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CHENG CHIA

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Design and manufacture of a variety of show racks for commodities.



Our consistent growth is testament of our capabilities...

From large surface hypermarkets to fashionable music stores, Cheng Chia display racks have found their rightful place in international retail markets around the world. Providing secure and easy fastening, these product display racks help create interest in places that normally go unnoticed. With a splendid selection, Cheng Chia Racking Systems have been developed to suit individual retail needs, be it through form, function and/or material.



Company Introduction

Cheng Chia Industrial Co., was established in 1976. Both the company's main office and factory are located in Tai Ping, Taichung, Taiwan.

Cheng Chia's areas of specialism are the design and manufacture of a range of show racks for the food industry hardware goods, art artifacts displays, household appliances, stationery, books and many others.



Japanesemanufactured computer-controlled Bending Machine: Produces smooth and accurate curves.



Automatic Computer-Controlled Shearing Machine



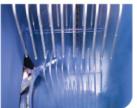
Double-welding Semiautomatic Computer Spot Welding Machine: With the welding spot exerting fast and steady pressure, the girt strip is leveled for maximum smoothness after fast welding.



Automatic Punching Machine: full automatic support, with fixed-size compartments between punched holes 20-m compartment with a tolerance within 0.5m/m



Mechanical-Arm Automatic Welding Machine: Computer controlled welding.



Powder Bake Coating: shown in automatically controlled tunnel









Operation Management

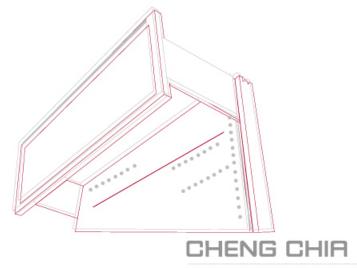
Business is growing fast and the field of operations management is ever changing and improving. With increasing links of transportation the world is getting smaller and smaller. In order to respond to customers' needs and help them increase their profitability, Cheng Chia are constantly seeking to improve and create new products.

Kevin Wang, President of Cheng Chia Industrial Co. Ltd., says that the company's operation management policy is centered around the core values of quality and service.

- With more than three decades of servicing the industry, Cheng Chia can rely on years of experience to support its clients through each process, from production to shipment.
- In fact, there is very little Cheng Chia doesn't do. As an integral part of the business' structure, Cheng Chia implements a Customer Service System which leaves nothing unattended; short lead-time OEM and ODM solutions, unique customized designs, rapid mock-up sample fabrication and shipping logistics. These services give the clients freedom to request intricate designs whatever the size, colour and style they may need.
- ☐→ It is the very idea that each and every one of Cheng Chia's clients should get unparalleled attention and personal assistance in all business related matters that has enabled the company to grow every year.



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Product catalogue

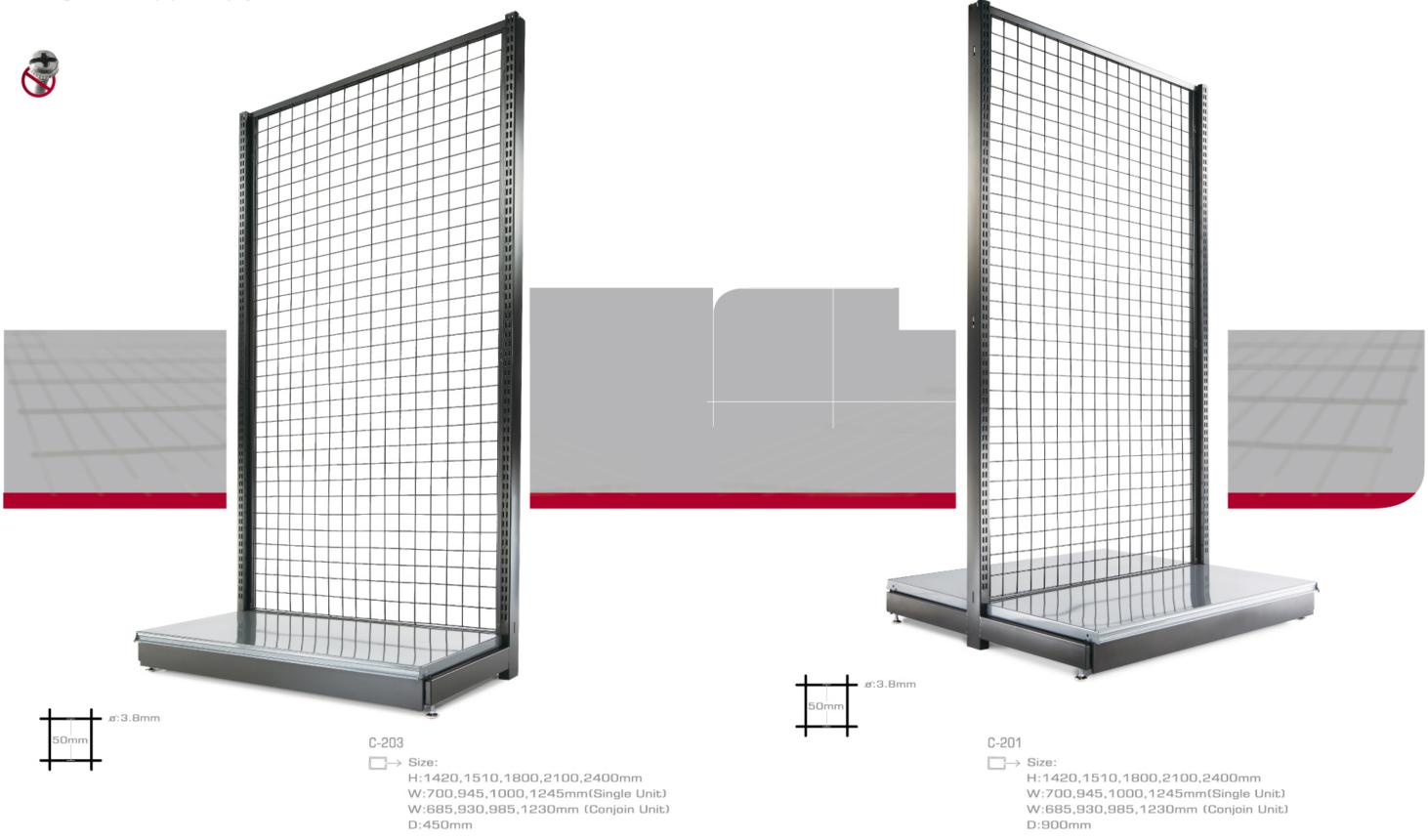
C series



C SERIES Light Duty Display Rack

This highly economical display rack may be used for either hanging or flat displays. It is attractive, easy to assemble, and very safe and stable. It can be set up in many different arrangements. This is currently one of Cheng Chia's most popular display racks.





