



1. Product Name(s)

- 10mm (3/8 inch) diameter rod display system

2. Manufacturer

Nova Display, Inc.
1626 Piner Road
Santa Rosa, CA 95403

Phone: 800-753-9688

Fax: 800-753-0856

E-mail: enquiries@novadisplay.com

Website: www.novadisplay.com

3. Product Description

Nova Display Systems, Inc., offers its rod display systems and products that provide a high range of versatility and modularity, ensuring that products are designed and built for easily displaying messages and product updates. Its 6 mm and 10 mm systems provide a sturdy, eye-catching alternative to more intrusive display systems.

The suspended rod display system is built to last. The rods are made of carbon steel, standard, or brass. The fittings are made of durable solid brass. All the metal components come with a lifetime guarantee. This versatile system is applicable to almost all display needs: window in-store presentations, wall posters, office signage, glass shelving and product showcases and complex institutional display solutions.

Standard and adjustable angle top/bottom suspension rod kits include rod, top and bottom fixings, spring tensioner and a multitude of fittings easily adapted to suspend the most common display applications. Practical, clean, can be continuously used without any damage to walls and last for many years.

The system can be suspended from:

- Ceiling-overhead
- Wall-to-wall
- Ceiling-to-floor
- Wall-to-floor
- Ceiling-to-wall
- Inside modular floor display stands or exhibit structures

Basic Use

As rods can bear more weight than cables, Nova Display's rod display systems provide robust stability, supporting up to 441 pounds (200 kg).



Rod Lengths:

- Standard threaded: 57¹/₁₆ inches (1¹/₂ m), 39¹/₃₂ inches (1 m) and 19¹/₁₆ inches (1/2 m)

A male thread at one end and a female at the other allows standard rods to be joined together to make any length. Once screwed together, the rods look like a continuous rod. The rod can be cut with a hack saw at the bottom to achieve the overall required length. Perfect tension is maintained at all times by a spring tensioner. Threaded rods are used mostly in ceiling-overhead and ceiling-to-floor suspended configuration or for horizontal set-ups that require a continuous rod.

Ideal for creating interior partitions, product displays, display platforms for office and directory signage, rod systems can be used vertically or horizontally, fitted between the floor and ceiling or wall-mounted. Horizontal rods can also be suspended from Nova Display's cable system. Adjustable angle top/bottom suspension rod fixings are also available.

Low voltage lighting options are offered and these fixtures can be integrated into the rod systems to add an extra presentational dimension to any display.

The system is used for creating a wide range of applications:

- **Lit and non-lit window displays**—suspended LED light poster displays, easy access poster frames and small and large format printed graphics and banners; low voltage lighting can also be integrated into this system
- **Visual displays**—suspended and wall mounted info/posters displays, graphic panels, product displays, framed presentation displays

Nova Display, Inc.



- **Signage and logo panels**—suspended and wall-mounted custom signage, logo panels, decorative screens, posters, signage, vinyl banners, large format graphics, etc.
- **Facility maps and office directories**—suspended and wall mounted custom office directories, facility maps, messaging boards and specialty signage
- **Literature displays**—suspended literature dispensers and literature sloping shelves for displaying catalogs, magazines, brochures, books, newspapers, post cards, etc.
- **Decorative and product shelving**—suspended lit or non-lit flat glass, acrylic or wooden shelves on walls or inside cabinets or showcases and suspended angled or sloped shelves
- **Showcase displays**—suspended custom lit or non-lit acrylic, glass or wooden show cases and merchandisers
- **Merchandising displays**—suspended glass shelving, showcases, aluminum poster frames or aluminum rails to hold fabric, heavy-duty hanging rails to hold garments, etc.
- **Art/picture hanging**—suspended artwork on aluminum rails ceiling or wall mounted
- **Suspended partitioning**—suspended light-weight decorative fiberglass or tempered glass panels and screens
- **Architectural paneling**—suspended decorative or light-diffusing paneling
- **Pre-assembled kits**—configurations for indoor installations from ceiling-overhead, ceiling-to-floor, ceiling-to-wall, wall-to-wall and wall-to-floor

These systems are proven to provide excellent solutions for a variety of institutions:

- | | |
|---------------------|------------------------|
| ■ Corporate offices | ■ Museums |
| ■ Campuses | ■ Art galleries |
| ■ Banks | ■ Exhibitions |
| ■ Hotel lobbies | ■ Real estate agencies |
| ■ Labs | ■ Retail outlets |
| ■ Medical buildings | |

Composition and Materials

For durability, all rod display fittings are made from a brass alloy, UNS C37710/ASTM B124; edge grips, sign supports, standoffs are UNS 37710 and C3600/C3604/ASTM B16; rods are made from stainless steel 303; tracks and rails used for rod mounting are made from extruded aluminum alloy AL6063.

