

**PRODUCT SHORT DESCRIPTION:**

Magnetic easel with plastic frame and adjustable paper holder

**FEATURES AND BENEFITS:**

- Choice Series:
  - smart and economical solution for regular use
- Portable easel with choice of size and magnetic or non-magnetic surface
- Magnetic easel plastic frame with or without adjustable paper holder & extensible arms
- Easy to assemble and height adjustable (1,15 - 1,95meters)
- Adjustable flip pad clamp, for use with any flipchart pad
- Suitable for A1 and Euro size
- Handy and lightweight
- Full lenght pen-tray
- Choice of black or grey plastic frame

**PRODUCT IMAGE:**



**MARKETING COPY:**

Adding portability to efficiency we came up with state of the art easels for professional presentations. From the most sophisticated to the simplest solutions, Bi-Office quality guarantees convenience and versatility in all its transportable presentation boards. Dynamic enterprises can boost efficiency and manage space according to the needs of the moment. Our ceramic steel surfaces are both lightweight and extremely resilient, producing hardly any ghosting and being very easy to clean. The possibility to use our magnetic accessories and flipchart pads assures excellent results in combining different methods to make communication more efficient.

**APPLICATION AND SALES PROPOSITION:**

- Smart and economical solution for regular use

**TARGET MARKET:**

CHANNEL: Office products wholesalers, office products stores, decoration products wholesalers, decoration stores and other retailers  
 END USERS: conference centers, hotels, companies and organizations in general

**ADDITIONAL NOTES:**

Other information supports: our official websites, Youtube®, Facebook®, catalogue and online catalogue, demo videos and more.

**PROMOTIONAL TIPS:**

No specific timing, thus we recommend the occasional promotion like product and offering of cleaning kits or markers

**RANGING TABLE:**

Frame/Colour:	Surface/Colour:	Product Size:	Packed mm	N.W. kg	G.W. kg	Reference:	RRP:
<i>CHOICE SERIES</i>							
Black Plastic	Melamine	600x850 (A1)	1100x775x95	7,00	9,50	EA4600475	---
Black Plastic	Lacquered steel	600x850 (A1)	1100x775x95	7,10	9,60	EA4606475	---
Grey Plastic	Melamine	600x850 (A1)	1100x775x95	7,00	9,50	EA4600315	---
Grey Plastic	Lacquered steel	600x850 (A1)	1100x775x95	7,10	9,60	EA4606315	---
Black Plastic	Melamine	700x1000 (Euro)	1215x880x95	7,40	9,90	EA2300475	---
Black Plastic	Lacquered steel	700x1000 (Euro)	1215x880x95	7,60	10,10	EA2306475	---

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**TECHNICAL DETAILS****COMPOSITION:**

- Plastic frame
- Wooden based core with lacquered steel or melamine surface
- 2 year warranty (surface)

**ASSEMBLY OVERVIEW:****CERTIFICATION AND LEGISLATION:**

n/a

**ILLUSTRATION:**

n/a

**SUGGESTED ADVERT:****Economic Tripod Easel - Choice Series****Magnetic easel with plastic frame and adjustable paper holder**

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**WITHIN FAMILY:**

- Easy Tripod Easel
- Frameless Classic Easel
- Classic A Easel

**QR CODE:**

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Approval:

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