

Petrol®



SHOP IN SHOP GUIDE





DRIVEN BY HERITAGE, DESIGNED FOR THE FUTURE

At Petrol, we make no nonsense casual wear for men and boys since 1989. Our denim driven clothing is known for it's high quality, commercially styled look, finely tuned details and affordable pricing.

Motorcentric thinking is deeply ingrained in our DNA. We're being equally inspired by the past, the present and the future – so we're also discovering more futureproof and sustainable options. Not only for our collections, but also when it comes to cars & motor bikes – our main source of inspiration.

This freshly new shop in shop system – which is inspired by a car workshop – is something we're proud of. It makes a clean, yet tough statement and adds surplus value to every shop – when it comes to results, but also in terms of shopping experience and brand visibility.



INTRODUCING:

NEW PETROL SHOP IN SHOP

WALL ELEMENTS
FRONTS & SHELVES

Minimum: 25 m² floor space

Options: 98
Total pieces: 872
35 pieces per m²



FURNITURE

Main focus when designing our new shop in shop system was flexibility. Stand alone elements that make you pick perfect fit: when it comes to measurements, capacity and investment.



Petrol.
◆

LINE-UP 2:

BACKWALL ELEMENTS

WALL ELEMENTS FRONTS & SHELVES

Capacity
Approx. 284 pieces



LINE-UP 3:

BASIC LAYOUT

WALL ELEMENTS FRONTS & SHELVES

Capacity
Approx. 584 pieces





Petrol® ♦ DENIM CONCEPTS



Petrol
DENIM
CONCEPT A

WALL ELEMENTS
FRONTS & SHELVES

Capacity
Approx. 120 pieces

Petrol[®]

DENIM

CONCEPT B

WALL ELEMENTS

FRONTS & SHELVES

Capacity
Approx. 160 pieces





Wall element
Shelves + hanging

Petrol® ♦ WALL ELEMENTS



Petrol®

WALL ELEMENTS

Versatile and
with a truckload of
item capacity:
The wall element

WALL ELEMENT SHELVES & HANGING

Capacity
Approx. 104 pieces

Petrol[®]



WALL ELEMENT HANGING

Material | Recyclable powdercoated steel

Capacity | Approx. 60 pieces



WALL ELEMENT SHELVES & HANGING

Material | Recyclable powdercoated steel

Capacity | Approx. 116 pieces

Petrol[®]



WALL ELEMENT SHELVES

Material | Recyclable powdercoated steel

Capacity | Approx. 160 pieces



WALL ELEMENT FRONTS & SHELVES

Material | Recyclable powdercoated steel

Capacity | Approx. 120 pieces

Excluding legs



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DOUBLE ELEMENT

A mid space superhero,
thanks to the double
sided element space.

DOUBLE ELEMENT HANGING & SHELVES

Capacity
Approx. 232 pieces

Petrol[®]



DOUBLE ELEMENT SHELVES

Material | Recyclable powdercoated steel

Capacity | Approx. 320 pieces



DOUBLE ELEMENT HANGING

Material | Recyclable powdercoated steel

Capacity | Approx. 120 pieces



Rack unit
Hanging rack

Petrol ♦ THE RACK + MID UNIT FAMILY



THE RACK & MID UNIT FAMILY

MID UNIT

A mid floor unit with
an airy yet tough look
due to its lower height.
Available in tons
of options.

MID UNIT HANGING RECK & TOP SHELVE

Capacity
Approx. 80 pieces

Material | Recyclable powdercoated steel,
red steel signing



MID UNIT SHELVES & HANGING

Material | Recyclable powdercoated steel, red steel signing

Capacity | Approx. 168 pieces



MID UNIT FULL SHELVES

Material | Recyclable powdercoated steel, red steel signing

Capacity | Approx. 256 pieces



THE RACK & MID UNIT FAMILY

SINGLE RACK WITH FRONT

Our most flexible item,
easy to move and the
side hook gives it extra
space for displaying
POS our set presentation

SINGLE RACK UNIT HANGING RACK

Capacity
Approx. 40 pieces

Material | Recyclable powdercoated steel,
red steel signing



THE TABLE

The showpiece, a display to accelerate sales of your bestselling Petrol pieces, such as denim.