Rods used in assemblies are produced from solid rods made of stainless steel as standard or brass when a finish other than satin stainless is required. Brass allows plating special finishes, such as polished chrome, polished brass, brushed nickel, etc., listed in the Colors/Finishes section below.

Grub screws used for fittings are made of AISI 12L14 Carbon Steel (UNS G12144) and have a plastic tip of Nylon 6-6.

Colors/Finishes

Rods are stainless steel with the standard satin stainless steel finish. Rods are brass when the finishes below are required:

- | | |
|-------------------|------------------|
| ■ Polished chrome | ■ Brushed nickel |
| ■ Polished brass | ■ Black |

Additional finishes are available upon request.

Benefits

- Extremely strong; supports up to 441 pounds (200 kg)
- Simple, streamlined and unobtrusive
- Low impact product with a sleek minimal design
- Rods are almost invisible to the eye
- Limitless combinations—mix traditional and modern materials to achieve elegance and practicality
- Easy to install—allows easy, expedited updates of display materials; achieved in conjunction with Nova display accessories specifically designed with simplicity in mind and to support for easy change of inserts, attachments, etc.
- Extensive range of components and accessories ensure complete design flexibility
- Longevity—in comparison to other low-quality components available in the market; Nova uses high-grade materials to ensure product quality and performance
- Versatility
- Re-configuration

Product Limitations

For indoor use only. Rod system performs well in all closed environments as long as it is not exposed to direct weathering such as rain, snow, moisture, etc. For marine or other high humidity environments, please request stainless steel type 302/304 or 316 rods that have a higher corrosion resistance. Follow the instructions and weight-bearing limitation indicated on the technical data sheets.

Models

Display Kits and Concept Ideas

- Poster displays
- Hook-on displays
- Graphic panels
- Illuminated graphics
- Literature displays
- Decorative shelving
- Product shelving
- Art presentations
- Office space dividers
- Floor-standing displays
- Partitions and dividers
- Banner displays
- Wall mounted signs
- Suspended signs
- Projecting signs
- Office directories

Rod Display Systems, Components and Accessories

The rod system is designed to create stylish interior displays by incorporating posters, signage, shelving, leaflets, low-voltage lighting and many other promotional materials. An extensive range of fittings ensure complete design flexibility. The system is an innovative and flexible, covering most display applications: from window in-store presentations, office signage and product showcases, to more complex institutional displays. Simple, streamlined and unobtrusive, the rods are almost invisible and the combinations endless. All systems allow fast updates of display materials, making the displayed materials stand out. The fittings are made of solid brass for durability with a top quality finish.

Features include:

- Sleek minimalist design**—reveals the displayed product; with the minimal usage of materials.
- Versatility/modularity**—extensive range of components and accessories ensure complete design flexibility; low voltage lighting can also be fully integrated into the rods

- Easy installation**—system allows for easy updates
- Quality**—the rods are designed and manufactured to the rigid standards of quality with a 12-month guarantee on all metal components
- Rods and fittings**—rods are made from galvanized steel, which unlike stainless steel, will not kink or mark as easily, so even the heaviest of items can be displayed; support fittings are made from extremely durable solid brass
- Top and bottom fixings**—the top boss affixes to ceiling with a single screw ensuring a secure fit; at the bottom, tension is maintained by a spring tensioner—rod will not slacken with temperature changes; easily adjusted without tools

Accessories

LED Light Pockets for Window Displays

These floating Ultra Bright LED Light Pockets are the newest addition to Nova Display poster and graphic display solutions for windows and office interiors. They are incredibly bright, maximizing display space and drawing more attention to the promotional messages. The clear acrylic pockets are designed as a slim line magnetic open style frame with glowing edges and come in a range of standard sizes with single or double sided capabilities. Light pockets are very cost-effective, low voltage/low energy consumption and lasts over 50,000 hours.