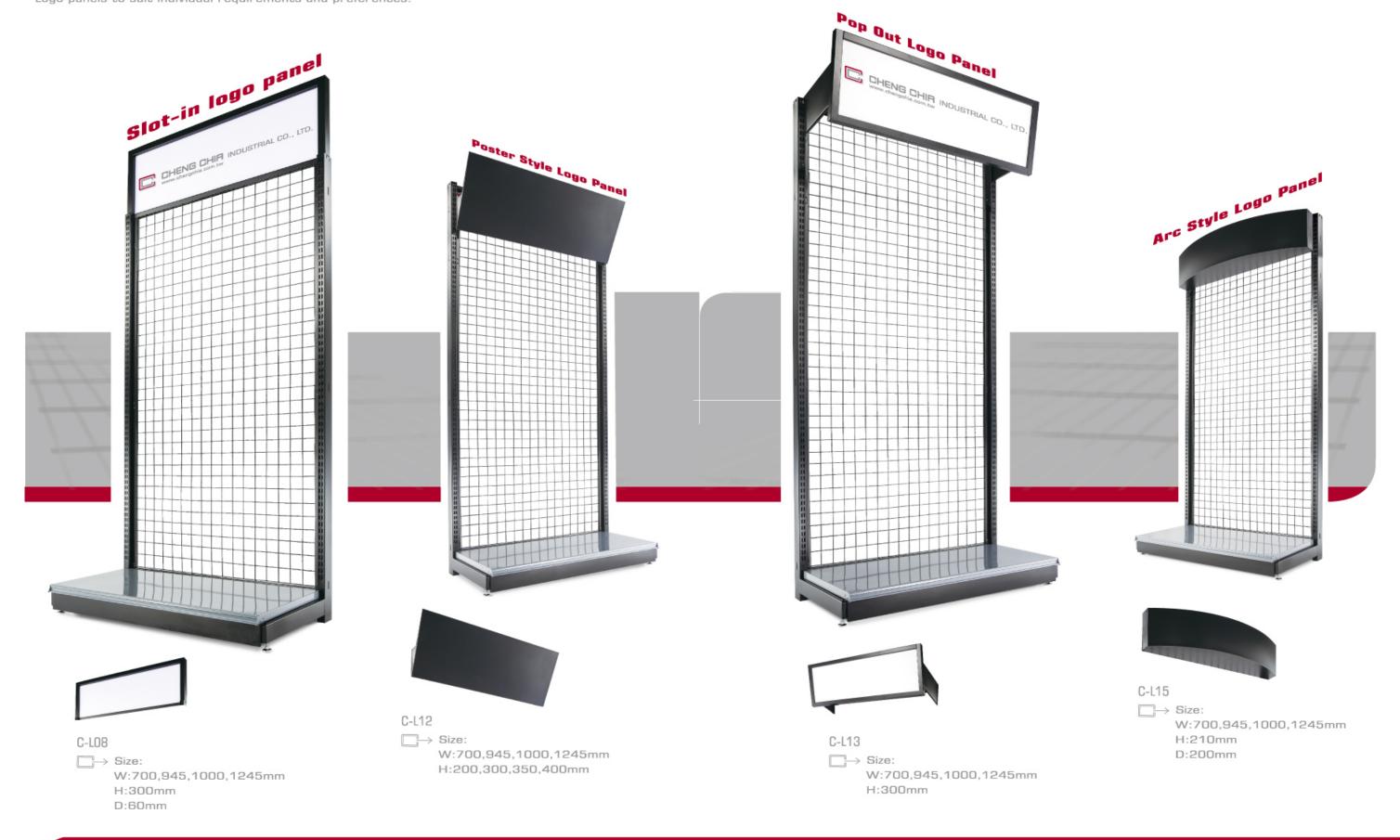
This display rack is so versatile that shelves can be assembled at different heights and angles and large multiple function storage cabinets sit perfectly on the rack base. Our attractive storage cabinets are built to withstand heavy weights and come in different shapes and sizes.



C-Series: light Duty: Logo panels

These display racks are suitable for a number of promotional and product displaying functions. And to highlight the product types or product brands, Cheng Chia offers a practical range of Logo panels to suit individual requirements and preferences.

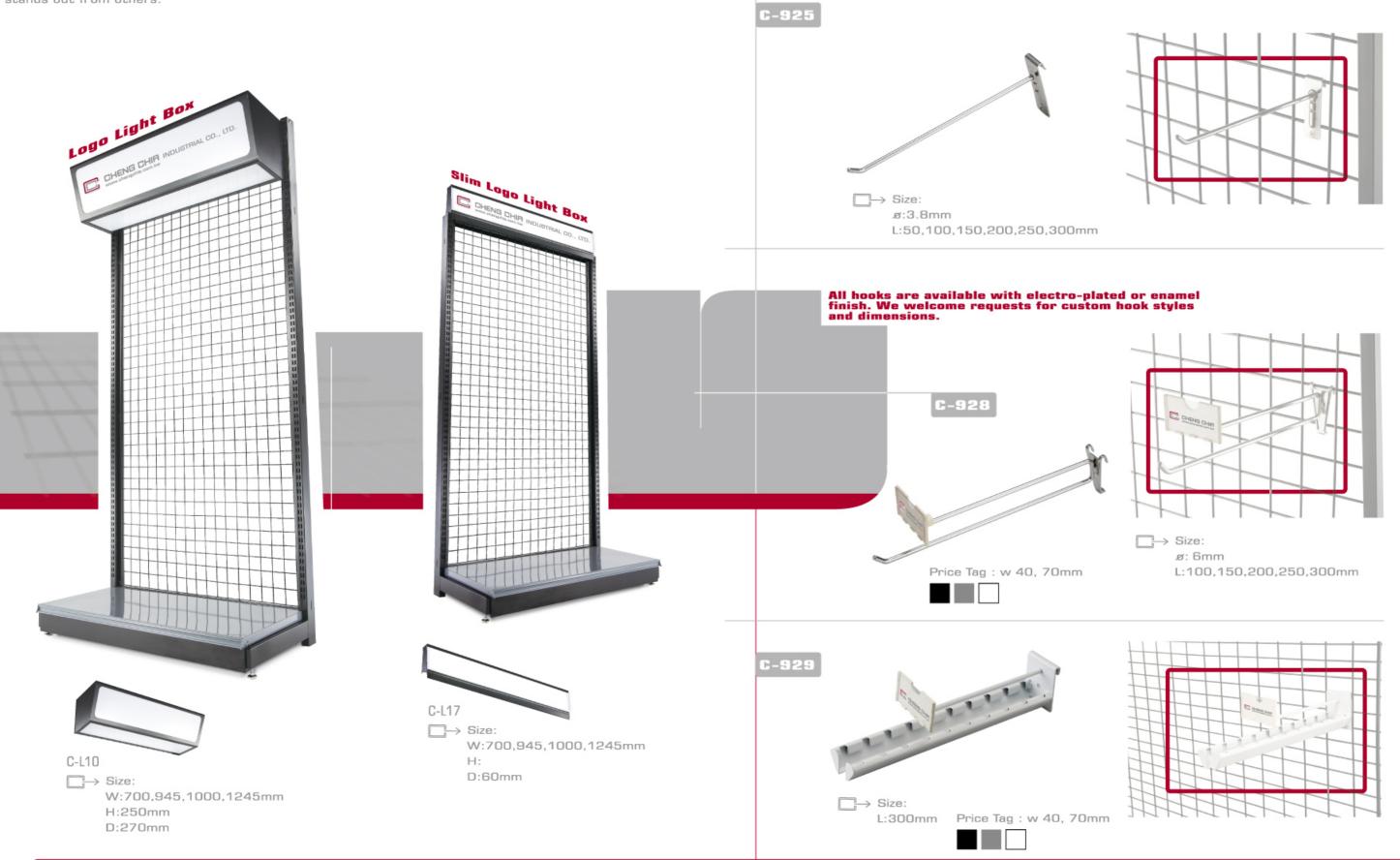


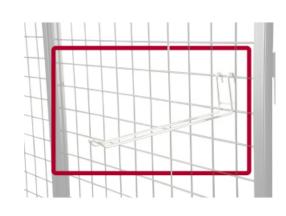


C-Series: light Duty: light boxes

This range would not be complete if it weren't for Cheng Chia's Logo light box series. These come in different thicknesses and help illuminate the product and/or brand name, making them noticeable in crowded places. Colors become vibrant and the display rack stands out from others.



