



# Installation & Owner's Manual

**PM Plastics Co.**

627 Capitol Drive Pewaukee, WI 53072  
Customer Support Phone 800-717-6666

PM Plastics Co. website: [www.pmplastic.com](http://www.pmplastic.com), PM Plastics Customer support email: [SUPPORT@PMPLASTIC.COM](mailto:SUPPORT@PMPLASTIC.COM)

[Revision: C (2020-3-13), P2209-0201-01, © PM Plastics Co. 2020]



## FLEXWALL™ SERIES LIMITED WARRANTY

PM Plastics Company ("Seller"), a Wisconsin corporation with its principal place of business at **627 Capitol Drive, Pewaukee, WI 53072**, warrants to the original registered end-user commercial purchaser ("Buyer") that the **FlexWall® Series** ("Product") sold to the Buyer will be free of defects in materials and workmanship (ordinary wear and tear excepted) for the time periods set forth below:

**Mechanical** components for a period of **Five (5) Years** from the date of shipment of the Product from the Seller's plant ("Shipment").

**Electrical** components for a period of **Two (2) Years** from Shipment.

**Electrical power supply, lights, and all wiring**, are considered wear items and are not covered under this Limited Warranty.

**Standard back wall panel assemblies**, including **wall panels, upright hangers, and Upright Assemblies** for a period of **Two (2) Years** from Shipment.

**Remedies:** Seller's obligation under this Limited Warranty is limited to repairing or replacing, at Seller's option, any part which is determined by Seller to be defective during the applicable warranty period. Such repair or replacement shall be the Seller's sole obligation and the Buyer's exclusive remedy under this Limited Warranty.

**Labor:** Except in the case of aftermarket parts, accessories, and assemblies, the labor is warranted for one year. This means that Seller will provide warranty service without charge for labor in the first year of the warranty period. Thereafter, a charge will apply to any repair or replacement under this Limited Warranty. In the case of aftermarket parts, accessories and assemblies, Seller will provide replacement parts only.

**Claims:** Claims under this Limited Warranty must be made:

- i. Within 30 (thirty) days after discovery **and**
- ii. Prior to expiration of the applicable warranty period.

Claims shall be made in writing delivered to the Seller at the address provided in the first paragraph of this warranty. Buyer must allow Seller and Dealer, or their agents, a reasonable opportunity to inspect any Product claimed to be defective and shall, at Seller's option,

- i. Grant Seller and Dealer or their agents' access to Buyer's premises for the purpose of repairing or replacing the Product **or**
- ii. Return of the Product to the Seller, f.o.b. Seller's factory.

**Original Buyer:** This Limited Warranty is made to the original Buyer of the Product and is not assignable or transferable. This Limited Warranty shall not be altered or amended except in a written instrument signed by Buyer and Seller.

**Not Warranted:** Seller does not warrant against and is not responsible for, and no implied warranty shall be deemed to cover, damages that result directly or indirectly from:

- i. unauthorized modification or repair of the Product.
- ii. damage due to misuse, neglect, accident, failure to provide necessary maintenance, or normal wear and tear of the Product.
- iii. failure to follow Seller's instructions for installation, operation or maintenance of the Product.
- iv. use of the Product in a manner that is inconsistent with Seller's guidelines or local building codes.
- v. movement, settling, distortion, or collapse of the ground, or of improvements to which the Product(s) are affixed.
- vi. fire, flood, earthquake, elements of nature or acts of God, riots, civil disorder, war, or any other cause beyond the reasonable control of Seller.
- vii. improper handling, storage, abuse, or neglect of the Product by Buyer or by any third party.

**DISCLAIMERS:** THIS WARRANTY IS EXCLUSIVE AND IN LIEU OF ALL OTHER REPRESENTATIONS AND WARRANTIES, EXPRESS OR IMPLIED, AND THE SELLER EXPRESSLY AND EXCLUDES ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR PURPOSE. SELLER SHALL NOT BE SUBJECT TO ANY OTHER OBLIGATIONS OR, WHETHER ARISING OUT OF BREACH OF, WARRANTY, TORT (INCLUDING NEGLIGENCE AND STRICT LIABILITY) OR OTHER THEORIES OF LAW, WITH RESPECT TO THE PRODUCTS SOLD OR SERVICES RENDERED BY THE SELLER, OR ANY UNDERTAKINGS, ACTS, OR OMISSIONS RELATING THERETO.

