

## HandiWALL® vs. Standard MDF Slatwall

*Comparison of overall cost, durability, and aesthetics for the retail environment.*

When a retail outlet decides to install the patented HandiWALL® PVC Slatwall Display System, they can be confident they have chosen a product that brings a great deal of added value to the business. From cost savings to aesthetics, the benefits of using a PVC slatwall system, such as HandiWALL®, are numerous.

### Cost Benefits

#### Shipping

- The freight costs for HandiWALL® are less than MDF slatwall because HandiWALL® is substantially lighter than MDF (a 4' x 8' panel of MDF slatwall weighs between 80 and 100 lbs - the same size panel of HandiWALL® weighs 38 lbs). Thus the cost of shipping one panel or one pallet of HandiWALL® is significantly less than the cost of standard MDF Slatwall.

#### Installation

- Because HandiWALL® weighs less than standard MDF slatwall it is much easier and quicker to install. Generally speaking, installing standard MDF requires two people, whereas installing HandiWALL® only requires one person. This drastically reduces the amount of man-hours to complete an installation which in turn reduces the overall cost of building or renovating a retail store.

#### Length of service life

- HandiWALL® offers a much longer service life than standard MDF slatwall in the retail environment. Standard MDF slatwall is generally made of fiberboard, a material that is known to be unreliable over time. HandiWALL® is made entirely out of cellular PVC which retains its structural form over time and will not chip or break like MDF is known to do. This creates savings in that HandiWALL® panels need to be replaced far less frequently, if ever, compared to MDF slatwall which notoriously chips, scratches, warps, and disintegrates.

### Aesthetics in Retail

#### Retaining the “new” look

- HandiWALL® PVC slatwall system is colored throughout, meaning it will never show scratches. MDF slatwall, on the other hand, will always show the slightest imperfection as it only has a thin layer of coloring on the outside of the product. In addition to not showing scratches, HandiWALL® can be cleaned and maintained simply by wiping it down with a damp cloth. In the retail environment, color and cleanliness are everything which is exactly what HandiWALL® delivers.

#### Immune to water damage

- It is well known that standard MDF slatwall cannot be used outside and must be kept dry at all times, otherwise the product will deteriorate and warp. HandiWALL® is impervious to water damage and can be used for both interior and exterior retail displays.

#### Structural strength

- HandiWALL® is 50% stronger than standard MDF slatwall which allows retailers to display a wider variety of products on their slatwall system. When installed properly, HandiWALL® gives retailers the ability to vertically showcase products that once had to sit on horizontal shelves due to their weight.