



**CAEM**  
ShelvingEngineering



SHELVING SYSTEMS

DESIGN & INNOVATION

RETAIL SERVICES

TRY **CAEM**  
YOU'LL LIKE IT



# CAEM

ShelvingEngineering



ITALY



AUSTRALIA



## UNITED KINGDOM

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# WELCOME FROM ANDY

Welcome,

I am Andy Magrini, MD of CAEM UK and I welcome you to this brief introduction to our business. The CAEM Group is wholly owned by my family and even with strong growth over the last few years, we maintain a direct hands-on approach, focusing every strategy and decision on you, the customer.

At CAEM UK we are honoured to be servicing some of the major UK retailers for more than a decade. Our business model has greatly evolved from its start back in 1989 and we believe we have today quite a few unique advantages in the shopfitting industry.

We manufacture in Italy and in China, for the best combination of logistics and price.

Our Italian factory is the only one where both 50mm and 25mm pitch shelving are manufactured under the same roof. In our case, this is on top of our unique TN9 system, and many others.

We develop new shelving and shopfitting solutions on a daily basis after listening to your needs, however big or small your potential requirement will be; in the last fifteen years our business has tripled. Our complete database probably includes 100,000 different components today!

There is stock of S50 and TN9 held in our UK warehouse for quick deliveries. Unlike some of the competition who just import from China, we will spray shelving for you in any colour in our non-outsourced, self-built, in house powder coat system.

The incredible team around me makes CAEM UK your best partner for your metal shopfitting needs. Please get in touch,

Andrea Magrini, MD, CAEM UK

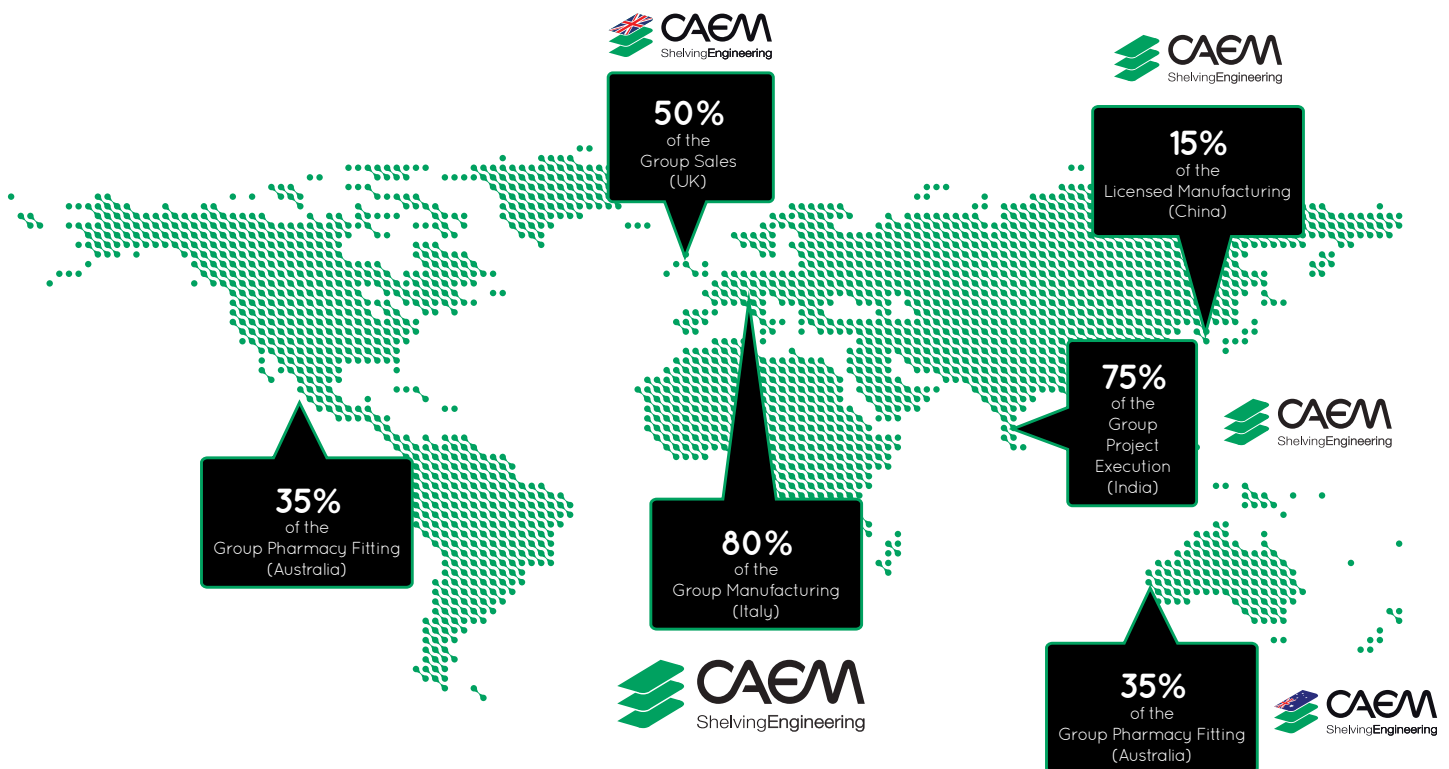


# CAEM GROUP

**C**AEM-Magrini S.p.A. was founded in 1958 by Rito Magrini. After the first sheet metal fabrication during the sixties, CAEM began to grow with the introduction of modern, efficient manufacturing and automated processes.