**LIMITATION OF LIABILITY:** IN NO EVENT WILL SELLER BE RESPONSIBLE FOR, OR LIABLE TO ANYONE FOR SPECIAL, INDIRECT, COLLATERAL, PUNITIVE, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, EVEN IF SELLER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. Such excluded damages include, but are not limited to, personal injury, damage to property, loss of goodwill, loss of profits, loss of use, cost of cover with any substitute product, interruption of business, or other similar indirect financial loss.

**Product Descriptions:** Any description of the Products, whether in writing or made orally by the Seller or the Seller's agents, including specifications, samples, models, bulletins, drawings, diagrams, engineering or similar materials used in connection with the Buyer's order, are for the sole purpose of identifying the Product and shall not be construed as an express warranty. Any suggestions by the Seller or the Seller's agents regarding the use, application, or suitability of the Product shall not be construed as an express warranty unless confirmed to be such in writing by the Seller.

**Limited Warranty Void:** This Limited Warranty shall be void in its entirety if:

- a. The Product is modified in a manner not approved in writing by Seller; **or**
- b. Buyer fails to maintain the Product in accordance with instructions contained in the Installation-Owner's Manual for the Product.

# TABLE OF CONTENTS

## PAGE

<b>INTRODUCTION.....</b>	<b>1</b>
SAFETY.....	1
GENERAL ARRANGEMENT OF FLEXWALL INSTALLATION.....	1
<b>PREPARATION .....</b>	<b>2</b>
TOOLS AND EQUIPMENT.....	2
ELECTRICIAN'S RESPONSIBILITIES .....	2
MECHANICAL SAFETY.....	2
ELECTRICAL SAFETY .....	2
<b>UPRIGHT INSTALLATION .....</b>	<b>3</b>
MODIFY UPRIGHT HEIGHT, IF NEEDED .....	3
MODIFY NUMBER STRIP .....	4
INSTALL CROSSBARS.....	5
HANG UPRIGHTS.....	6
<b>ELECTRIC POWER INSTALLATION .....</b>	<b>7</b>
<b>WALL PANEL INSTALLATION.....</b>	<b>8</b>
<b>SIGN INSTALLATION .....</b>	<b>9</b>
<b>CARRIER TRAY INSTALLATION .....</b>	<b>10</b>
<b>ACCESSORY INSTALLATION .....</b>	<b>11</b>
PRICE TAG HOLDER .....	11
UPC RE-ORDER STICKER.....	11
<b>FINAL CHECKS .....</b>	<b>12</b>
REPLACEMENT PROCEDURES .....	12
Sign Assembly .....	12
Carrier Tray Assembly.....	12
Power Supply .....	12
PARTS ORDERING INFORMATION .....	12
How to Order Parts .....	12
Return of Parts.....	12

## INTRODUCTION

The information contained in this manual will assist you to install your PM Plastics FlexWall™ in a manner which will ensure maximum life and trouble-free operation.

Any unauthorized changes in procedure, or failure to follow the steps as outlined in this manual, will automatically void the warranty. Any changes in the working parts, assemblies, or specifications as written that are not authorized by PM Plastics Co. will also void the warranty. The responsibility for the successful operation and performance of this display system lies with the owner.

**DO NOT OPERATE OR PERFORM MAINTENANCE ON THIS FlexWall™ UNTIL YOU READ AND UNDERSTAND THE INSTRUCTIONS CONTAINED IN THIS MANUAL.**

If you have any questions, contact your PM Plastics representative or call the PM Plastics Technical Support Department at 262-691-1700. Always refer to the customer store and location when calling the representative or Technical Support.

## SAFETY

Read all instructions before installing and using the FlexWall™ display system. Use this furnishing only for its intended use as described in these instructions.

