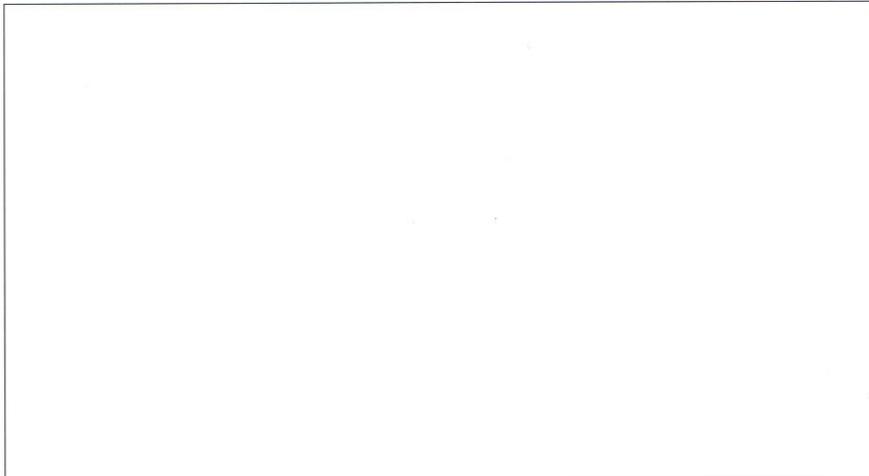


REEVE

STORE EQUIPMENT CO.

Distributed By:



Following are examples of Reeve's Custom Metal Products in various store environments...



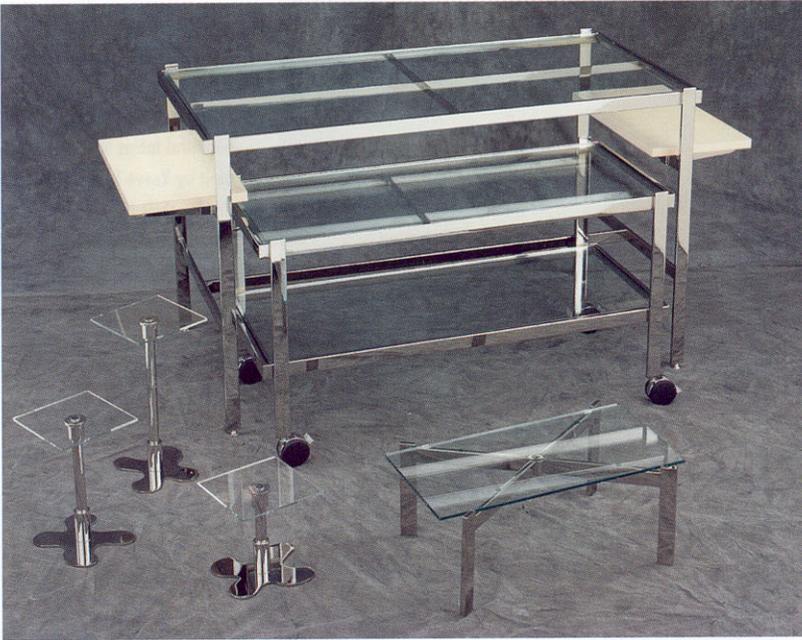
◆ **El Portal**—Reeve built these custom metal fixtures, which include wood and glass, for a high-end luggage retailer. While Reeve's primary focus is metal fabrication, other materials such as glass and wood are often incorporated into their fixtures.



