

vu line
direct

POS Displays

Catalogue



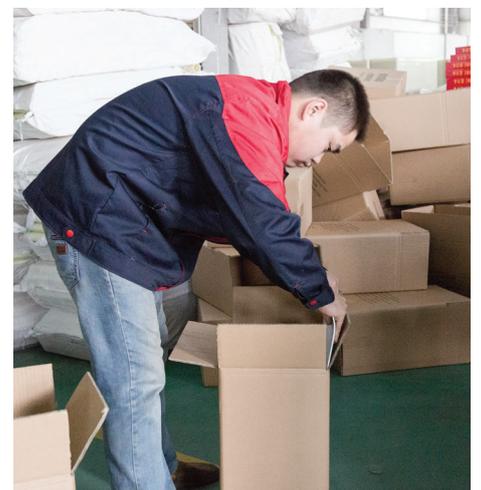
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FROM IDEATION TO INNOVATION

Vu Line Direct's design racks are designed in Miami and manufactured in China with extreme attention to detail.

We think through smart, strategic, and innovative solutions for your business so you can stay on the leading edge of your branding campaigns. We work together to create data driven marketing solutions that position your business for long-term success.



The background is a solid red color with a pattern of semi-transparent, overlapping geometric shapes. These shapes include triangles of various sizes and orientations, as well as circles of different diameters. The overall effect is a modern, abstract, and textured background.

PLASTIC RACKS



THREE LAYERS PLASTIC RACK

ITEM

- FDKOMR007

MATERIAL

- HIPS with Transparent Triangle Tube

SIZE

- 1450x477x353mm (Layer H--400mm)
- 467x305mm--5mm KT Board

CRAFT

- Injection Molding & Silk Printing & Offset Printing

FEATURE

- 3 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 4 KGS



THREE LAYERS PLASTIC RACK

ITEM

- FDKOMR008

MATERIAL

- HIPS with Transparent Square Tube

SIZE

- 1670x790x470mm (Layer H--430mm)
- 770x390mm--5.8mm KT Board

CRAFT

- Injection Molding & Silk Printing & Offset Printing

FEATURE

- 3 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 4 KGS





SMALL PACKAGES STAND PLASTIC RACK

ITEM

- FDKOMP16007

MATERIAL

- HIPS

SIZE

- 1850x477x353mm
- 467x305mm--5mm KT Board

CRAFT

- Injection Molding & Silk Printing & Offset Printing

FEATURE

- 4 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 5 KGS



BIG PACKAGES STAND PLASTIC RACK

ITEM

- FDKOMR009

MATERIAL

- HIPS

SIZE

- 2100x790x470mm (Lanyer H--430mm)
- 770x390mm--5.8mm KT Board

CRAFT

- Injection Molding & Silk Printing & Offset Printing

FEATURE

- 4 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 4 KGS





THREE LAYERS OF MINI FLOOR RACK

ITEM

- FDKO202001

MATERIAL

- PP

SIZE

- 1170x350x240mm
- 340x215mm--5mm KT Board

CRAFT

- Injection Molding & Silk Printing & Offset Printing

FEATURE

- 3 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 2 KGS



2 LAYERS TABLE RACK

ITEM

- FDKO202003

MATERIAL

- HIPS + 3mm PVC Expansion Sheet

SIZE

- Out Size: 341x146x128mm
- Branding Size: 330x230mm

CRAFT

- Silk Printing

ACCESSORIES

- 1 Branding Card

PACKING

- 1set per poly bag

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 4 KGS





TABLE RACK

ITEM

- FDKO202002

MATERIAL

- HIPS + 3mm PVC Expansion Sheet

SIZE

- Out size: 270*140*440mm Tray size: 270*140*50mm
- Side Board: 98*180*15mm Branding: 265*250mm

CRAFT

- Offset Printing & Silk Printing

ACCESSORIES

- 2 Trays + 2 Side Board + 1 Branding Card

PACKING

- 1set per poly bag

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 1 KGS



SQUARE RACK COMBINATION PILE

ITEM

- FDKO202004

MATERIAL

- HIPS

SIZE

- 880x1000x1000mm
- 1000x800mm--KT Board

CRAFT

- Silk Printing

ACCESSORIES

- 12 Pallets + 8 Pallets Inserts + 16 Short Branch Pipes + 16 Foot Covers + 32 Long Branch Pipes + 4 Perimeter Pic