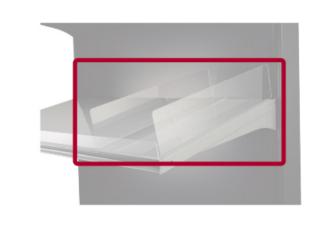






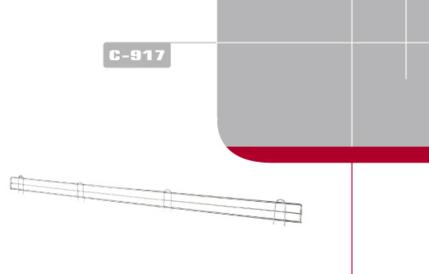


D:300,350,400,450

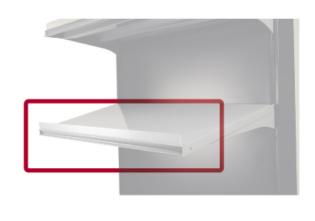










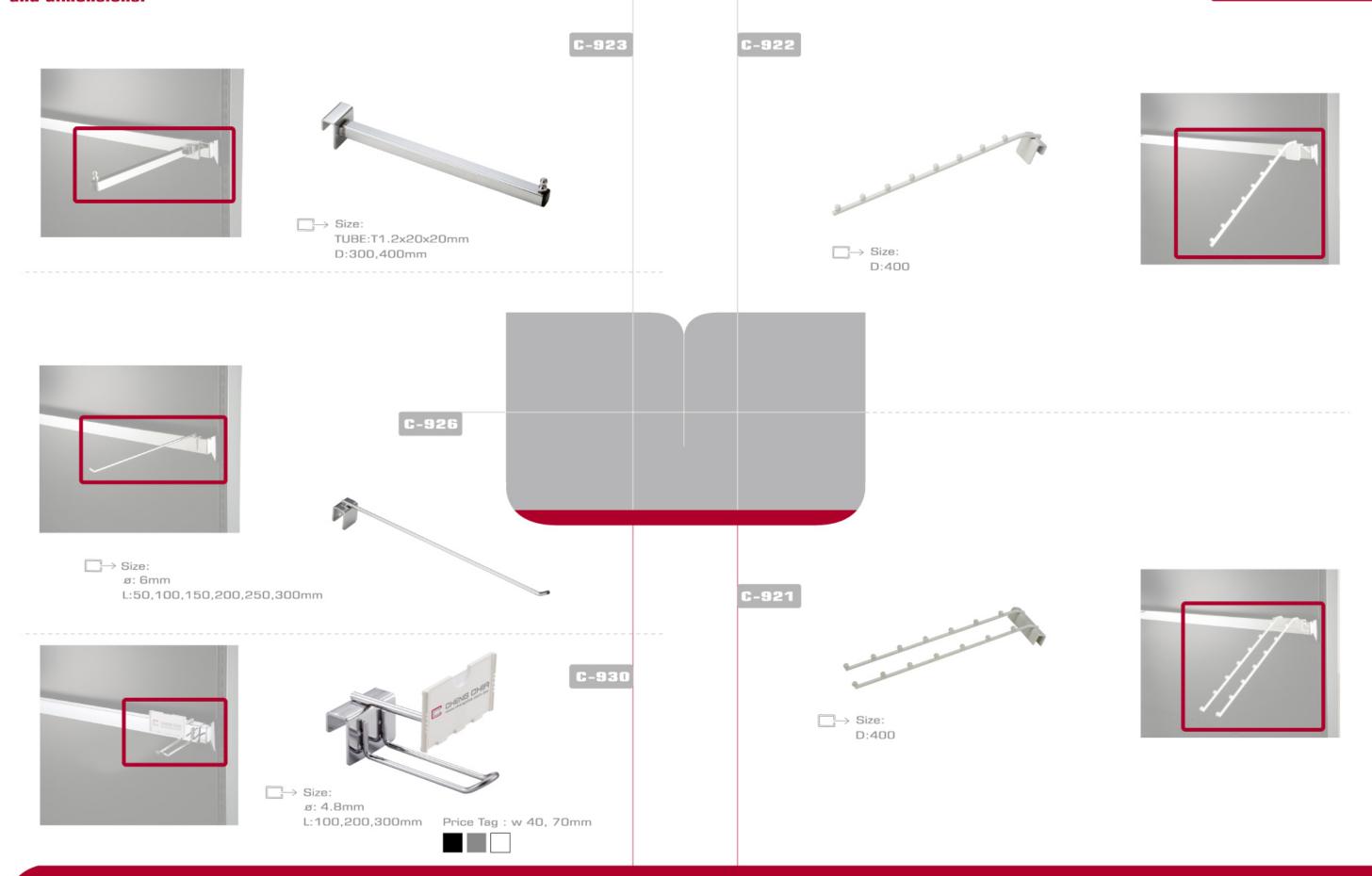


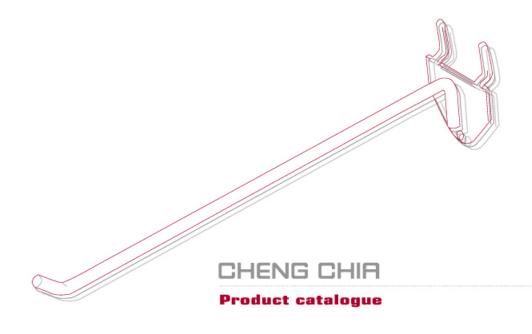


H:40mm









NC series

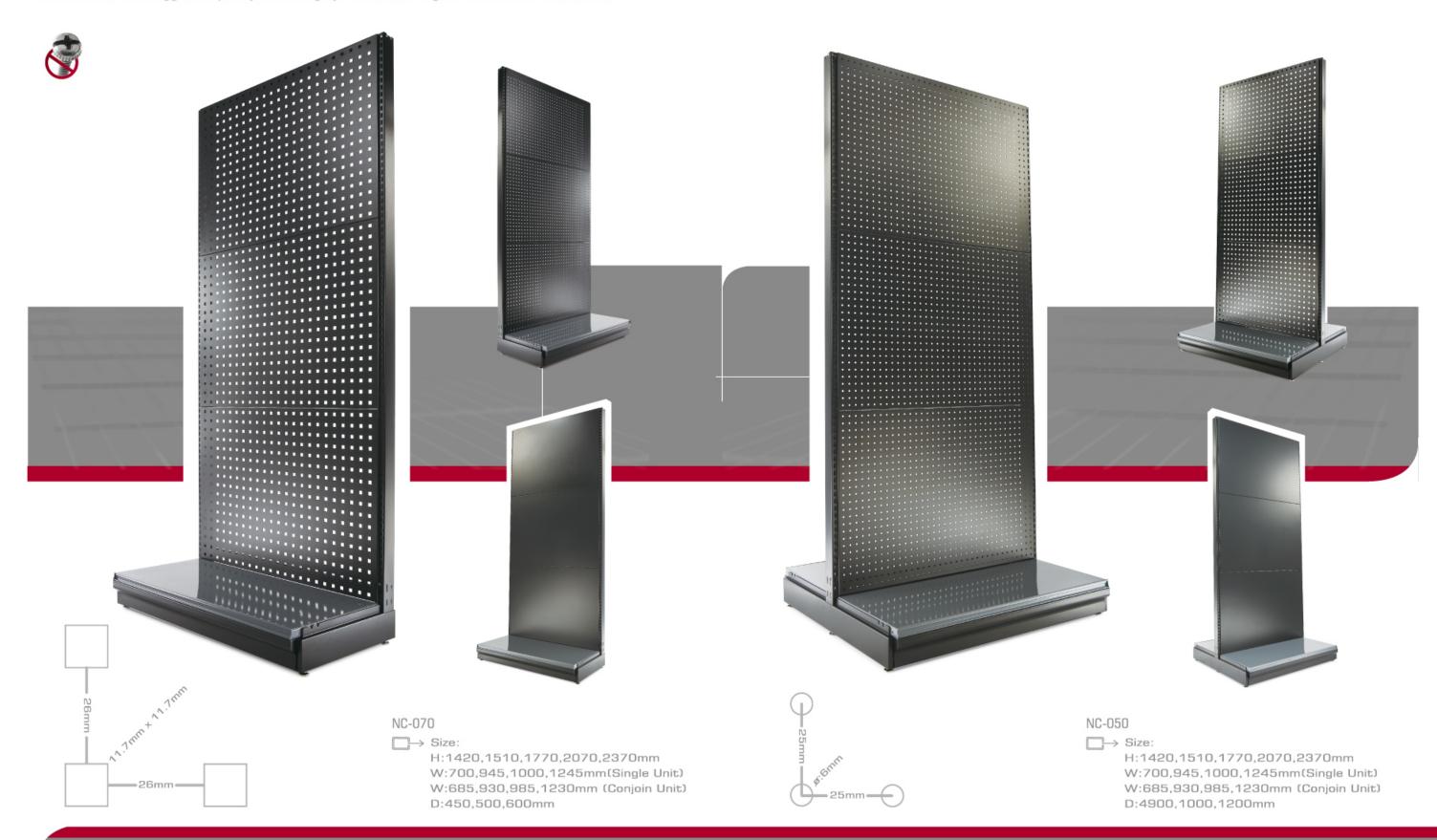




NC SERIES Medium Duty Display Rack

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With a pegboard panel, this display rack can be used for hanging hardware items and can display a wide variety of products. Moveable shelves can also be hung from the rack. Shelves can be mounted flat or at an angle to create attractive thematic displays. The base is detachable and the back panel is easy to assemble. This rack has the biggest capacity and is highly suitable for high-end stores or exhibitions.