During the seventies, Nedo Magrini joined the company and CAEM started to introduce its modular shelving system, which is the foundation of its success. After building up sales and a network of satisfied customers across Europe, CAEM UK and Spain were incorporated to improve customer service in these important regions. During the nineties, the UK business expanded rapidly installing a full manufacturing facility and finishing unit, also in this period CAEM expanded its customer base to Russia and the Middle East. CAEM Australia was strengthened with a long term strategic plan.

Markets and consumers continue to evolve, CAEM have responded to this opportunity by significantly expanding its product range: more sizes, more colours, more options, more displays, all available as standard from the CAEM catalogue. This resulted in increased market penetration and established CAEM as a solid global player in modular shelving: the product range is designed with an attention to detail, built in flexibility with the available options and supported by our team of industry professionals.

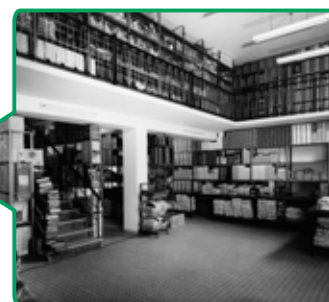
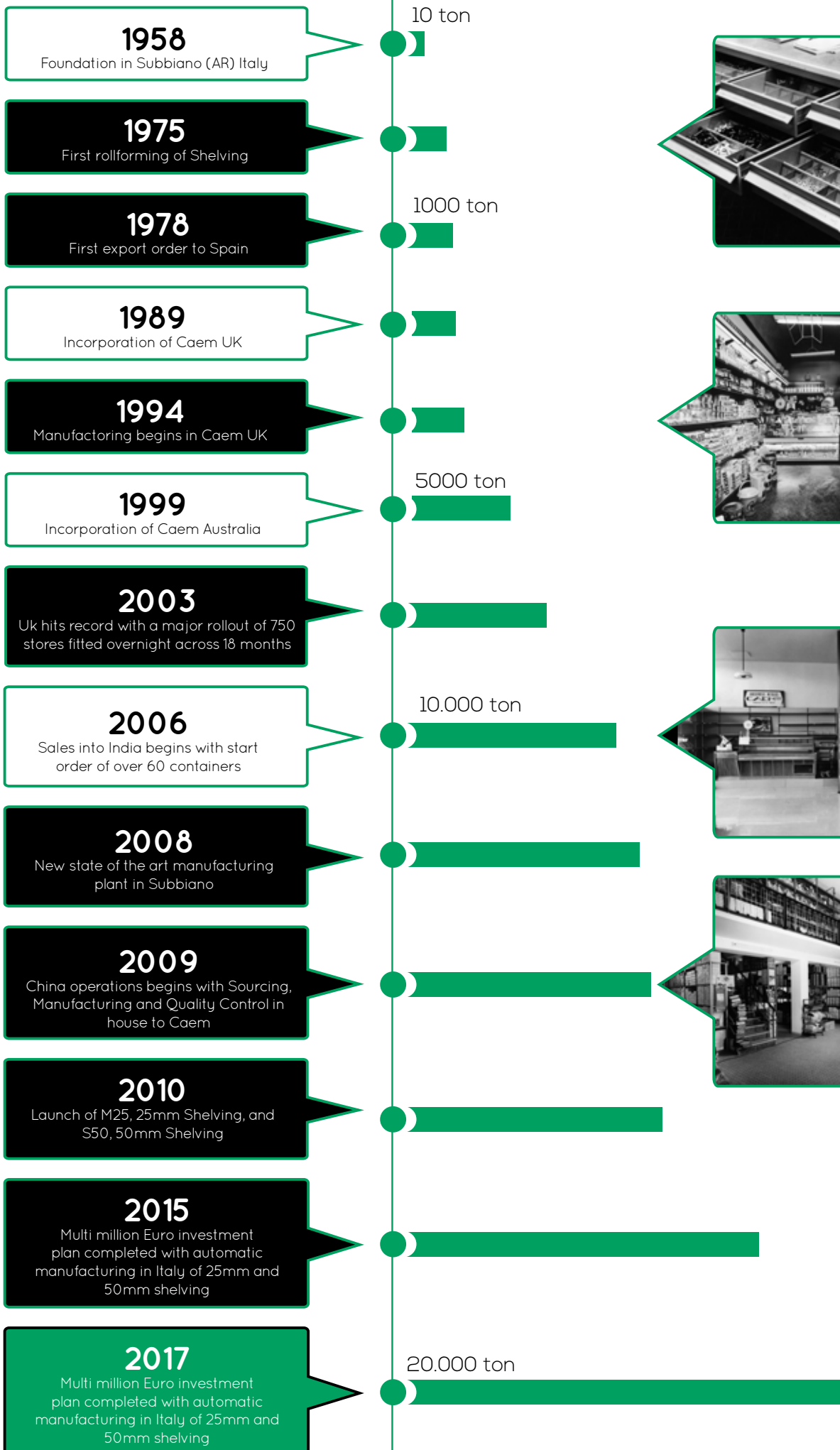