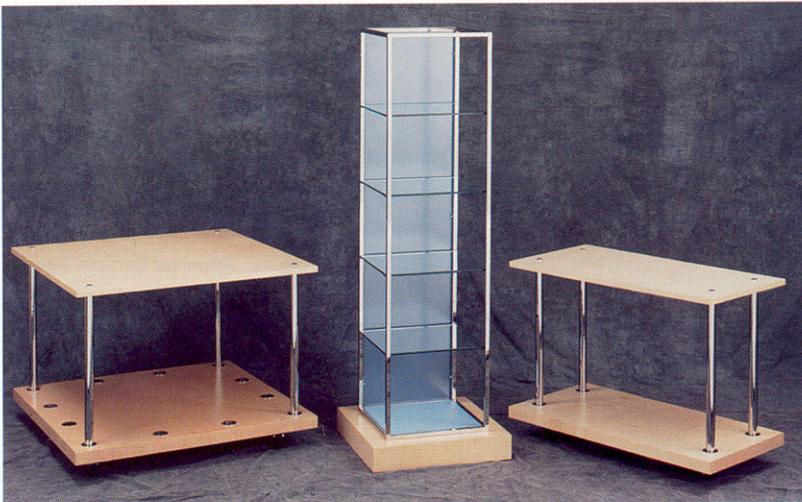
◆ **DKNY Lingerie Table**—These high-end beautiful tables with riser are built by Reeve for DKNY to display their lingerie within Nordstrom stores. The solid metal bar frame is a satin chrome finish with frosted glass tops.



◆ **Lord & Taylor— Shoe Risers**—Stainless steel sheet metal and bar stock is transformed into these unique and functional shoe display risers. Several different heights were made by Reeve for this high-end retailer.



◆ **Charlotte Russe**—The glass dump table with wood end tables, glass risers with laser cut metal bases (above) and the tall showcase with two wood tables (below) were all made by Reeve for Charlotte Russe.



◆ **El Palacio de Hierro**—The round two-tier rolling table and rolling wardrobe unit were built in Reeve's US plant and shipped to a Mexico department store. The metal is powder coated silver with slotted uprights that allow for multiple shelf and hangbar configurations.





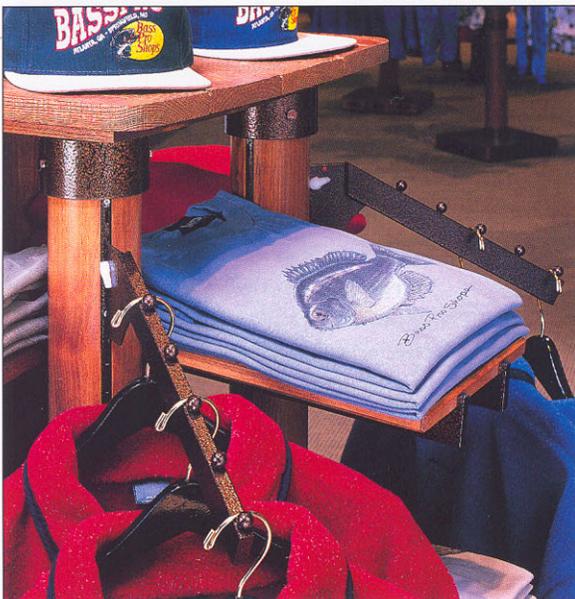
◀ **UCLA Store—Westwood, California**

Custom slatgrid, metal tubing, and accessories created by Reeve with a raw looking clear powder coat finish provides numerous merchandising opportunities for this unique retail environment.



Trufox—SoHo, New York City ▶

This unique clothing store contains satin nickel hangbar brackets, hangbar, faceouts, and standards, which complement the aluminum elements and overall design of the environment.



◀ **Bass Pro Shops—Gurnee Mills, Illinois**

Reeve finished these custom faceouts, brackets, and hardware with a special "penny vein" powder coat adding an outdoor feel to this landmark sporting goods store. Woodwork by Oklahoma Fixture Company. **A GRAND PRIZE WINNER AT THE NASFM RETAIL DESIGN AWARDS!**



▶ **Beau Brummel—SoHo, New York City**

This high-end men's shop includes a Reeve custom made polished brass hangrod system with fully welded faceouts and wall mount display units.



▶ **Banana Republic—Michigan Avenue, Chicago**

These custom metal and glass shelves were engineered and manufactured by Reeve. Woodwork by Dolphin Manufacturing.