NC-Series; Medium Duty: Shelves and cabinets

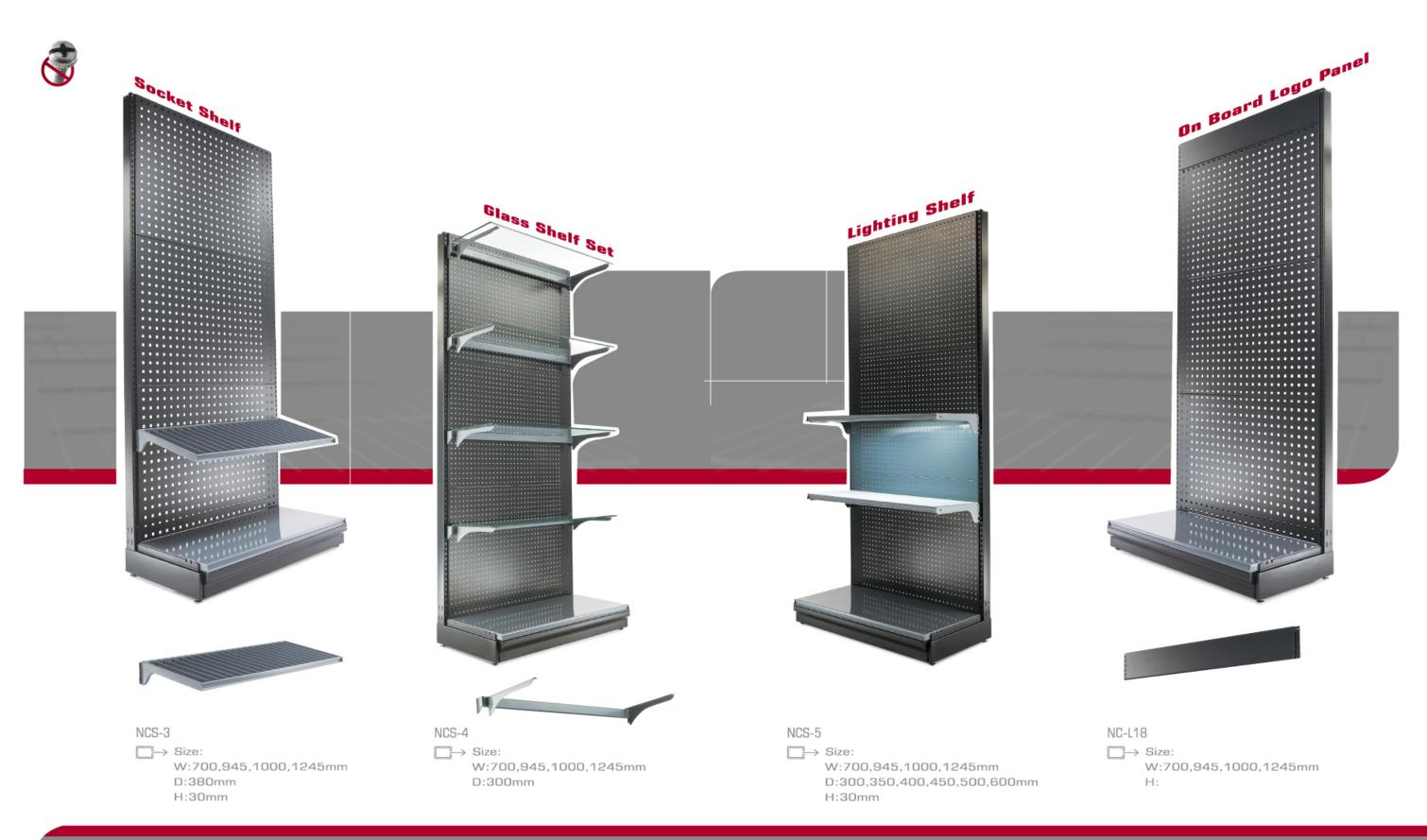
This display rack is so versatile that shelves can be assembled at different heights and angles and large multiple function storage cabinets sit perfectly on the rack base. Our attractive storage cabinets are built to withstand heavy weights and come in different shapes and sizes.



NC-Series; Medium Duty: Shelves and lighting shelves

In order to provide adaptable systems for a variety of retail needs, Cheng Chia has gone beyond normal metal shelves and has developed a variety of original shelf features to enhance product display and brand recognition.

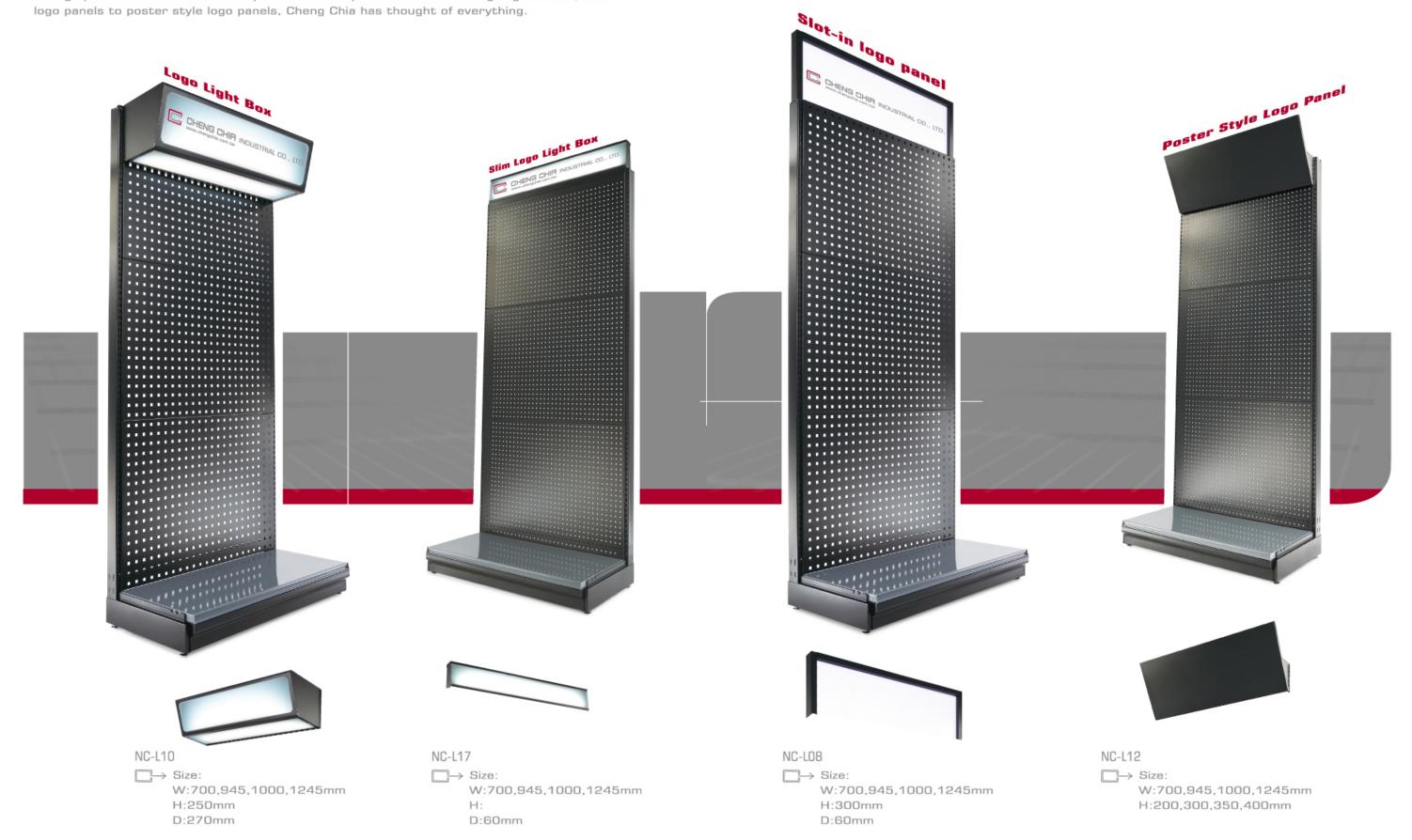




NC-Series: Medium Duty: Logo panels

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These display racks are suitable for a number of promotional and product displaying functions. And to highlight the product types or product brands, Cheng Chia offers a practical range of Logo panels to suit individual requirements and preferences. From Logo light boxes, slot logo panels to poster style logo panels, Cheng Chia has thought of everything.



NC-Series: Medium Duty: Customized side panels and Arc style logo panels.

Some brands and branded products require their racking systems to emulate the brand personality and brand design consistency. With this in mind, Cheng Chia is able to provide customized Logo panels and side panel to enhance the display experience.







G-L33

→ Size:

W:400mm

H:1400mm

T:5.0mm

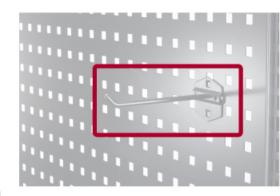
NC-712

and dimensions.