As we enter the 21st century there have been further transformations in the market, with purchasers increasingly under pressure to secure better value for money by examining options in the emerging markets. For CAEM this was a new challenge and a tremendous opportunity: CAEM India commenced operation in 2006 and the manufacturing and design unit incorporated in 2008. New investments in key products were allocated for manufacturing in China: a newer more cost effective option became available together with 25mm, imperial 1inch and 50mm compatible shelving systems.

After the first introduction of 50mm shelving and 1inch/25mm shelving, CAEM R&D focused on further improvements to these systems. The outcome is the ultimate in metal modular shelving systems our 'S50' and 'M25' ranges. Between 2012 and 2014 CAEM proceeded with a multi-million investment in state of the art automated manufacturing of S50 and M25 in its Italian plant.

Today the CAEM Group services the market with a manufacturing capacity 10 times higher than a decade ago with an extensive range of shopfitting products and services that the marketing team customises to provide a solution to a specific retailer's needs.

CAEM are proud of their extensive customer base covering a wide range of European retailers in many sectors: convenience stores, supermarkets and grocery, hypermarkets, discount stores, non food discounters, pharmacies, DIY and bricolage, toys, newsagents, hospital pharmacy departments.





# CAEM UK

**F**ounded in 1989 with the aim of servicing the network of UK Shopfitters with a quality shelving system, CAEM UK quickly developed into a major player in the industry.

In 1994 the first automated manufacturing was set up to service the growing customer base. The machines, designed entirely in-house and custom built delivered back panels and shelves in high volume to the smallest tolerance for the highest quality.

After few years a state of the art powder coating plant was installed, to improve the service provided to the market, adding the choice of any finish to an already extensive range of options in terms of models and sizes.

After operating from one, then two, then three main units, further contracts were awarded to CAEM UK and the business was relocated to a 77,000 sq ft unit, now upgraded with the addition of an automated Warehouse Management System.

With our comprehensive range that includes the fully flexible TN9 system, S50 our high quality 50mm compatible system and the new M25 and M25 wire systems which incorporate our unique central back panel, offering retailers additional merchandising space, enhanced by our Design Department and RETAIL SERVICES, CAEM UK is projecting strong growth.