TABLE FULL SHELVES

Capacity

Jeans only: 260 pieces
Fashion: 208 pieces

Material | Recyclable powdercoated steel





Additional POS material
Tin side sign

Petrol ♦ ADDITIONAL POS MATERIAL



ADDITIONAL POS MATERIAL

SHOP INTERIOR & POS

NEON SIGN

Material

Recyclable powdercoated steel, red steel signing

Width: 43,4 cm, depth: 8,8 cm, height: 35,4 cm

Article number: POS-LOGO-PTN

€ 170,00

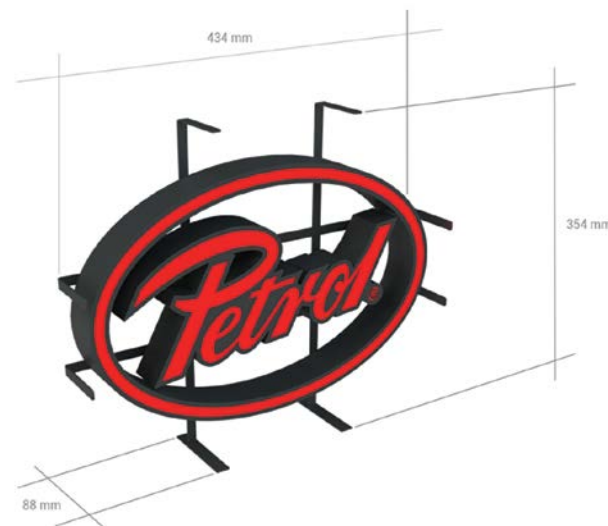
LOGO BLOCK

Info

Width: 50 cm, depth: 10 cm, height: 40 cm

Article number: POS-LOGO-PTN

€ 6,99



HANGER TOPS

Article number: POS-HGS-M

€ 70,00 per 50 PCK

HANGER BOTTOM

Article number: POS-HGP-M

€ 100,00 per 50 PCK

TIN CAN

Article number: POS-1040-TINCAN

€ 6,40

PAPER BAGS

Info

Available in different sizes

Article numbers: POS-PB22-250PCS-0000
POS-PB32-250PCS-0000
POS-PB44-150PCS-0000

€ 47,50

€ 57,50

€ 54,75



Petrol® ♦ DEALS



INVESTMENT

A Petrol shop in shop is accelerating not only your turnover, but also your customer experience and the Petrol brand visibility.

Every shop in shop concept is tailor made - specifically composed according to your wishes. It not only includes inspiring, high quality furniture, but also additional sales support, so that your Petrol stock will always be displayed in the best possible way.

NEW CUSTOMERS

OPTION 1	DENIM CONCEPT
Floorspace	Table, rack and/or mid unit
Furniture price/m²	350 EURO m²
Participation	Free
Pre-sales order amount	N/A
Pre-order	>5k during the deal (2 year) per season
Re-order	Active re-order if no EDI
Credit check	Needs to be positive
Ownership	Petrol
Duration of deal	> 3 year or 6 seasons
NOOS	90% of order
Payment terms	In line withe current conditions
Logistcial costs	Free
Mark-up	Current mark-up
Returns	1. Maximum of 10% of pre-order can be swapped with 1.3 vs 1 rule but only >50% complete size range 2. Return maximum of 5% of pre-order or sell-out fee budget 50% of retun value
EDI	Yes

OPTION 2	FULL CONCEPT
Floorspace	Backwall, rack, table and/or mid unit or minimum 25 m² floor
Furniture price/m²	350 EURO m²
Participation	Free
Pre-sales order amount	N/A
Pre-order	>10k
Re-order	Active re-order if no EDI
Credit check	Needs to be positive
Ownership	Petrol
Duration of deal	> 3 year or 6 seasons
NOOS	10% of order
Payment terms	In line withe current conditions
Logistcial costs	Free
Mark-up	Current mark-up
Returns	1. Maximum of 10% of pre-order can be swapped with 1.3 vs 1 rule but only >50% complete size range 2. Return maximum of 5% of pre-order or sell-out fee budget 50% of retun value
EDI	Yes

EXISTING CUSTOMERS

OPTION 1	DENIM CONCEPT
Floorspace	Table, rack and/or mid unit
Furniture price/m²	350 EURO m²
Participation	Free
Pre-sales order amount	>10k
Pre-order	During the deal (2 year) per season and per store 3k extra vs normal pre-order
Re-order	Active re-order if no EDI
Credit check	Needs to be positive
Ownership	Petrol
Duration of deal	> 3 year or 6 seasons
NOOS	90% of order
Payment terms	In line withe current conditions
Logistcial costs	Free
Mark-up	Current mark-up
Returns	1. Maximum of 10% of pre-order can be swapped with 1.3 vs 1 rule but only >50% complete size range 2. Return maximum of 5% of pre-order or sell-out fee budget 50% of retun value
EDI	Yes

OPTION 2	FULL CONCEPT
Floorspace	Backwall, rack, table and/or mid unit or minimum 25 m² floor
Furniture price/m²	350 EURO m²
Participation	Free
Pre-sales order amount	>15k
Pre-order	During the deal per season and per store 6k extra vs normal pre-order
Re-order	Active re-order if no EDI
Credit check	Needs to be positive
Ownership	Petrol
Duration of deal	> 3 year or 6 seasons
NOOS	10% of order
Payment terms	In line withe current conditions
Logistcial costs	Free
Mark-up	Current mark-up
Returns	1. Maximum of 10% of pre-order can be swapped with 1.3 vs 1 rule but only >50% complete size range 2. Return maximum of 5% of pre-order or sell-out fee budget 50% of retun value
EDI	Yes



PETROL INDUSTRIES • SINCE 1989

Austria, Belgium, Croatia, Cyprus, Denmark, Finland, France, Germany, Greece,
Ireland, Israel, Italy, Luxembourg, Norway, Poland, Portugal, Serbia, Spain, Sweden,
Switzerland, The Netherlands, United Kingdom

WWW.PETROLINDUSTRIES.COM

DENIM DRIVEN