NC-928

☐→ Size: ø: 3.8mm L:50,100,150,200,250,300mm

Price Tag: w 40, 70mm



ø: 8mm,6mm,4mm

L:200,300,400mm

Size:

☐→ Size:

W:700,945,1000,1245mm H:300mm

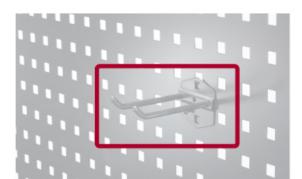






H:210mm D:200mm

Accessories

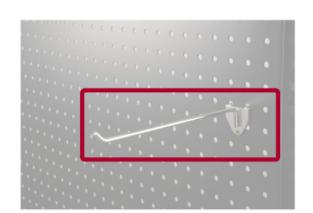


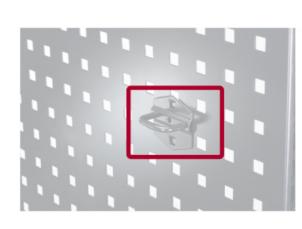


Size: ø: 3.8mm L:50,100,150,200,250,300mm



☐→ Size: ø: 3.8mm L:50,100,150,200,250,300mm





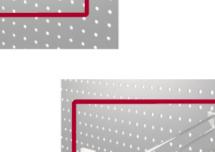




Size:

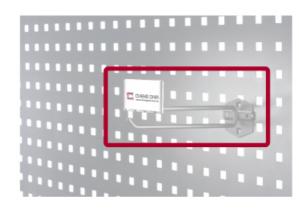


☐→ Size: ø: 3.8mm L:50,100,150,200,250,300m





☐→ Size: ø: 6mm L:150,200,300mm





Price Tag: w 40, 70mm

NC-919

NC-714



ø: 6mm L:100,150,200,250,300mm



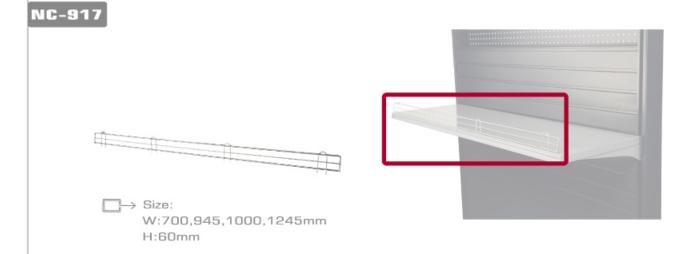
W:700,945,1000,1245mm







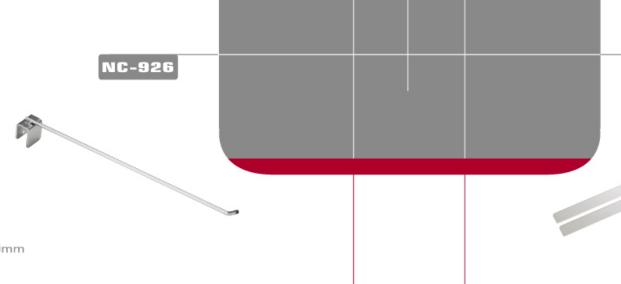
D:300,400mm



NC-933





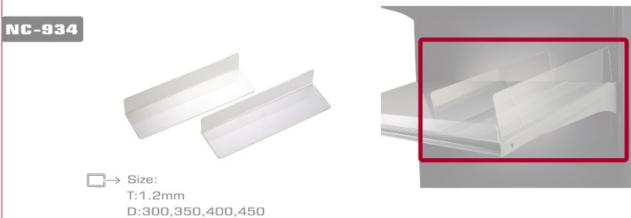


NC-923

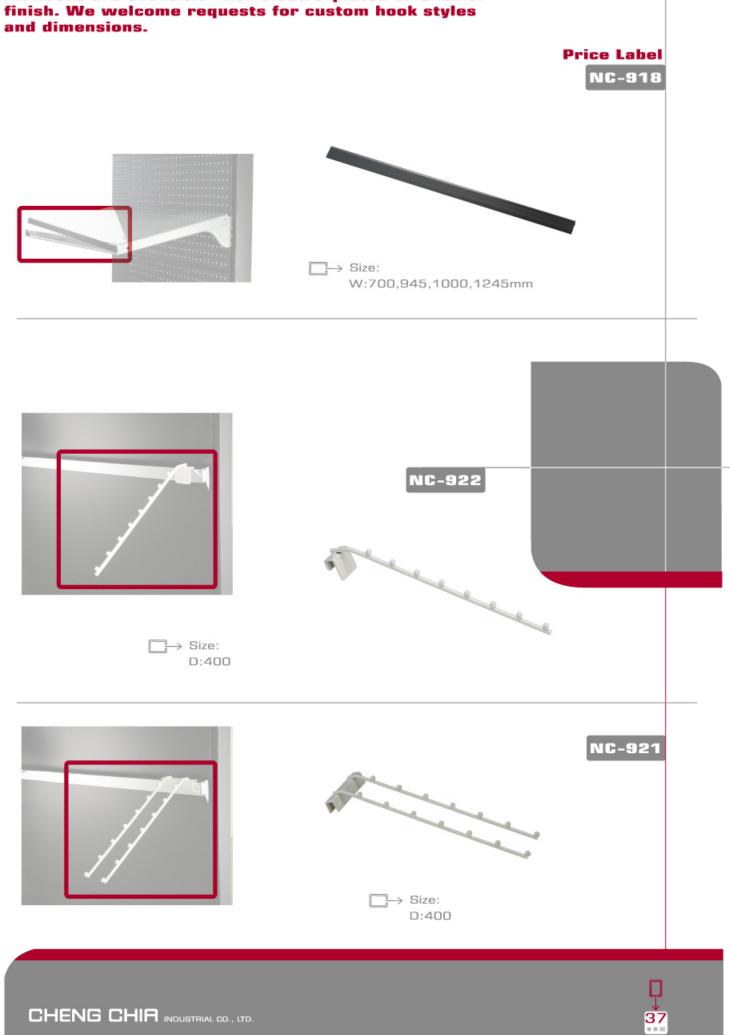








All hooks are available with electro-plated or enamel finish. We welcome requests for custom hook styles