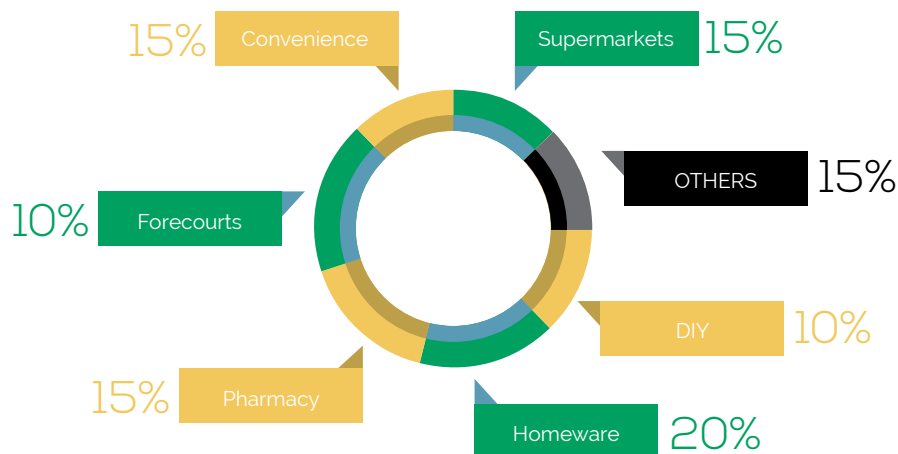
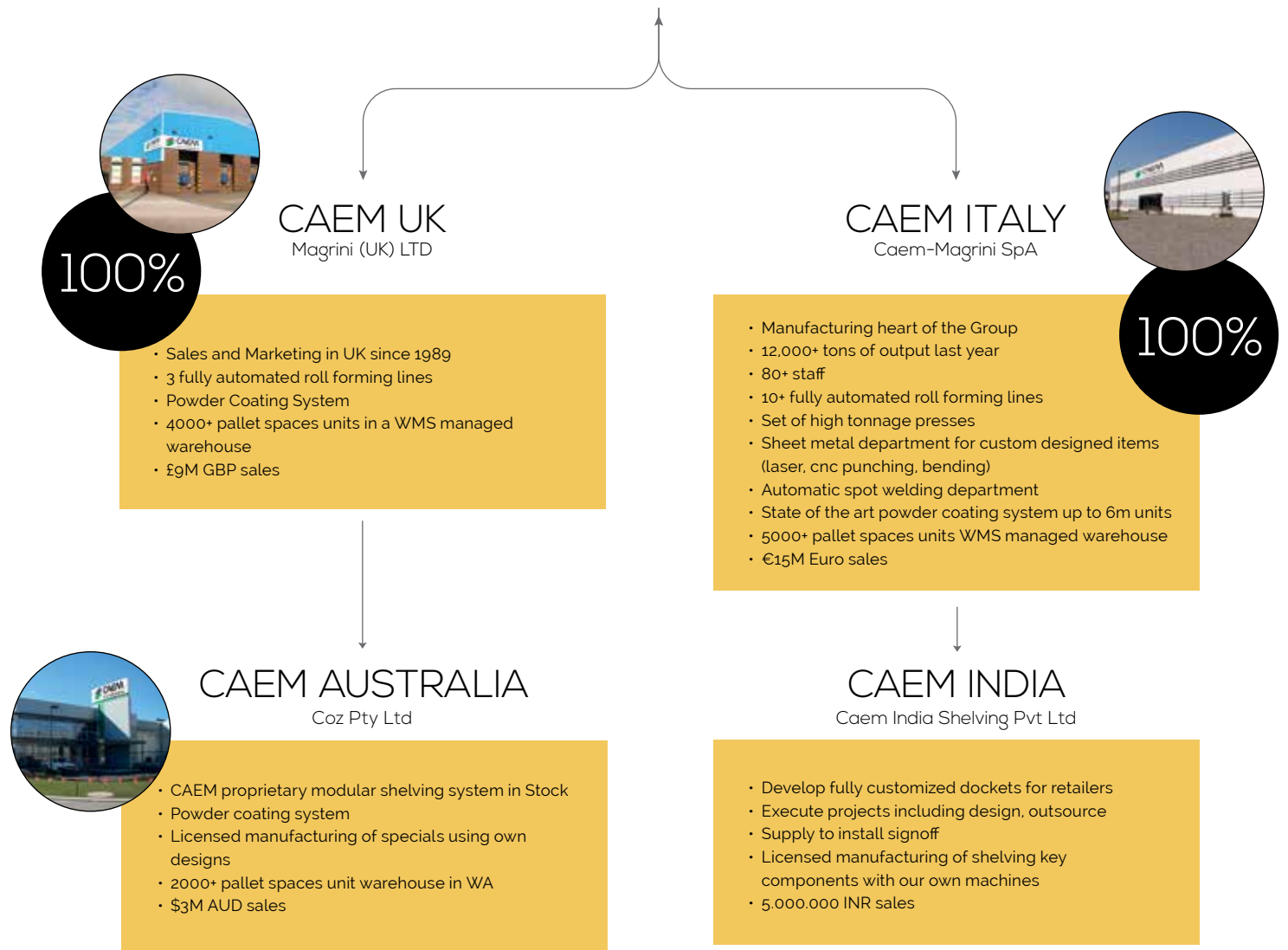
WELCOME TO CAEM UK  
**WE PROVIDE UNRIVALLED SERVICE  
TO UK RETAILERS**



# FINANCIALS

**T**he CAEM Group is controlled by the Magrini family, the same family as our founder Rito Magrini. The long term approach of the family business has created a steady growth in both human and tangible capital.

## MAGRINI FAMILY







## CAEM ITALY WAREHOUSE WITH WMS



- GONDOLA SHELVING
- IN-STORE INNOVATION
- RETAIL SERVICES'S





















# 1 25MM SHELVING



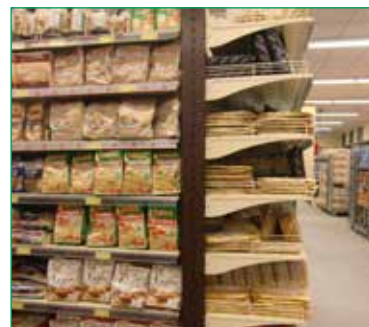
M25 IS BASED ON A NEWLY DEVELOPED JOINT BETWEEN UPRIGHT AND BASE.

## M25 SYSTEM

### UNSEEN ADVANTAGES FOR YOU

**T**he shape of the upright and joint of the base interact to deliver an unseen torque resistance to load. Uprights are available in several sizes to match your needs of floor capacity and space saving. Bases are available in two heights and the selection will depend on where the base shelf is required: a lower base shelf is normally the preferred option. Additional shelves, which are compatible with many of the CAEM shelving systems, can take high weight loading with a narrow profile, therefore offering additional merchandising space. The combination of extra facing area with the increased flexibility offered by the 25mm shelving pitch and the new hinged EPOS rail delivers increased returns for the retailer.