Table 1—Rod System Weight Bearing Information

	6 mm	10 mm
Weight bearing per suspension point		
Ceiling-to-floor	441 lb. (200 kg)	441 lb. (200 kg)
Wall-to-wall	132 lb. (60 kg)	132 lb. (60 kg)
Wall-to-floor	132 lb. (60 kg)	132 lb. (60 kg)
Ceiling-to-wall	132 lb. (60 kg)	132 lb. (60 kg)
Overhang ceiling suspensions load limit	88 lb. (40 kg)	88 lb. (40 kg)
Fitting load limit (per each fitting)	25 lb. (12 kg)	25 lb. (12 kg)
Crimp loading test for rod sets	551 lb. (250 kg)	551 lb. (250 kg)
For shelves/vertical panels, recommend not more than 48–50 inches between suspension points (rod centers)		



XTRALITE Poster Display Light Boxes

This slimmest commercially available light box powered by low-voltage/no visible power feed is only 1½ inch (38 mm) thick. Low voltage current passes through the rods or cables and lights two high-power output LED strips at top and bottom of the panel. Light passes through a special acrylic panel and refracts light into the back of the graphic, creating a totally even spread of light, achieving a high level of brightness using light diffusion.

Acrylic and Glass Accessories

Nova Display products can be customized to meet any display requirements. Multiple choices include:

- Easy access acrylic pockets
- Hook-on acrylic pockets
- Wall-mounted poster frames
- Acrylic leaflet dispensers
- Cable/rod suspended showcase displays
- Stock glass and acrylic shelving
- Custom accessories—to discuss customized display or sign products, send specifications and sketch: [Quote Request Form](#)

System Functionality

Most Nova Display systems and products offer a high range of versatility and modularity.

Additional Options

Nova Display offers design expertise in following areas:

- Professional office design
- Retail store design and space planning
- Visual merchandising consultation
- Signage/wayfinding systems
- Identity and brand development
- Fixture and product design
- Trade show and graphic design
- Promotional marketing

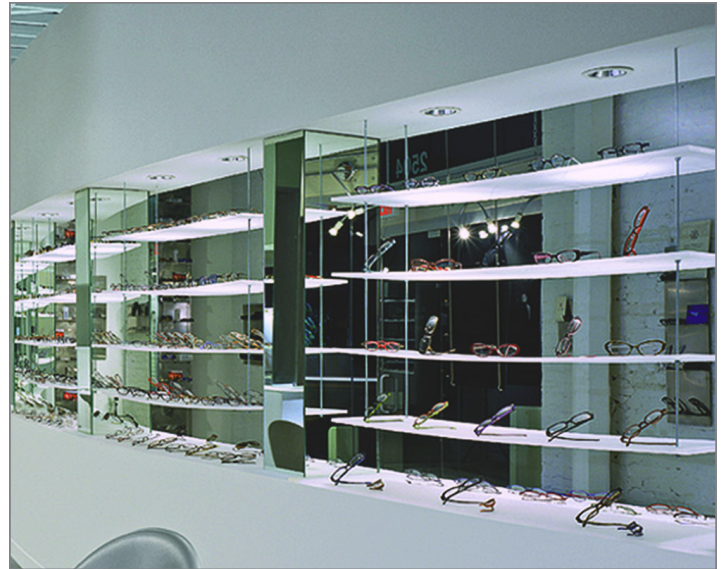
Review the manufacturer's full range of services [here](#).

Plotter-Cut and Digital Output

For trade-show graphics, posters, signage, displays, window graphics, banners or back-lit graphics, Nova Display has a viable digital solution. Its multiple digital printing options allow faster turnaround times, lower prices, shorter runs, high quality and the ability to update any piece at any time. Nova Display helps specify the materials, terms and design recommendations on all projects. Click [here](#) to learn more about pricing and lead-time, output choices, finishing options, file setup guidelines, etc. Nova Display offers digital solutions for all project needs.

Special Features

Rod-suspended partitions transforms and organizes the display area into an open office space by using these light airy office partitions. These partitions are a combination of rods, fittings



and light-weight decorative fiberglass or acrylic resin panels and screens fitted between the floor to the ceiling. Using Rod-suspended partitions can easily create well-defined areas for staff, semi-private meetings and casual assembly.

For additional information, click [here](#).

For custom features, click [here](#).

