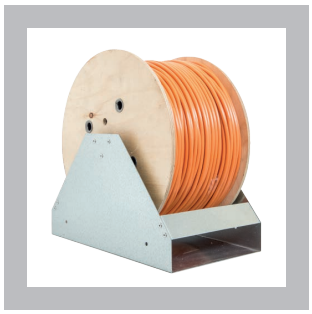
ENERGY CABLES



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

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