CH series





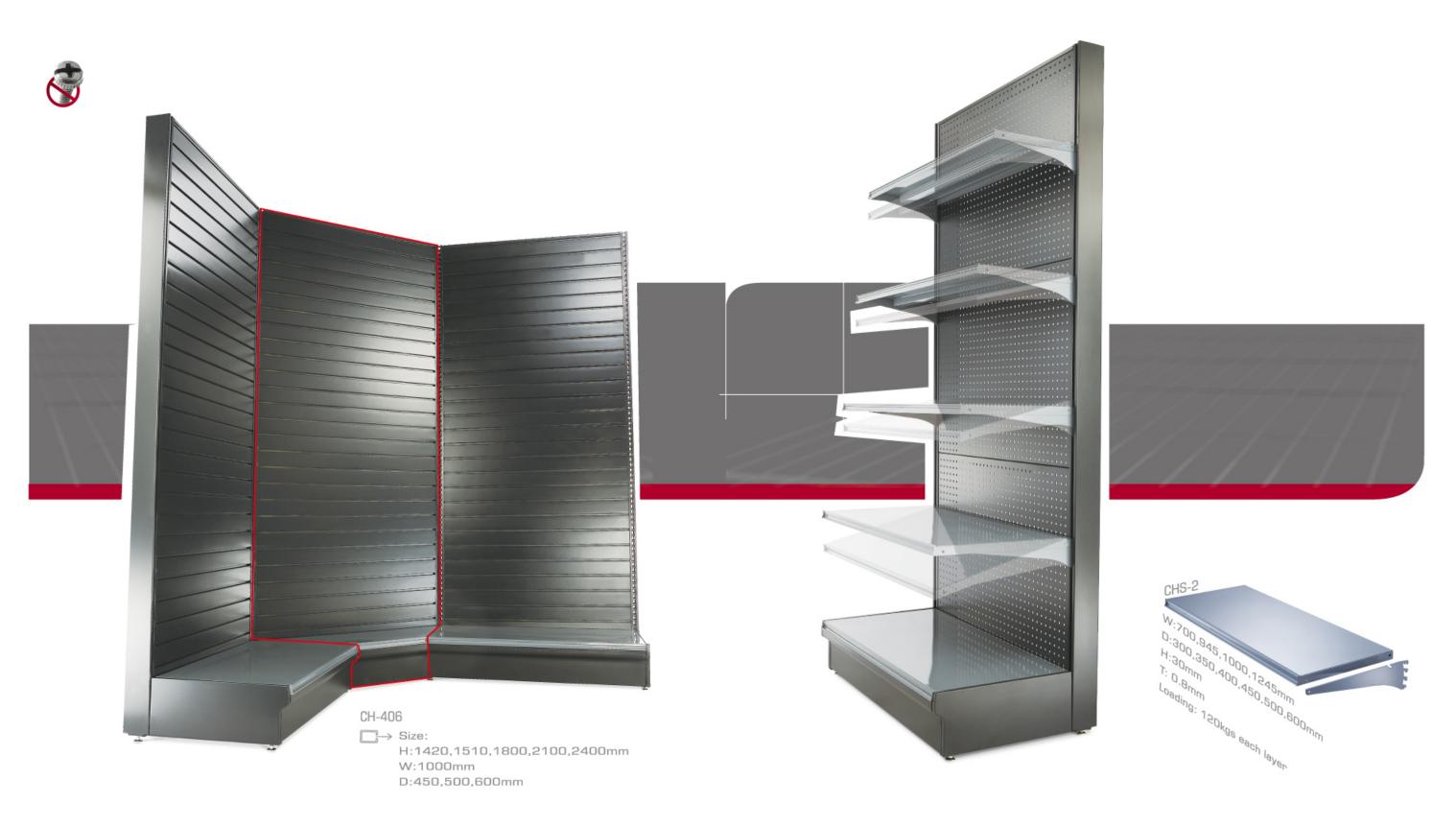
CH SERIES Heavy Duty Display Rack

This new heavy duty display rack's most important feature is its use of interchangeable panel types, including pegboard, plain steel, slat wall, translucent acrylic panel, and grid panel. It is ideal for the display of goods in shopping areas where matching components are desirable. This is Cheng Chia's newest deluxe display rack system. Featuring an elegant and trend setting outlook and the highest weight-bearing capacity of any comparable rack on the market. It is highly stable and easy to



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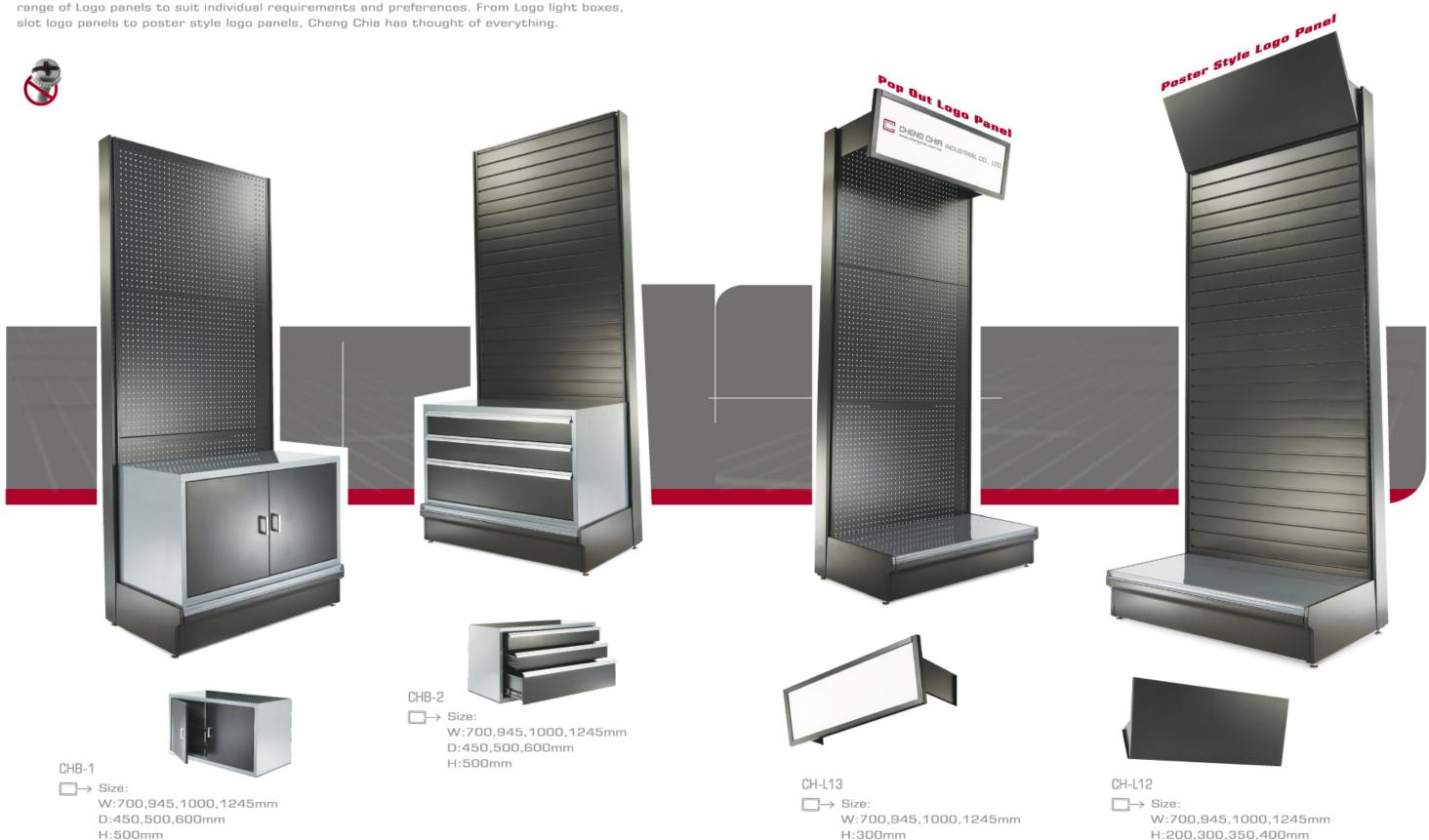
Retail space can sometimes be limited to small areas. Cheng Chia racks can also fit into tight corners with its corner-rack system, allowing for maximum space optimization.



CH-Series; Heavy Duty: Shelves, cabinets and logo panels

This display rack is so versatile that shelves can be assembled at different heights and angles and large multiple function storage cabinets sit perfectly on the rack base. Our attractive storage cabinets are built to withstand heavy weights and come in different shapes and sizes. Furthermore, to highlight the product types or product brands, Cheng Chia offers a practical range of Logo panels to suit individual requirements and preferences. From Logo light boxes, slot logo panels to poster style logo panels, Cheng Chia has thought of everything.

