

**PRODUCT SHORT DESCRIPTION:**

Mobile magnetic easel to maximize presentation

**FEATURES AND BENEFITS:**

- Essential Series;
  - Good value for money for frequent use
- High quality magnetic and dry erase surface
- Full mobility, portable and extremely versatile angle board usage
- Mobile base with 5 lockable castors and a diameter of 70cm
- Adjustable pad clamp, for use with any flipchart pad
- Includes 2 magnetic extension bars that allow you to present up to 3 sheets of paper
- Convenient foldable tray to hold paper during movement
- Adjustable height through a spring

**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:**

- Professional and modern look
- Comfortable and easy height spring
- Good value for money for frequent use

**TARGET MARKET:**

CHANNEL: Office products wholesalers, office products stores, other retailers and building contractors  
 END USERS: conference centers, hotels, public buildings, public store buildings and private and public buildings in general

**ADDITIONAL NOTES:**

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

**PROMOTIONAL TIPS:**

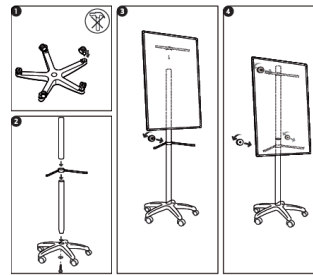
No specific timing, thus we recommend the occasional promotion like offering of accessories.

**RANGING TABLE:**

Frame/Colour:	Surface/Colour:	Product Size:	Packed mm	N.W. kg	G.W. kg	Reference:	RRP:
<i>ESSENTIAL SERIES</i>							
Grey aluminium frame	White magnetic steel	Euro [700x1000]	1160x810x110	13,00	16,00	EA48061824	---
Black aluminium frame	White magnetic steel	Euro [700x1000]	1160x810x110	13,00	16,00	EA48061823	---
White aluminium frame	White magnetic steel	Euro [700x1000]	1160x810x110	13,00	16,00	EA48061822	---

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

- Magnetic steel surface
- Wooden based core
- Full length pen tray
- Mounted on 5 locking castors
- 2 year warranty

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

n/a

**ILUSTRATION:**

n/a

**SUGGESTED ADVERT:**

## Design Mobile Magnetic Easel - Essential Series

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**WITHIN FAMILY:**

- Design Easels

**QR CODE:**

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Approval:

 Revision: 00  
 Date: 16-04-2015