The most demanding merchandising needs are easily manageable with M25. Thanks to the slimmer profile of the shelves, a greater number of levels can be installed, for improved shelf management and merchandise visibility. Products can also be displayed in the space between the top of the shelf to underneath the next shelf, behind the hinged EPOS rail.





**+5% SHELF SPACE**  
**+5% WIDER AISLES**  
**+15% FACING MERCHANDISING**



# 2 WIRE SHELVING

M25 IS BASED ON A NEWLY DEVELOPED JOINT BETWEEN UPRIGHT AND BASE.

## M25 WIRE SYSTEM

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- CONTINENTAL LOOK
- SEE THROUGH EFFECT
- CLEANER SHELVING
- ONLY 6MC EPOS



# 3

## 50MM SHELVING



S50 IS THE 50MM PITCH SHELVING SYSTEM SOLELY DESIGNED, ENGINEERED AND MANUFACTURED BY CAEM

## S50 SYSTEM

S50 IS THE 50MM PITCH SHELVING SYSTEM SOLELY DESIGNED, ENGINEERED AND MANUFACTURED BY CAEM

**T**he S50 system has been designed to satisfy the needs of retailers and stockists committed to another 50mm pitch shelving system in their shops or warehouse: with Shelving50 CAEM offers them operational continuity, whilst enjoying the benefits and cost efficiency of the CAEM Shelving50 system.

This system includes proprietary solutions like the connection between upright and base and several sizes of perforated back panels. Various shelving planks will fit into Shelving50 structure, thus giving the retailer increased versatility and access to a wider range of accessories.

Shelving50 is intended to be the starting point as a compatible 50mm shelving system, to allow the retailer to consider greater shelving and accessory options.

The tubular upright is available in two section sizes depending on the weight loading capacity needed. Each of the sizes can be utilised in wall or gondola configurations.





- 50MM COMPATIBLE
- MADE IN ITALY BY CAEM
- MADE IN CHINA BY CAEM



- IN STOCK IN STOKE!!!!
- VISIT [BUY.CAEM.CO.UK](http://BUY.CAEM.CO.UK)
- HAVE IT IN ANY COLOUR



# 4 TN9 SHELVING



TN9 IS MADE IN THE UK

## TN9 SYSTEM

TN9 SYSTEM IS BASED ON MODULAR PLANKS MAKING IN STORE CHANGES EASIER AND SAFER

**C**AEM's TN9 System has been around for more than 40 years, proving its incredible advantages. It is based on a very unique upright profile, with 40mm pitch and a section of 9cm by 3cm, therefore the depth does not increase when back panels are added. Available in bay widths of 45cm, 65cm, 100cm and 120cm. The wide variety of sizes within the product range offers extreme flexibility in shopfitting solutions.





- UK MOST COMPLETE SHELVING SYSTEM
- WIDE RANGE OF SIZES AVAILABLE
- BEST MODULAR SHELVING



- IN STOCK IN STOKE!!!!
- VISIT [BUY.CAEM.CO.UK](http://BUY.CAEM.CO.UK)
- HAVE IT IN ANY COLOUR



# 5 PHARMA BEAUTY

THE COMPLETE RANGE FOR  
PHARMACY, LABORATORY AND  
HOSPITAL DISPENSARY

## PHARMA BEAUTY

THE COMPLETE RANGE FOR PHARMACY, LABORATORY AND HOSPITAL DISPENSARY

**C** AEM R&D developed the modular shelving solution that delivers incredible aesthetics and the functionality required by modern pharmacies. Available in both M25 and TN9 systems, it aims at clean lines, achieved thanks to faultless high technology manufacturing process. With a range of different models of metal shelves and glass shelves, it can be further customized thanks to the incredible colour range offered and developed solely by CAEM.





- BEAUTIFUL, BUT STILL MODULAR
- PHARMACY GREAT LOOK, BUT COMPETITIVE
- EXTENSIVE RANGE OF OPTIONS, ALL METAL
- DISPENSARY SOLUTION INCLUDED
- PULLOUT SHELVES AVAILABLE
- METAL DRAWERS AVAILABLE





# 6 DRAWERS SYSTEMS'

THE COMPLETE RANGE FOR  
PHARMACY, LABORATORY  
AND HOSPITAL DISPENSARY



## MEDI DRAWER

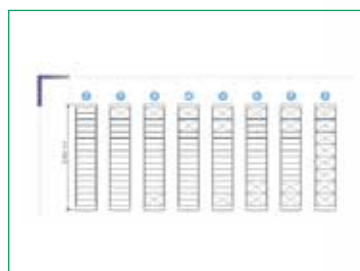
THE UNIQUELY COMPLETE RANGE FOR  
DRAWERS AND PULLOUT SHELVES FOR  
DISPENSARIES.