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 18 KGS





COLLAPSIBLE STAND RACK

ITEM

- FDKO202005

MATERIAL

- HIPS + 3mm PVC Expansion Sheet

SIZE

- 330*330*1400mm

CRAFT

- Offset Printing & Silk Printing

ACCESSORIES

- 1 Base + 3 Trays + 2 Side Bottom Inserts + 2 Side Top Inserts + 6 Side Square Inserts + 4 Side Cross Inserts + 1 Block Card

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 8 KGS



COLLAPSIBLE STAND RACK

ITEM

- FDKO202006

MATERIAL

- HIPS + 3mm PVC Expansion Sheet

SIZE

- 430*280*1450mm

CRAFT

- Offset Printing & Silk Printing

ACCESSORIES

- 1 Base + 4 Trays + 3 Left Inserts + 3 Right Insert + 2 Triangle Inserts + 1 Head Card

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 10 KGS





COKE COMBO MULTI-POINT DISPLAY RACK

ITEM

- FDKO2018004

MATERIAL

- HIPS + 3mm PVC Expansion Sheet

SIZE

- 510*510*1630mm

CRAFT

- Offset Printing & Silk Printing & Painting

ACCESSORIES

- 6 Pcs Pockets + 1 Head Branding Card

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

MOQ

- 200Sets



PLASTIC COUNTER RACK

ITEM

- FDKO2018013

MATERIAL

- HIPS + 3mm PVC Expansion Sheet

SIZE

- 300*250*500mm

CRAFT

- Offset Printing & Silk Printing & Painting

ACCESSORIES

- 1 Head Card + 1 Paper Branding

PACKING

- Wrap Film Packaging 1set per carton

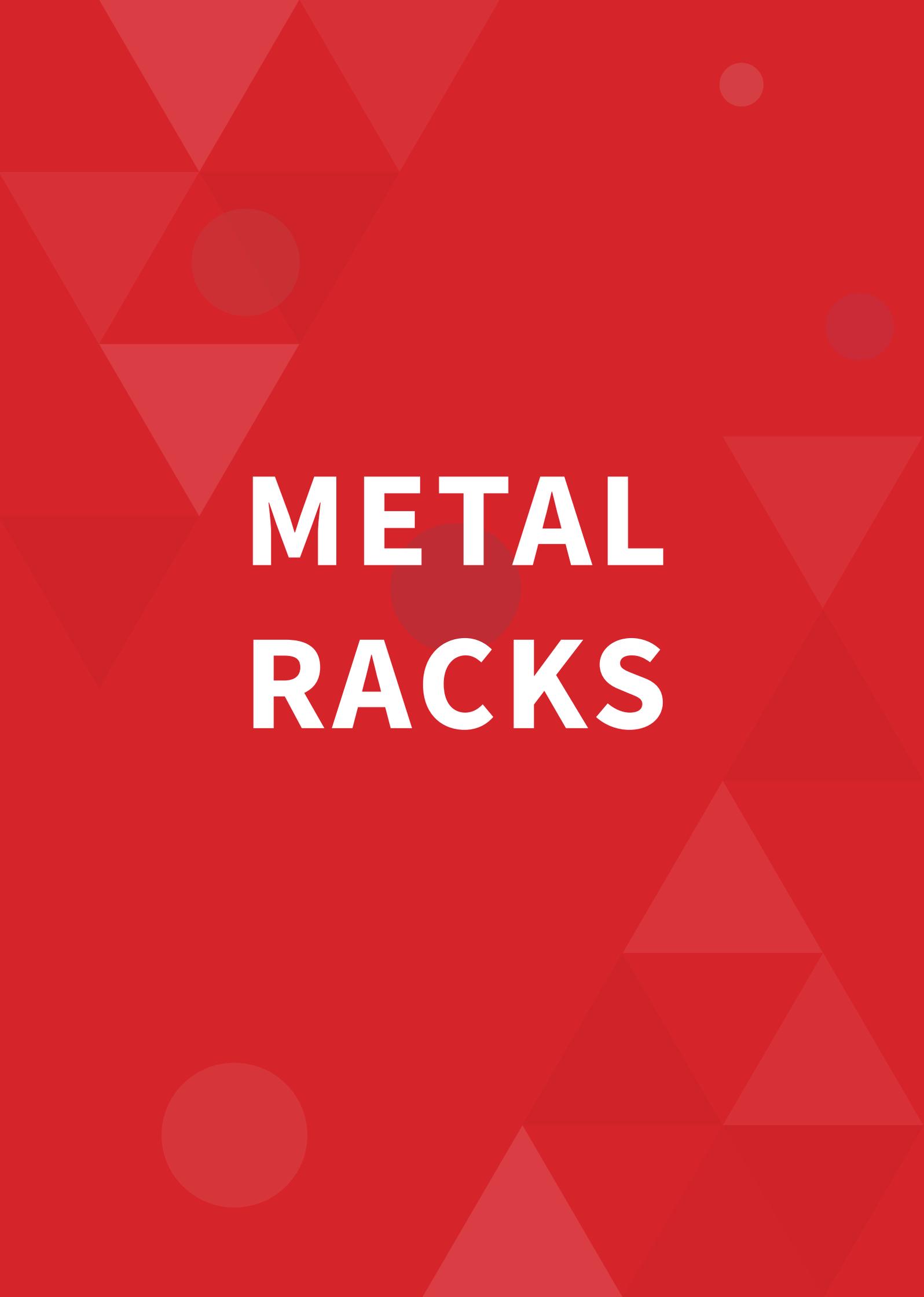
APPLICATION

- SUPERMARKET / CVS / TG

MOQ

- 1000Sets



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METAL RACKS



BULK RACK

ITEM

- FDKO202011

MATERIAL

- Iron + 3mm PVC Expansion Sheet

SIZE

- 520*300*1620mm

CRAFT

- Printing

ACCESSORIES

- 1 Head Card + 4 Price Bars + 2 Side Plates + 4 Adjustable Foot Pads

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



CURVED RACK

ITEM

- FDMR202312

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Printing

FEATURE

- Good for Display of Drinks, Beer, Soda, Soft Drinks

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





510 SIDE RACK OF THE REFRIGERATOR

ITEM

- FDKOMR16003

MATERIAL

- Iron + 3mm Pvc Expansion Sheet

SIZE

- 630*155*1970mm
- 810*285*85mm (U-shaped top connector adopts)

CRAFT

- Digital

ACCESSORIES

- Outer Frame Wire 7 Mm Wire + Layer Basket 6mm 3mm Wire + 1.5mm Iron Plate + Head Card + Bottom Picture

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



POS DISPLAY RACK