▶ A unique custom fixture perfect for displaying all kinds of hardline merchandise. This one was built for the San Francisco Music Box Company. Finished with a weathered bronze powder coat.



▶ Polished chrome wire shelves, grid, and adjustable brackets make up this custom gondola located in a Kroger owned store.

Below are examples of Reeve's Custom Metal capabilities...



◀ Reeve manufactures a wide variety of metal racks including Rounders and Two-Ways. These dull nickel brushed chrome racks were produced for The Children's Place.



▲ Nesting tables provide a classic and refined way to present merchandise. Pictured here are powder coated metal tables with sand blasted wood tops featuring copper plated metal inlays.



▲ This rolling dump table with two metal shelves, wood top, and side pullouts makes an excellent seasonal or promotional display.

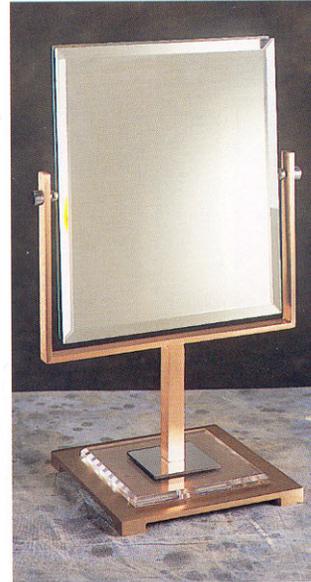


◀ Custom satin chrome faceouts combined with a special length stock #700 standard provides a contemporary and practical way for Tommy Hilfiger to display their basic line.

These countertop mirrors were designed for department store cosmetic counters and high-end jewelry stores...



Combination of chrome and copper plated discs make up this oval mirror's base.



A square acrylic accent sets this mirror apart.



A curved solid metal bar stock base is featured on this mirror.



Seven solid pieces of acrylic combined with eight copper plated metal bars completes the base.



A classic base consisting of a chrome inlay and square top plate.



A round piece of black acrylic wrapped in copper plated metal creates a unique look to this mirror.

Variety of Plated Finishes

A wide selection of plated finishes are available from Reeve. At right are a variety of the more common plated finishes. Reeve will not charge a set-up fee for any of these finishes, no matter what quantity you order.

Actual samples of plated finishes are available upon request. Reeve can also manufacture using **stainless steel**. Some variations in shade and texture may occur in production.



Variety of Powder Coat Finishes



At left are samplings of the many hundreds of powder coat finishes available from Reeve. Just supply us with a powder manufacturer's name and product number or an actual sample, and we will do the rest. Some finishes require a minimum purchase quantity.

Actual samples of powder coat finishes are available upon request. Reeve can also manufacture using **stainless steel**. Some variations in shade and texture may occur in production.



To the right is just a sampling of the many hundreds of powder coat colors available.

Plated Finish Codes

Following are industry accepted codes for plated finishes. Whenever possible, please identify the plated finish desired utilizing this code system. Variations in shade, color, and texture may occur in production.