For the pharmacies and hospitals' dispensary, CAEM developed complete storage solutions. For storing drugs of different sizes we have two solutions: MedicalBOX, a complete cabinet of self closing drawers, and Medidrawers, which are less deep but wider and hang on shelving systems. Your layout and operational needs will determine your choice. For fast moving drugs directly behind the counter we recommend our MKbox.



# MEDICAL BOX

HIGH CAPACITY DRUGS STORAGE DRAWERS CABINET



# MK BOX

FOR FAST MOVING DRUGS BEHIND THE COUNTER.



SHELVING SYSTEMS

DESIGN & INNOVATION

RETAIL SERVICES





# 7

## Q 25

- COMPLETE QUEUE MANAGEMENT SYSTEM
- COMPLETELY MODULAR
- SELF STANDING
- METAL AND ACRYLIC DISPLAYS

## Q25

THE FULLY MODULAR QUEUE MANAGEMENT SYSTEM

**T**he Q25 solution maximizes the queue management delivering increased sales. It is self standing and includes a range of shelves, bars and metal and PETG containers, so giving a complete offer for the checkout area.







- COMBINE SALES AREA WITH STOCK AREA
- INTEGRATED GONDOLA WITH RACKING
- TWO SYSTEMS, SAME SUPPLIER: CAEM UK
- ALSO FOR EXTERIOR, GARDEN CENTRES

## B50, B25, GP5

INTEGRATED GONDOLA – RACK SHELVING SYSTEM – BACK OF HOUSE RACKING/LONGSPAN

**W**here gondola shelving is the solution required, CAEM provides integrated racking based on 25 and 50mm gondola shelving. On top of this, long span and pallet racking are also available for complete fit outs of merchant stores, DIY and Garden Centres. Our finishes include HDG treatment for exterior weather conditions.





# 8 IN-STORE INNOVATION

**U**tilising our strengths of mass produced structural gondola components combined with the most flexible and state of the art sheet metal fabrication, CAEM's R&D Department have increased its product database by an astonishing 60,000SKU extra variants in the last 5 years.

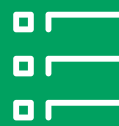
Our approach with the customer starts from discovering their typical operations on site, the shopping experience trends of its customers and the future targets from the management. The result is often a co-designed solution that blends together customer needs, manufacturing efficiency and budget control.



Design. Is about converting hand sketched ideas into a 3D sheet metal concept.



Prototyping. Aiming at submitting a live sample to the customer to test hands on functionality



Manufacturing. CAEM's expertise delivers efficiency in every aspect of the process



With a brisk output of product innovation, here are a few examples.

Our customer delivering a turnkey service to the convenience store market challenged us to maximize our shelving system and wanted us to develop a fruit and vegetable produce display. The result is an effective, design oriented ,modular solution.



The client wanted to abandon timber fixed and non durable fixtures for their garden centres. We developed a complete format, including low racks and high racks, various display stands, all treated for external weather conditions.



Our customer required extra flexibility in their Pharmacy to increase sales during different hours in the day and times of the week and the year by configuring the store layout differently. The result is a fully modular solution designed utilising gondola shelving on castors.



Our customer required a bespoke solution for its gondola end units so they could be installed and removed quickly. The result is a single piece solution that delivers perfect alignment between the gondola and its end.



Our customer needed to comply with the legal requirement that Tobacco products should not be visible to customers, by having a customer counter with built in drawers. The result is a service counter built with modular shelving and pull out shelves working as drawers for extra stocking capacity.







The client in Dubai required a unique shopping experience for their customers and asked to improve sales of fresh products. Caem developed a bespoke range of round and square boxes displays, all inclined. The materials used included stainless steel and plywood and were all food safe and FSC's certified. The flagship store was elected as one of the best in the convenience sector in the Emirates.



The client required an improved feeling for customers hence the need of combining different display solutions with new finishes throughout the store. CAEM designed a number of special accessories and a specific metallic paint.



The client, in the sector of convenience store sector, required an improved look for wine and spirits, aiming at improved sales. Caem improved the Wire shelving solution, and the client rolled it out enjoying double digit sales growth.



The client, an international gardening tool manufacturer, involved Caem in the development of their store format. Together with the need of raising the display level for heavy kit aiming at private users, it required a smooth operated storage for the store managers.



The client required a custom built display system that Caem developed starting from TNg sytem. A complete range of specific displays were developed achieving a new format of store look



The client, a major car manufacturer in India, asked us to implement a solution to increase sales of accessories. Caem put together four formats depending on square footage that were rolled out through India. The client enjoyed a boom in sales of car accessories.