ITEM

- FDMR202303

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Silk Printing & Offset Printing

FEATURE

- 4 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





8 BOTTONS SMALL RACK

ITEM

- FDKOMR013

MATERIAL

- Iron + 6 MM Thick KT Board

SIZE

- 305x160x450mm

CRAFT

- Offset Printing & Silk Printing

ACCESSORIES

- Transparent Price Tags

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 1.4 KGS



METAL DISPLAY RACK

ITEM

- FDMR202304

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- 4 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





FLOOR DISPLAY STAND RACK

ITEM

- FDMR202305

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- 4 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



SUPERMARKET DISPLAY RACK

ITEM

- FDMR202306

MATERIAL

- Metal Wire

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- Good Effect to Display Corporate Image and Brand

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





BEVERAGE DISPLAY RACK

ITEM

- FDMR202307

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- Good Effect to Display Corporate Image and Brand

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

MOQ

- 50Sets



DOUBLE SIDE METAL DISPLAY RACK

ITEM

- FDMR202308

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- Fit to Display Hardware in Stores and Supermarkets

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

MOQ

- 100Sets





OPEN FREEZER DRINK RACK

ITEM

- FDKO2018007

MATERIAL

- Iron + 1.5mm Transparent Plastic Sheet

SIZE

- 300*200*100mm
- 300*70mm (front)

CRAFT

- Silk Printing

PACKING

- 1set Per Carton

APPLICATION

- SUPERMARKET / CVS / TG

MOQ

- 500Sets



REMOVABLE DISPLAY STAND RACK

ITEM

- FDMR202309

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- High Quality + Multi-functional + Easy Assembly

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





HS SELF-SERVICE CASHIER AREA DISPLAY RACK

ITEM

- FDKO202007

MATERIAL

- Iron + 3mm Pvc Expansion Sheet

SIZE

- 270*230mm
- 220*150mm (head card)

CRAFT

- Silk Printing

ACCESSORIES

- 1 Head Card + 2 Price Strips + 4 Cable Ties

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



MULTI-POINT AREA FLEXIBLE DISPLAY HANGER

ITEM

- FDKO202008

MATERIAL

- Iron + 3mm Pvc Expansion Sheet

SIZE

- 280*150*1300mm
- 225*150mm (head card)