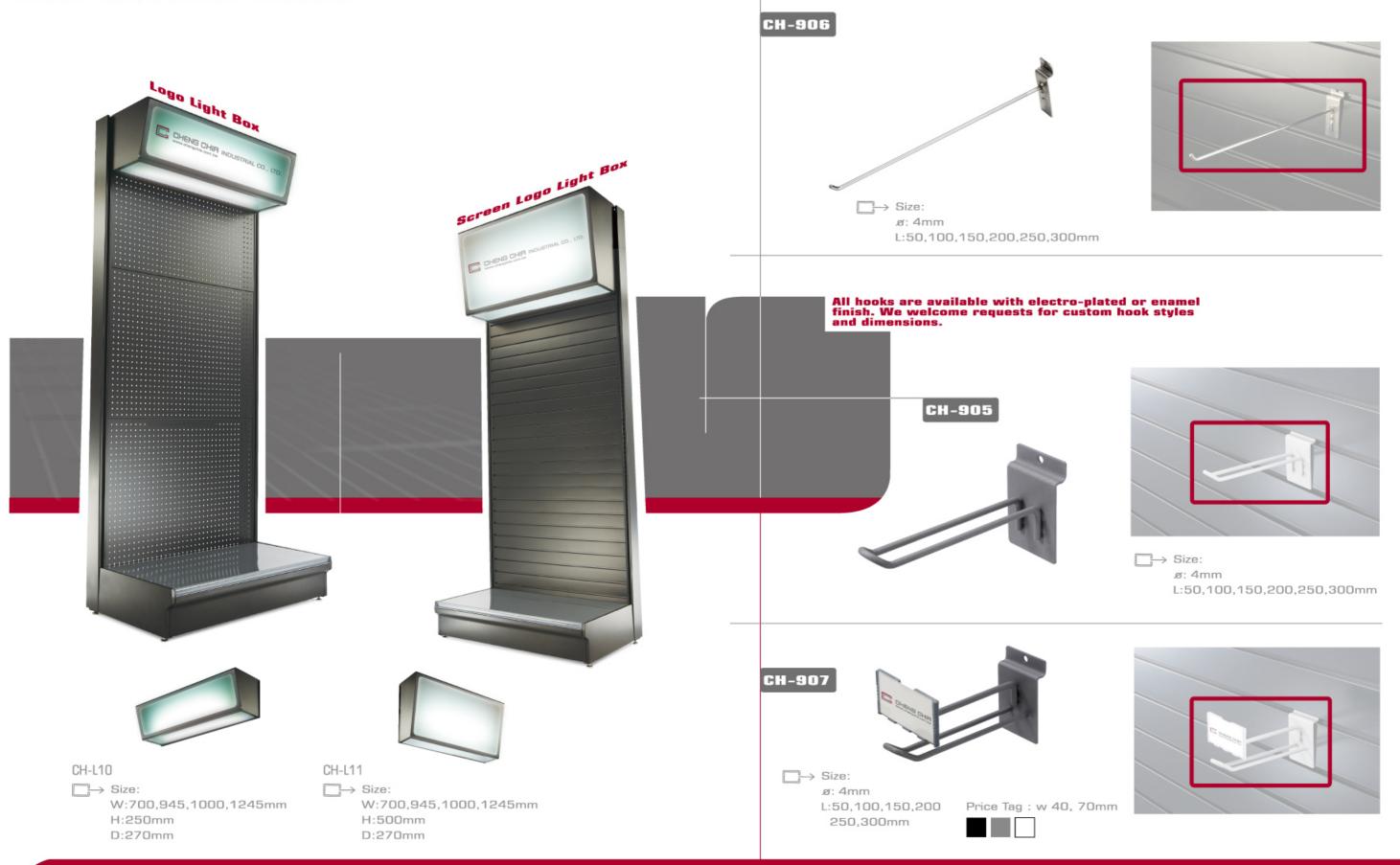




CH-Series: Light Boxes

Cheng Chia's Logo light box series come in different thicknesses and help illuminate the product and/or brand name, making them noticeable in crowded places. Colors become vibrant and the display rack stands out from others.













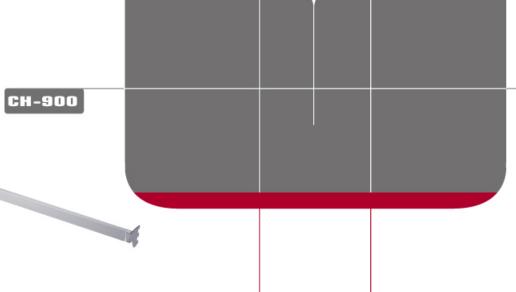
L:50,100,150,200,250,300mm

CH-926









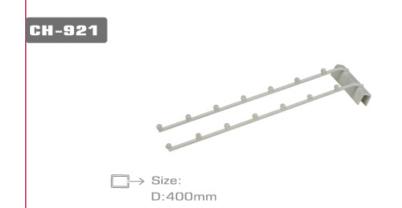


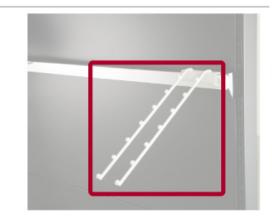


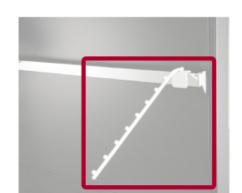














CH-934

CH-922

CH-933

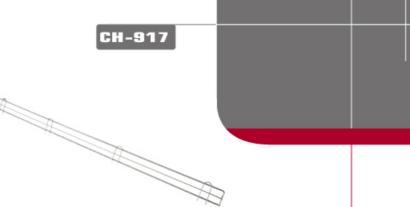


















☐→ Size: ø: 4.8mm L:100,200,300mm





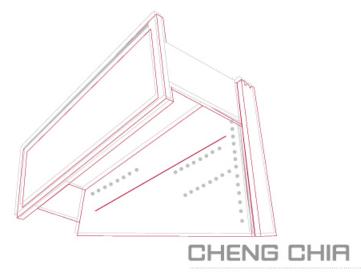
Size:
W:700,945,1000,1245mm
H:40mm





□→ Size: D:70mm





Product catalogue

Storage



Storage Rack

www.chengchia.com.tw

This storage rack features attractive styling and a high weight-bearing capacity. It is easy to assemble and is not prone to swaying. The shelves can be moved up and down to match display needs. Needs no screws; assembly and disassembly are convenient and hassle-free. Can be set up in many different arrangements. Very suitable for stock storage and display at mass merchants and warehouses.





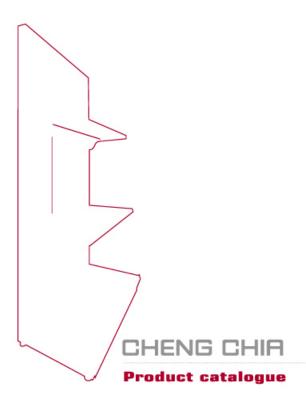
C-702

 \longrightarrow Size:

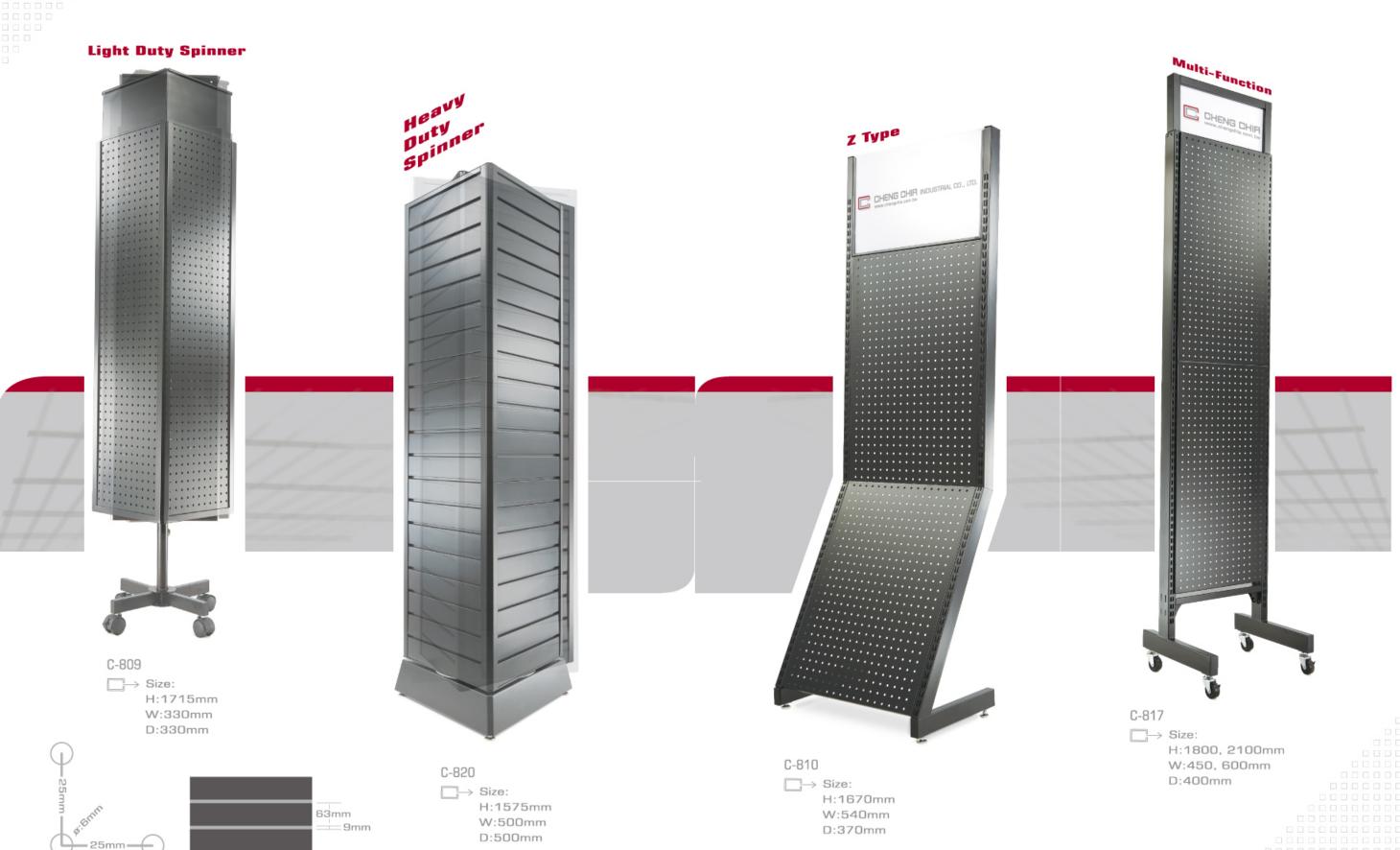
H: 1510,1800,2100,2400mm

W: 945,1245mm D: 900,1200mm

Loading:Light Duty 150kgs each layer Heavy Duty 180kgs each layer



Promotion









Counter top



C-808

□ Size:

H:1440mm W:655mm D:355mm

C-806

☐→ Size: H:1450mm W:920,620mm D:300,350mm C-815

☐→ Size: H:700mm W:370mm D:300mm C-811

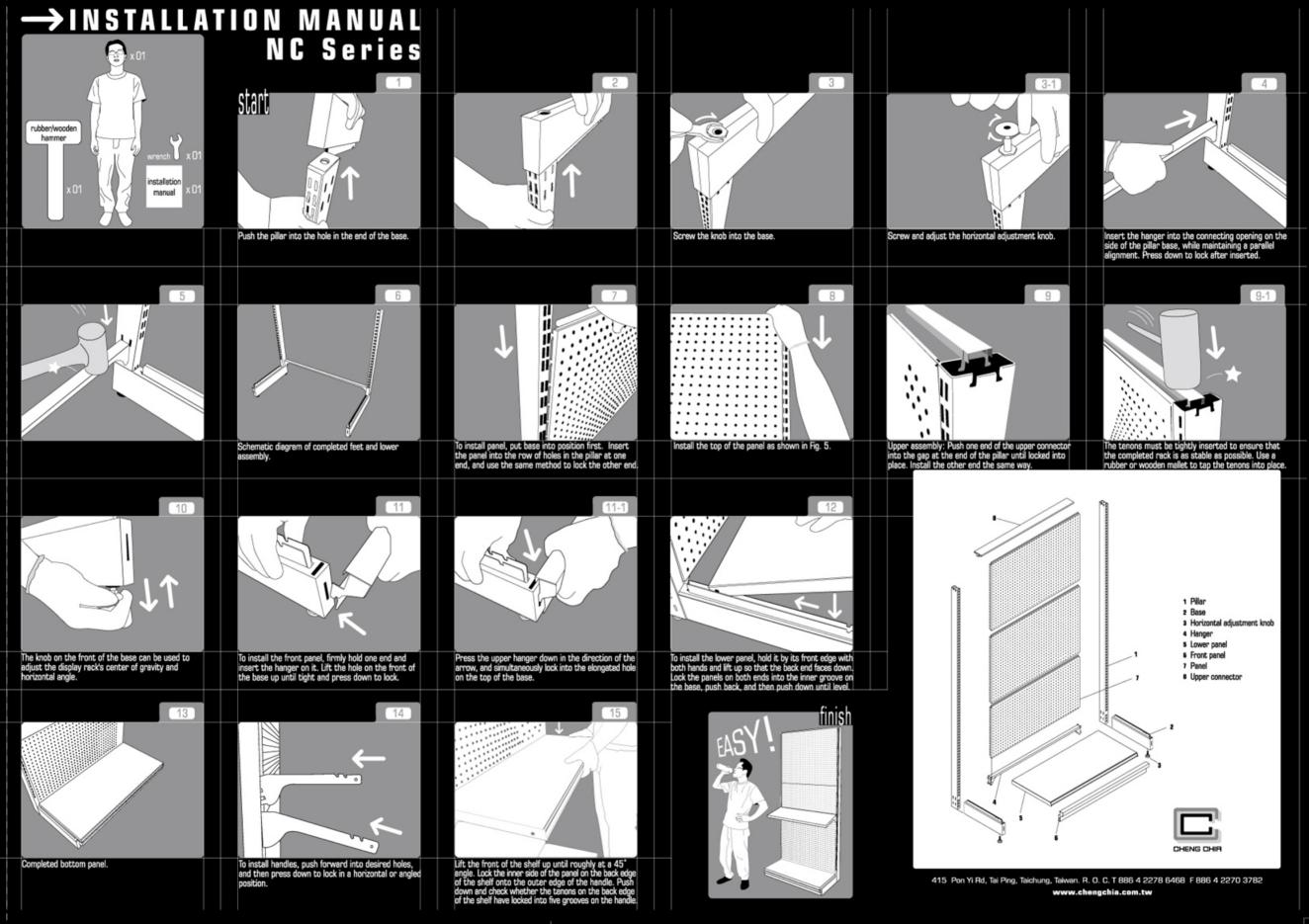
☐→ Size: H:350mm W:420mm D:350mm

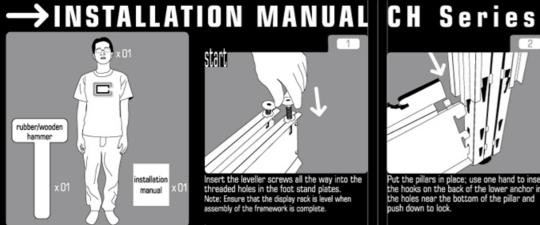


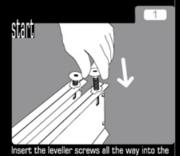
Custom made

There is very little Cheng Chia doesn't do. As an integral part of the business' structure, Cheng Chia implements a Customer Service System which leaves nothing unattended; short lead-time OEM and ODM solutions, unique customized designs, rapid mock-up sample fabrication and shipping logistics. These services give the clients freedom to request intricate designs whatever the size, colour and style they may need.



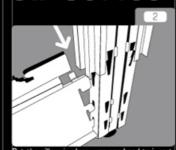






Insert the leveller screws all the way into the threaded holes in the foot stand plates.

Note: Ensure that the display rack is level when assembly of the framework is complete.



push down to lock.

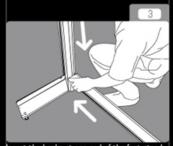
Put the pillers in place; use one hand to insert the hooks on the back of the lower anchor into the holes near the bottom of the piller and



To prevent the anchor from becoming loose, ensure that the two angled attachment tabs above the hooks firmly hold the pillar in place. Note: Use a hammer to tap the anchor into place for firm assembly.



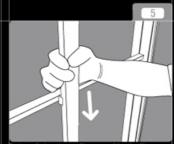
IMPORTANT!



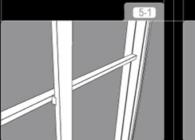
Insert the hooks at one end of the foot stand plate tightly into the holes on the side of the pillar and push down to lock into place.



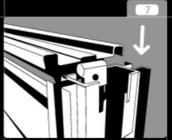
A central anchor is needed when the pillars are too tall. After installing the foot stand plates, insert the central anchor into the mountings in the middle of the pillars and push down to lock



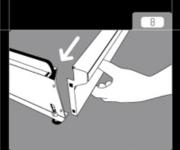
To install the slat wall's central back pillar, insert the bottom of the pillar into the slot in the foot stand plates.



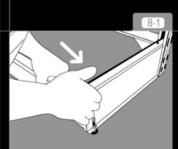
To install the back panel (either slat wall or pegboard) push the two sides of the pre-installed back panel into the grooves in the pillars in an upwards direction and then push down to lock



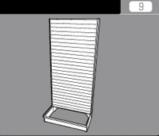
After installing the back panel, insert the hooks on one end of the upper anchor into the slots at the top of a pillar; repeat with the other pillar and use a hammer to tap the hooks firmly



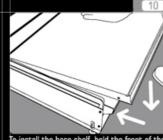
To install the base front, put the holes on one end of the base front over the hooks on one foot stand plate and push down to lock into place; install the other end the same way.



Make sure that the hooks on the top of the base front are firmly inserted into the holes on top of the foot stand plates when installing the other end ! of the base front.



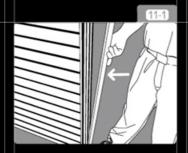
The display rack framework is now complete.



To install the base shelf, hold the front of the base shelf with both hands, lift the shelf up at a 45° angle and insert the plate at the back of the base shelf into the groove in the lower anchor until it clicks into place. Place the back panel in a horizontal position and make sure the tenons at the back of the shelf are securely fastened into the S-shaped holes in the anchor.



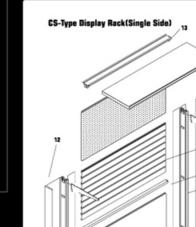
To install the pillar side covers, insert the hooks inside the side covers into the holes in the pillars and push down to lock into place.



To install the base side plates, place them on



the foot stand plates, and insert the hooks at the front of the side plates into the holes used to attach the base front. Insert the lips on the pillar side covers into the grooves in the anchors and push down to lock into place.



1 Leveler 2 Pilar

3 Foot Stand Plate 4 Inwer Anthor

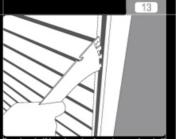
- 5 Slat Wall
- 6 Central Anchor 7 Base Front
- 8 Bracket Base Shelf
- 10 Shelf 11 Base Side Plate
- 12 Pillar's Side Cover
- 13 Top Anchor





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Put the shelf brackets in place. Insert the shelf brackets into the desired holes and push down to lock the hooks into place.



Put the shelves in place. Hold up the front edge of the shelves roughly at a 45° angle and position the side plates on both sides of the shelves over the outsides of the brackets; lower the shelves into position and make sure the tenons are in place.