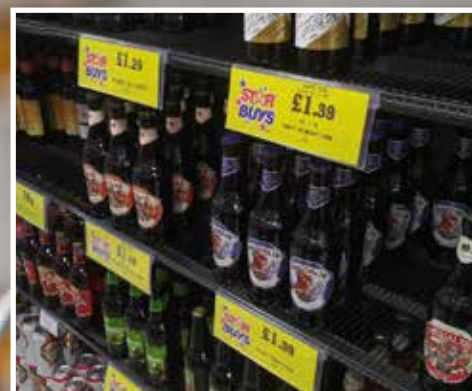
The client required an improved look of their stores, aiming at making merchandise stand out. Caem developed a new wire shelf that overhangs so brackets are not visible, that run seamlessly one to the next therefore achieving clean lines.



The client launched a new product line across their stores estate, wallpaper rolls. Caem solution integrated with existing shelving, reducing the capex of the project. The solution was rolled out across the client's estate in record time.



The client wanted a new type of shelving. Caem developed this wire shelf so when merchandise goes out quick, the product below is visible. The main advantage is the lack of full length epos, taking enormously valuable facing space. With Caem's shelf, only a small tag with the price is used, giving more visibility of the merchandise.



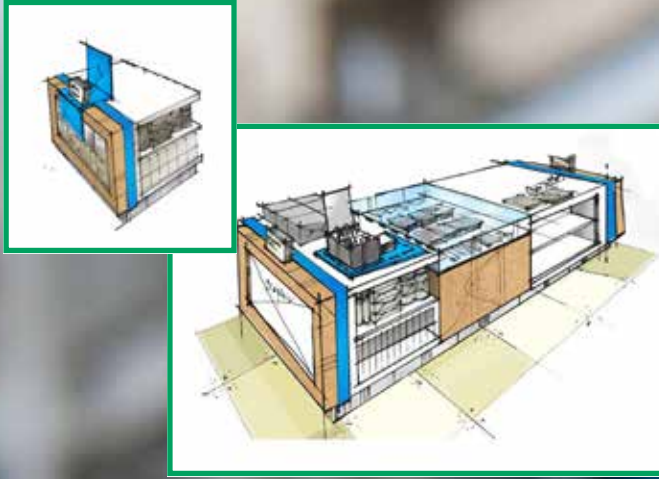
The client required an improved yet modular solution for bakery display. Caem integrated in a modular way timber and metal structure, achieving the aesthetic target but also the logistics and costs requirement.





BEFORE

AFTER







SHELVING SYSTEMS

DESIGN & INNOVATION

RETAIL SERVICES



# 9 RETAIL SERVICES

**G**rowing rapidly in a short space of time, our RETAIL SERVICES business unit was set up with the aim of providing retailers with our renowned customer care and focus on result oriented, project delivery.

At RETAIL SERVICES we aim at helping retailers with their 'soft' challenges, such as installation project management,

seasonal re merchandising, stock taking, and store audits.

The following pages explain a few of the latest business cases. The nature of RETAIL SERVICES is highly specific for each customer and each project and can be adapted for changing needs as they arise.



**Merchant Development Solutions**

22<sup>nd</sup> July 2015

**CAEM INSTALLATION SERVICE**

Having now completed 7 installations with Nigel Wood's team, I have no hesitation in recommending the service levels received.

Installations have been completed on time, and just as importantly, without any Health and Safety issues.

I believe this comes from Nigel's management of the team. No installation is ever perfect, but when I have raised occasional minor concerns with him, his response has always indicated that he is pushing towards continuous development and improvement.

Where unforeseen changes have needed to be made on site during installation, the guys have been positive in their attitude and flexible in their approach.

As a project management business coordinating various issues on site, one thing I do not have to worry about is the CAEM installation team.

Andrew Pine  
Managing Director

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**CAEM INSTALLATION SERVICE**

I employed CAEM's Installation Team to implement a major project for a UK Retailer in the diy/trade sector. The display fixtures utilised by the Retailer were of a 'bespoke' type and not the standard gondola/racking fixtures utilised by many high street retailers. To that end I needed a team of site fitters that could adapt to on-site differentials, understand the importance of following manufacturing specifications and implement using safe working practices and method statements.

Due to the success of this project I have now secured further contracts with this Client and will continue to use Caem for the installation process.

I do not hesitate in recommending Caem to other parties who need a professional service with strong management support

Rob Hughes  
Rob Hughes Director Omni Retail Services Ltd.

# RETAIL SERVICES **CASE STUDIES**

## HIGH END SPORTS RETAILER



CAEM recently carried out the fit out of the Adidas SiS within the JD Sports store on Oxford Street. This was a challenging project but the end result is a sleek fit out for this flagship brand. The store uses different materials and unique design features (including electrical components such as innovative touch screens for customers to order on). CAEM is extremely proud to be associated with this high quality shopfitting project in this prestigious part of London.



Caem recently carried out an install for Lidl in their Bath store. The bays were designed by our own design team and fitted into the store with minimal disruption during trading hours.