4. Technical Data

Applicable Standards

American Iron and Steel Institute (AISI)

- AISI 12L14—Carbon Steel (UNS G12144)

American National Standards Institute (ANSI)

- AL 6063/6063A—Properties, Fabrication and Applications, Extruded Aluminum Alloy

American Society for Testing and Materials (ASTM)

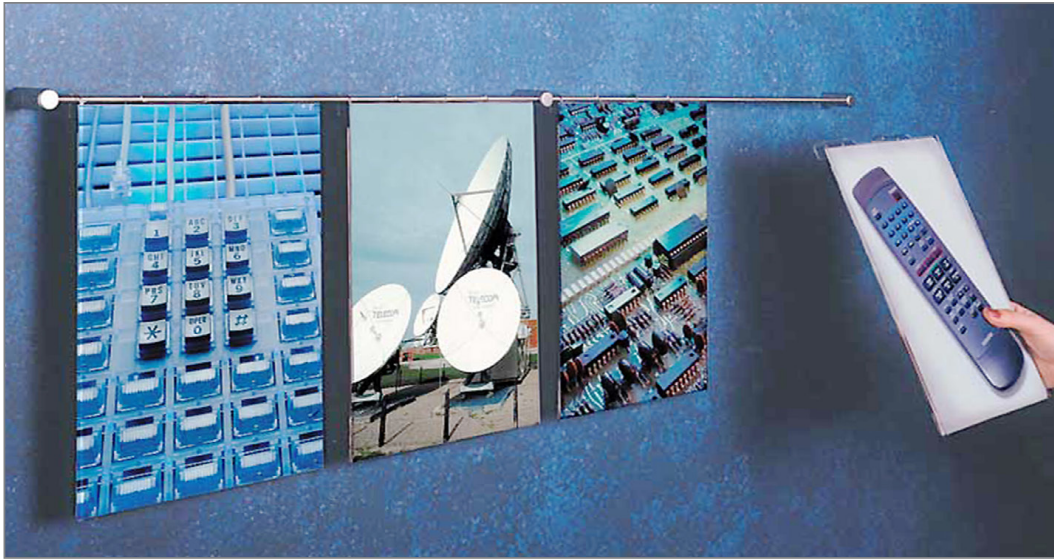
- ASTM B16—Standard Specification for Free-Cutting Brass Rod, Bar and Shapes for Use in Screw Machines (UNS C3600/3604)
- ASTM B124—Standard Specification for Copper and Copper Alloy Forging Rod, Bar and Shapes (UNS C37710)

Unified Numbering System (UNS) (alloy designation system)

- UNS C3600/3604—free-cutting brass
- UNS C37710—lead brass/forging brass
- UNS G12144—carbon steel

Fire Performance

Rods are produced from Stainless Steel Grade 303 S31 which has a melting point of over 2552 degrees F (1400 C) and from Brass CZ121, which has a melting point of over 1652 degrees F (900 C).



Weight Bearing

- Top fixing and rod connection set loading test: 551 pounds (250 kg)
- Wall-to-wall, wall-to-floor and ceiling-to-wall units are rated to support 132 pounds (60 kg)
- Rod systems are rated to support 441 pounds (200 kg) per suspension point (subject to fixing) on all ceiling-to-floor suspensions

Environmental Considerations

Nova Display practices sustainability and recycling. All Nova Display systems are fabricated from non-ferrous recycling metals—aluminum, stainless steel, brass, bronze and copper alloys. With close to 100 percent recyclable content, these metals can be repeatedly recycled into similar or other products with no loss of quality, as reprocessing does not damage their molecular structure.

5. Installation Instructions

Preparatory Work

Preparation work is required when heavy items such as glass shelving and showcases are suspended from rod display system.

Additional blocking may be required on all plasterboard, lathe or suspended ceilings in order to enforce the structure above, per directions on installation guidelines.

Preparation work is required when low voltage display lighting is integrated with the rod display system if a power source is close by an outlet, junction box for hard wiring and switch.

The transformers may come equipped with a line cord, which may be plugged into the receptacle. The transformer can be hard wired directly to an electrical source. It is recommended an electrician do this. The electrician needs to connect two

output leads to the transformer, per directions on installation guidelines. Download .pdfs [here](#).

Precautions (Performance, Safety)

Use product properly, in a safe manner and for the application for which it was intended. It is essential to ensure the strength of the top ceiling fixings can bear the weight of the items being displayed, while allowing for the tension in the rods.

Components must match. Make certain components such as panel and shelf supports, hooks and other fittings used with the rod system are suitable to provide adequate safety protection. Attachments must be properly installed and meet the recommended Safety Working Load Limit.