CRAFT

- Silk Printing

ACCESSORIES

- 1 head Card + 4 Price Strips + 4 Cable Ties

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 4 KGS





BEVERAGE DISPLAY RACK SHELVES

ITEM

- FDMR202309

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEARURE

- Storage and Display for Drink Bottles/Cans

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



DRINK DISPLAY RACK

ITEM

- FDMR202310

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEARURE

- High Quality + Multi-functional + Easy Assembly

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





METAL SHELVES COCACOLA DISPLAY RACK

ITEM

- FDMR202301

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- Metal body and frame, strong and durable
- Power coated treatment, anti corrosion
- Easy to assemble and dismantle, save labour and time

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



1.5L BOTTLE SHAPE RACK

ITEM

- FDK02018019

MATERIAL

- Iron

SIZE

- 490*400*1215mm
- 453*100 mm (layer basket frame size)

CRAFT

- Offset Printing & Silk Printing

ACCESSORIES

- 4 Casters + 6 Price Bars + 6 Advertising Boards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





BEVERAGE DISPLAY RACKS

ITEM

- FDMR202302

MATERIAL

- Metal + Acrylic

SIZE

- Customized

CRAFT

- Painting + Printing

ACCESSORIES

- 4 Layers, red tray, can be served with Coca-Cola or Sprite branding cards

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



POP METAL DISPLAY RACK

ITEM

- FDMR202311

MATERIAL

- Metal

SIZE

- Customized

CRAFT

- Offset Printing & Silk Printing

FEATURE

- Good for Display of Drinks, Beer, Soda, Soft Drinks

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





DOUBLE-SIDED IRON SHELF

ITEM

- FDKO201914

MATERIAL

- Iron + 5mm Pvc Expansion Sheet

SIZE

- 450*460*1470mm
- 450*360*100mm (bottom of the base size)

CRAFT

- Offset Printing

ACCESSORIES

- 4 Adjustable Foot Pads + 8 Price Bars + 3 Advertising Boards + 6 Flashing Lights

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 21 KGS



ADJUSTABLE MULTI-LAYER DISPLAY SMALL RACK

ITEM

- FDKO2018010

MATERIAL

- Iron + 5mm Pvc Expansion Sheet

SIZE

- 450*300*1200mm
- 1200*1400mm (head crad)

CRAFT

- Offset Printing & SilkPrinting

ACCESSORIES

- 2 Side Panels + 1 Block Card + 4 Price Bars And Inserts + 4 Casters + And 12 Clear Rivets

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

MOQ

- 200 Sets





MINI RACK

ITEM

- FD202301

MATERIAL

- Iron

SIZE

- 508*292*1587mm

CRAFT

- Offset Printing

FEATURE

- Interchangeable Graphics
- Four Shelves With Shelf Strip Areas
- Sheet Metal Shelves Available For Liquor Bottles

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



SS MINI RACK

ITEM

- FD202302

MATERIAL

- Iron

SIZE

- 508*279*1575mm

CRAFT

- Offset Printing & SilkPrinting

FEATURE

- Interchangeable Graphics
- Four Shelves With Shelf Strip Areas

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





INTERCHANGEABLE RACK

ITEM

- FD202303

MATERIAL

- Iron

SIZE

- 622*431*1181mm

CRAFT

- Offset Printing

FEATURE

- Interchangeable Graphics
- Four Shelves With Shelf Strip Areas
- Heavy Duty Casters For Easy Mobility

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

SS INTERCHANGEABLE RACK

ITEM

- FD202304

MATERIAL

- Iron

SIZE

- 622*431*1181mm

CRAFT

- Offset Printing & SilkPrinting

FEATURE

- Interchangeable Graphics
- Four Shelves With Shelf Strip Areas
- Heavy Duty Casters For Easy Mobility

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



The background is a solid red color with a pattern of semi-transparent, overlapping geometric shapes. These shapes include triangles of various sizes and orientations, as well as circles of different diameters. The overall effect is a modern, abstract, and textured background.