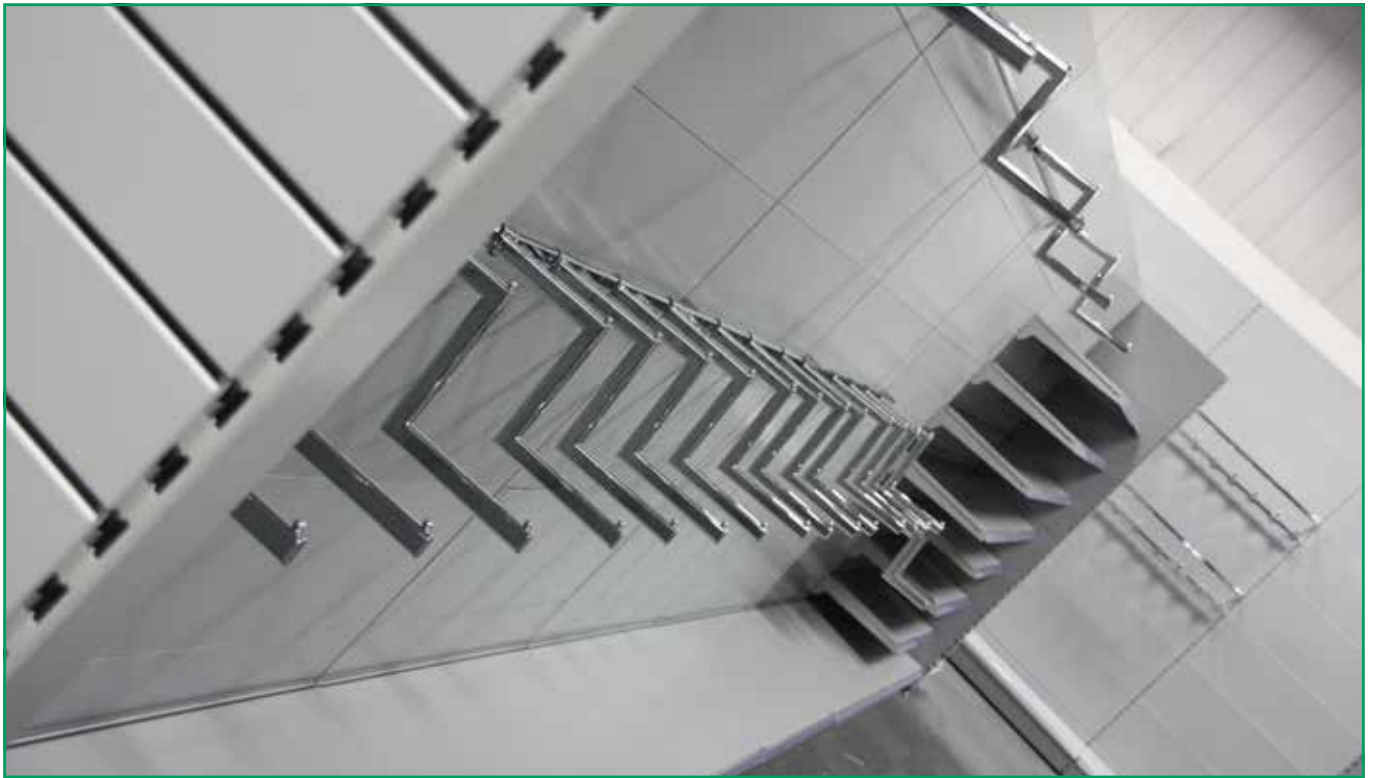


**dyson**

CAEM installers have worked on numerous projects installing Dyson fixtures, including internationally in Dubai. The most recent fitout for Dyson is a SiS project in Liverpool Aintree where the new specifications of the Dyson stick display have been installed.



This project was to revamp the existing Tesco Recycling units – over 12 days, fitters attended 670 stores, identified and prepared the structure and fitted the enhancement package consisting of plates and flaps. The enhancement packages were stored at CAEM and sent out in staggered deliveries.



Taking full advantage of CAEM's product development, we have designed and installed special units along with standard shelving for Go Outdoors with various fit outs happening and more to come!



CAEM was involved in a national rollout installing the HUDL 2 tablets into Tesco stores. This was a challenging project with a high volume of stores to be completed. Stock was brought into CAEM and held in the Warehouse and dispatched in staggered deliveries. 256 stores were completed over a 2 week period installing product frames, acrylic shelves or tabletops, alarmed display units, electrical plates and signage.





Topps Tiles was a major national project completed earlier this year. 112 stores were successfully completed in 13 days. The aim of the project was to correctly de-construct the existing stands and safely dispose of them during trading hours. Each store involved a lot of work and coordination both off and on-site; even the skips had to be dropped off and uplifted within the same day, leaving no room for error.



CAEM is a leading supplier to Dunelm with equipment and installation. We efficiently complete Grades 1-3 and new stores for Dunelm across the UK and Ireland, working along with other contractors to turnaround the projects before their completion dates.

# CUSTOMERS BOARD





[www.caem.co.uk](http://www.caem.co.uk)



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