<u>CODE:</u>	<u>PLATED FINISH:</u>	<u>CODE:</u>	<u>PLATED FINISH:</u>
US-3	POLISHED BRASS	US-19	DULL BLACK SATIN
US-3A	POLISHED BRASS WITHOUT LACQUER	US-20	STATUARY BRONZE OR COPPER BUFFED LIGHT
US-4	SATIN BRASS	US-20A	STATUARY BRONZE OR COPPER BUFFED DARK
US-5	ANTIQUE BRASS/SATIN BRASS OXIDIZED	US-21	SATIN RELIEVED ANTIQUE BRONZE
US-7	ANTIQUE BRASS BUFFED	US-22	VERDE GREEN ON COPPER OXIDIZED/COPPERTINA
US-8	ANTIQUE COPPER	US-23	SATIN ANTIQUE SILVER
US-9	POLISHED BRONZE	US-24	SATIN GOLD
US-9A	POLISHED BRONZE WITHOUT LACQUER	US-26	POLISHED CHROME
US-10	SATIN BRONZE	US-26D	SATIN CHROME
US-10A	ANTIQUE BRONZE LACQUERED	US-27	SATIN ALUMINUM
US-10B	ANTIQUE BRONZE WITH OIL RUB	US-28	SATIN OXIDIZED ALUMINUM
US-11	ANTIQUE BRONZE	US-32D	SATIN STAINLESS STEEL
US-11A	SATIN BRONZE WITH OIL RUB	A-29	IMITATION HAMMERED IRON ON BRASS
US-12	SATIN BRONZE OXIDIZED	AP-32	IMITATION RUSTY IRON
US-13	SATIN BRONZE OXIDIZED & BUFFED	AP-37	OLD ENGLISH BRASS CRYSTALLIZED
US-14	BRIGHT NICKEL	AP-38	OXIDIZED BRASS WITH OIL RUB
US-14B	BRIGHT BLACK NICKEL	AP-47	OXIDIZED BRASS SATIN GRAIN FINISH
US-15	SATIN NICKEL	AP-48	AGED BRASS WITH OIL RUB
US-15A	ANTIQUE NICKEL/SATIN NICKEL OXIDIZED/PEWTER	AP-49	LIGHT STATUARY BRONZE & LACQUER
US-16	HEAVY NICKEL & SATIN	AP-50	OLD BRASS VERDE
US-17	SATIN NICKEL BUFFED	AP-52	POLISHED COPPER
US-17A	SWEDISH IRON DARK/SATIN BLACK NICKEL		

COMMON FINISH ABBREVIATIONS:

PC	POLISHED CHROME
BC	BRIGHT CHROME
C	VALUE LINE CHROME OR BRIGHT CHROME
B	BRIGHT BRASS OR REEVE BRASS
ZNC	BRILLATONE (SATIN ZINC)
W	P56 WHITE POWDER COAT
BLK	P51 BLACK POWDER COAT

Strength & Gauges of Reeve Metal

The strength of a metal is one of its most important characteristics. The term "strength" sums up several of its attributes enabling it to withstand stresses without failing. There are several classifications of strength including tensile strength, temper, yield strength, shear strength, bearing strength, and hardness. All products manufactured by Reeve Store Equipment Co. meet or exceed the specifications published by the National Association of Store Fixture Manufacturers (NASFM). Characteristics of specific parts are available on request.

Reeve Store Equipment Co. utilizes several different thicknesses of steel sheet and wire. The following tables list those different thicknesses (or "gauges") showing the corresponding gauge to thickness in inches (shown as decimals):

STEEL SHEET:

<u>GAUGE NUMBER:</u>	<u>THICKNESS IN INCHES:</u>
3	.2391" to .250"
4	.2242" to .2344"
5	.2092" to .2187"
6	.1943" to .2031"
7	.1793" to .1875"
8	.1644" to .1719"
9	.1495" to .1562"
10	.1345" to .1406"
11	.1196" to .125"
12	.1046" to .1094"
13	.0897" to .0937"
14	.0747" to .0781"
15	.0673" to .0703"
16	.0598" to .0625"
17	.0538" to .0562"
18	.0478" to .050"
19	.0418" to .0437"
20	.0359" to .0375"
21	.0329" to .0344"
22	.0299" to .0312"
23	.0269" to .0281"
24	.0239" to .0250"
25	.0209" to .0219"

STEEL WIRE:

<u>GAUGE NUMBER:</u>	<u>THICKNESS IN INCHES:</u>
1	.283"
2	.2625"
3	.2437" (< 1/4")
4	.2253"
5	.207"
6	.192"
7	.177" (< 3/16")
8	.162"
9	.1483"
10	.135"
11	.1205"
12	.1055"

Please complete this form with each **Request for Quote** of a made-to-order (custom) part or unit. Attach any and all drawings with notes to this completed form and fax or mail to **Reeve Store Equipment Co.** Please make every effort to complete as much of this form as possible. Contact your Reeve Sales Representative for assistance if needed.