Isolators are used where power is required through the rods (lighting, etc.) and fixings are into metal or conductive materials. When fitting isolated rods, the top brass fitting must be replaced with the plastic PRO1/I isolator and a bottom isolator SP/IS added to the bottom fitting.

Download installation instruction .pdfs [here](#).

Weather/Ambient Considerations

Components are suggested and warranted for interior use only.

Delivery, Storage and Handling

Most components are small, with exception of the rail/tracks and some of the accessories such as frames or shelving and do not require any special packaging or handling.

6. Availability and Cost

Availability

Most the standard components are stocked and delivered in 2–15 business days. Lead time on non-standard items, special items or customized products vary from up to 10–12 weeks.

Cost

Pricing for most of Nova Display products can be viewed [here](#). All prices are quoted in U.S. dollars. The listed prices are FOB Santa Rosa, California USA and do not include freight charges or any applicable taxes. All prices are subject to change without notice. No deduction will be allowed at settlement. Prices for certain government, corporate and institutional customers may be set forth in a bid or other written agreement between the parties.

If unsure what components need to be ordered, please fax or email Nova Display a short description or graphical attachment (a rough sketch or project layout).

7. Warranty

Nova Display, Inc. manufactures its hardware products from parts and components that are new or equivalent to new in accordance with industry-standard practices. Nova Display warrants that the hardware products it manufactures will be free from defects in materials and workmanship. The warranty term is one year beginning on the date of purchasing, or the date the merchandise is received by the customer.

This warranty does not cover damage due to external causes, including accident, abuse, misuse, failure to follow installation requirements and problems caused by use of parts and components not supplied by Nova Display. Any unauthorized opening of the merchandise enclosure(s) will void this warranty in its entirety as it pertains to that item.

Nova Display will replace products returned to Nova Display facility. To request warranty service, you must contact Nova Display within the warranty period. If warranty service is required, Nova Display will issue a Return Merchandise Authorization Number (RMA number). Ship the products back to Nova Display in their original or equivalent packaging, prepay shipping charges and insure the shipment or accept the risk of loss or damage during shipment. Nova Display will ship the repaired or replacement products back, freight prepaid, if the address is in the U.S. Shipments to other locations will be made freight collect. Nova Display may, but is not required to, ship replacement components prior to receiving the returned merchandise. If so and if the return merchandise is not received in good condition (less the repair issue for which the RMA was issued) the customer will be responsible for paying the full list price of the merchandise that was sent as a replacement.

Nova Display owns all replaced parts. Nova Display uses new and reconditioned parts made by various manufacturers in performing warranty repairs and building replacement products. If Nova Display repairs or replaces a product, its warranty term is not extended.

This warranty gives customers specific legal rights and they may also have other rights, which vary from state to state (or jurisdiction to jurisdiction). Nova Display's responsibility for

malfunctions and defects in hardware is limited to repair and replacement as set forth in this warranty statement. Suitability and fitness for a particular purpose are expressly disclaimed. All express and implied warranties for the product, including but not limited to any implied warranties of and conditions of merchantability, are limited in duration to the warranty period set forth above and no warranties, whether express or implied, will apply after such period. Some states (or jurisdictions) do not. Allow limitations on how long an implied warranty lasts, so the above limitation may not apply.

8. Maintenance Instructions

Download installation instruction [here](#) and follow manufacturer instructions. Inspect rods and fittings regularly for visible damage, wear, elongation, kinking, crushing, corrosion, etc. No product can keep operating at its rated capacity indefinitely. Periodic inspections help determine when to replace a rod to eliminate extensive damage or reduce hazards.

9. Technical Services

Design Services/Creative Design and Project Development

Nova Display specializes in design, planning and project management. It assists in specifying any part of the project and helps develop the client's idea from prototype to production.

Nova Display works with a highly specialized team of interior designers, decorators, contractors and other service providers who have the training and expertise to manage all project details. Contact Nova Display's in-house design team or request information about its Preferred Design Partner Program of certified architects and design companies nearby. For more information please contact Nova Display's office or follow this [link](#) for more details.

Installation Services

For installation assistance, click [Installation Instructions](#) for most Nova Display systems or individual components. Installation services are also available through Nova Display's Preferred Installer Program of certified contractors located nearby. Contact Nova Display for any questions not available through these resources.

10. Filing Systems

- Additional product information is available from Nova Display upon request