

# Hanging tall



Storacon is looking to bring its display equipment to the UK

Flooring display company Storacon had 55 exhibitors at Domotex using its display equipment and it is now targeting the UK, where its carpet displays are already used by John Lewis.

'We may not be the cheapest but we are the best quality,' says Filip van Acker, Storacon md. 'The quality is the best so customers get better value as they are not having to replace the displays. We are constantly optimising the designs. For example we recently widened the range with cooperation with Turkish carpet producers to cover a wider part of the market and at Domotex we launched a display for childrens' rugs with the rugs underneath so the parents can buy them there and then.'

Storacon is looking to expand its displays into LVT, wood and laminate and can create displays for individual retailers, wholesalers and suppliers. Founded in 1986, Storacon has been part of the French display and storage group Provost since 2002.

The company also plans to rent out displays at The Flooring Show in September.

Its single rug rail system can hold up to 35 rugs of sizes of 1.4m x 2m, 1.7m x 2.4m, 2m x 3m, 2.5m x 3.5m and 3m x 4m. The double rug display, with three bays, can hold up to 70 rugs. Accessories include a handgrip, grid panel and a choice of lighting.

It offers two book system displays, one for corners and one for walls. Both hold up to 50 rugs, with the wall display suitable for rugs of 60cm x 90cm, 1.2m x 1.8m and 1.7m x 2.4m, while the corner display can also accommodate rugs that are 2m x 3m and 2.5m x 3.5m. A ceiling system is also available in two sizes.

Storacon provides roll displays in 1m, 2m, 3m and 4m widths, hanging displays and racking systems for carpets and rugs. Visit: [www.carpetdisplays.com](http://www.carpetdisplays.com)



**STORACON**  
DISPLAY SYSTEMS  
PROVOST GROUP

**Top:** Corner book display  
**Centre:** Three bay rug display  
**Bottom:** Storacon has updated its logo