GENERAL INFORMATION

1. Company Name:
2. Reeve Assigned Customer Code (*if known*):
3. Questions and/or Complete Quotes should be sent to the attention of:
4. Billing Address:
5. Shipping Address:
6. Phone Number:
7. Fax Number:
8. Email Address:
9. Date **Request for Quote** sent to Reeve:
10. Date Completed Quote Needed from Reeve:
11. Reeve Sales Representative:
12. Will the subsequent order be a **one-time job** or **repeat order**?:
13. Date when the subsequent order will need to be shipped?:
14. Any additional delivery dates?: **YES** or **NO** (*circle one*) If **YES**, when?:
15. Will all shipments go to **one location** or will there be **multiple drop shipments**?:
If **multiple drop shipments**, please list all "Ship To" information and corresponding shipping dates:

PRODUCT INFORMATION

16. If item(s) to be quoted is a stock part with a made-to-order (custom) finish, then list Reeve part number here and skip to **FINISH** section on next page:
Otherwise, attach drawings with notes and/or enclose physical samples and complete the following...
17. Include on drawings the Reeve Part Number, Drawing Number, Quote (QCB) Number, and/or Shop Order Number if known.
18. Include on drawings your assigned part number or drawing number if such exists.
19. Include on drawings the quantity for each item being quoted.
20. Is a prototype required prior to the production run?: **YES** or **NO** (*circle one*) **Note:** Prototypes made from other than customer supplied detailed prints or customer approved Reeve drawings are subject to Reeve's interpretation of sketches and/or verbal information supplied by the customer.
21. Does a CAD file exist for this part(s)?: **YES** or **NO** (*circle one*) If **YES**, what format is it in?:
Can Reeve get a copy on disk?: **YES** or **NO** (*circle one*) If **NO**, please attach hard copies.
If **YES**, include disk with this completed form.
22. State what material is required for each part quoted on drawings.

Continued on next page

23. If a certain material is being specified, please provide information on that specified source. Please include the phone number and contact.
24. Include each part's critical dimensions on drawings.
25. Will any additional options and/or modifications be accepted?: **YES** or **NO** (*circle one*)
26. State on drawings the radii on all angles and corners.
27. Are corners **mitred** or **pie cut**?:
28. Does the part(s) currently exist in a store?: **YES** or **NO** (*circle one*) If **YES**, please give us the name and location of the store (*preferably in Southern California*) and note if we can take pictures:
29. Does the part(s) need to be shipped **Assembled** or **Knockdown**?:
If **Knockdown**, are assembly instructions required?: **YES** or **NO** (*circle one*)

FINISH

30. What finish is required for each part (*raw, plated, powder coated, liquid painted, or other*)?:
31. If powder coated, who is the powder manufacturer and what is its stock number and description?:
Please send a color chip or sample with this **Request for Quote** if one is available.
32. If plated, is the part to be chrome, nickel, zinc, or other and is the finish polished, satin/brushed/grained, or antique?:
If satin/brushed/grained, what grit and in what direction?:
If polished, to what degree (*mirror, value line, bright only*)?:

PACKAGING AND SHIPPING INFORMATION

33. Can the part(s) be bulk packed?: **YES** or **NO** (*circle one*) If **NO**, how do you want them packed (*i.e. 24 parts per carton, etc.*)?:
34. Is special packing (*i.e. blanket wrap, specific sized pallets, etc.*) required?: **YES** or **NO** (*circle one*) If **YES**, explain:
35. Will part(s) be unloaded by **hand** or with a **forklift**?:
36. Who is your preferred carrier?:
Do you have a specific routing guide?: **YES** or **NO** (*circle one*) If **YES**, please include it with this completed form.

Send completed Request for Quote form, drawings, and all materials to:

REEVE STORE EQUIPMENT CO.

Attn: ROBERT REEVE FRACKELTON

9131 Bermudez Street

Pico Rivera, CA 90660

fax: 562-949-3862

e-mail: RobertFrackelton@reeveco.com