PAPER RACKS



1.25L COKE PAPER RACK

ITEM

- FDKO202013

MATERIAL

- White Board + Corrugated

SIZE

- 375*285*820mm
- 365*275mm (backing plate)

CRAFT

- Offset Printing & Silk Printing

PACKING

- Flat Delivery

APPLICATION

- SUPERMARKET / CVS / TG



8 BOTTLES PAPER HOLD

ITEM

- FDKOMR014

MATERIAL

- White Board + Corrugated

SIZE

- 405*290*150mm

CRAFT

- Offset Printing & Silk Printing

PACKING

- Flat Delivery

APPLICATION

- SUPERMARKET / CVS / TG





2L COKE PAPER RACK

ITEM

- FDKO202016

MATERIAL

- White Board + Corrugated

SIZE

- 338*228*890mm
- 290*195mm (backing plate)

CRAFT

- Offset Printing & Silk Printing

PACKING

- Flat Delivery

APPLICATION

- SUPERMARKET / CVS / TG



2L COKE PAPER RACK

ITEM

- FDKOMP16008

MATERIAL

- White Board + Corrugated

SIZE

- 342*235*916mm
- 342*235*348mm (full-pack cartons)
- 342*235*220mm (half-pack cartons)

CRAFT

- Offset Printing & Silk Printing

PACKING

- Flat Delivery

APPLICATION

- SUPERMARKET / CVS / TG





CARDBOARD DISPLAY RACK

ITEM

- FDPR202301

MATERIAL

- White Board + Corrugated

SIZE

- Customized

CRAFT

- Offset Printing & Uv Printing & Oil Printing

PACKING

- Flat Packed

APPLICATION

- SUPERMARKET / CVS / TG



PAPER RACK

ITEM

- FDKOMP16015

MATERIAL

- White Board + Corrugated

SIZE

- 450*400*1580mm
- 460*680mm (transparent plastic front stop)

CRAFT

- Offset Printing

PACKING

- OPP Bag

APPLICATION

- SUPERMARKET / CVS / TG



The background is a solid red color with a pattern of semi-transparent, overlapping geometric shapes. These shapes include triangles of various sizes and orientations, as well as circles of different diameters. The overall effect is a modern, abstract geometric design.

WOODEN RACKS



WOODEN RACK

ITEM

- FDKOMP16006-1

MATERIAL

- Solid Pine Boards + 3mm Pvc Expansion Sheet

SIZE

- 510*340*1510mm
- 455*300mm (head card)

CRAFT

- Silk Printing

ACCESSORIES

- 1 Head Card + 2 Side Round Labels + Matching Screws + A Screw Knife

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



WOODEN RACK

ITEM

- FDKOMP16006-2

MATERIAL

- Solid Pine Boards + 3mm Pvc Expansion Sheet

SIZE

- 570*390*1510mm
- 455*300mm (head card)

CRAFT

- Silk Printing

ACCESSORIES

- 2 Casters + 1 Head Clip + 2 Side Round Markers + Matching Screws + A Screwdriver

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG





WOODEN RACK

ITEM

- FDKO201913

MATERIAL

- Solid Pine Boards

SIZE

- 600*300*1600mm

CRAFT

- Silk Printing

ACCESSORIES

- Adjustable Pads + 4 Tablets

PACKING

- Bubble Bag

APPLICATION

- SUPERMARKET / CVS / TG

WEIGHT

- 25KGS



WOODEN RACK

ITEM

- FDWR202301

MATERIAL

- Solid Pine Boards

SIZE

- Customized

CRAFT

- Silk Printing

ACCESSORIES

- 3 Storage Bins + 4 Wheels

PACKING

- Bubble Bag

APPLICATION

- SUPERMARKET / CVS / TG



The background is a solid red color with a pattern of semi-transparent, overlapping geometric shapes. These shapes include triangles of various sizes and orientations, and circles of different diameters. The shapes are arranged in a way that creates a sense of depth and movement. The word "COOLERS" is centered in the middle of the page in a bold, white, sans-serif font.

COOLERS



COOLER

ITEM

- FDCL202301

MATERIAL

- Galvanized Steel+Aluminum

SIZE

- 540mm (Dia) x 914mm (H)

CRAFT

- Silk Printing

FEATURES

- Interchangeable Graphics
- Available in ice-less innovation: includes full set of ice packs that keeps product cold where ice is not an option

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG



COOLER

ITEM

- FDCL202302

MATERIAL

- Galvanized Steel+Aluminum

SIZE

- 419mm (Dia) x 946mm (H)

CRAFT

- Silk Printing

FEATURES

- Redesigned Flat Lid
- Interchangeable Graphics
- Heavy Duty Wheel System For Easy Mobility

PACKING

- 1set per carton

APPLICATION

- SUPERMARKET / CVS / TG