Save this Manual

### **WARNING**

**The FlexWall™ display system may not be used to support in excess of its rated weight capacity.**

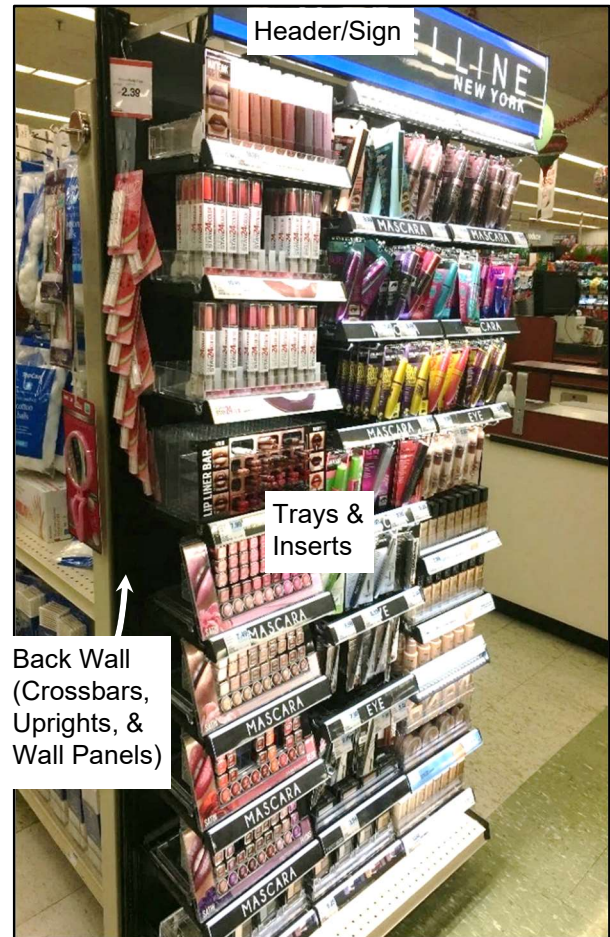
**The FlexWall™ display system Carrier Tray may not be used to support in excess of its rated weight capacity.  
(15 lbs/6.80 kg)**

**The FlexWall™ display system Peg Wire may not be used to support in excess of its rated weight capacity.  
(1.88 lbs/0.85 kg)**

**The FlexWall™ display system is not to be used to support anything other than the manufacturer's cosmetic products dictated by the customer's product layout (POG). No type of video equipment is allowed.**

## GENERAL ARRANGEMENT OF FLEXWALL INSTALLATION

Figure 1 shows the location of the major components of a typical FlexWall™ installation. The illustration is provided to you for informational purposes only. It should not be relied upon solely for the installation and operation of your specific FlexWall™ application.



**Figure 1**

*NOTE: The above illustration shows the front side of the FlexWall™. Left and right are determined when viewing the front side of the FlexWall™ as shown.*

## PREPARATION

### TOOLS AND EQUIPMENT

1. Double-sided (VHB) tape.
2. Assorted hand tools (pliers, pointy nose pliers, tape measure, screwdrivers, etc.).
3. Metric socket and wrench set containing 8mm.
4. Step ladder taller than height of display wall.
5. Hammer.
6. Carpenter/Tee square or equal.
7. Pencil.
8. Utility knife.
9. Handsaw.
10. Pallet jack for moving shipment.
11. Installation Videos: [FlexWall Install Videos](http://videos.pmplastics.com/) (or go to <http://videos.pmplastics.com/>)

### ELECTRICIAN'S RESPONSIBILITIES

Electrical connection outlets must be provided in the mounting Gondola per all applicable codes for the FlexWall™ display system. There must be power available at the top or bottom of the Gondolas at intervals of every 8 ft. All AC outlets should be earth ground connected per governing NEMA regulations by qualified personnel. It is the customer's responsibility to provide electrical installation.

### MECHANICAL SAFETY

Adhere to these guidelines when utilizing the FlexWall™ system:

1. Confirm the gondola is fit to support the FlexWall™ system and that all parts (Top Cap, Pegboard Supports, etc.) of the Gondola are properly assembled and in good condition.
2. Use this furnishing only for its intended use as described in these instructions.
3. Only use accessories and/or attachments specified for use with the FlexWall™.
4. When cleaning the fixtures, walls, and head assemblies, use only alcohol based or mild detergent cleaners.
5. Indoor use only.

### ELECTRICAL SAFETY

Use only power supplies provided by FlexWall™

To reduce the risk of burns, fire, electric shock, or injury to persons when using the FlexWall™ system, basic precautions should always be practiced, including, but not limited to, the following:

1. Never operate this furnishing if it has a damaged cord or plug, if it is not working properly, if it has been dropped, damaged, or dropped into water. Return to a service center for examination or repair.
2. Keep the cord away from heated surfaces.
3. Before cleaning, reduce the risk of electrical shock by de-energizing the FlexWall™ power source by always unplugging the power source from the electrical outlet.
4. To reduce the risk of electrical shock, the FlexWall™ display system has a polarized plug (one blade is wider than the other). This plug will fit in a polarized outlet only one way. If the plug does not fit fully into the outlet, reverse the plug. If it still does not fit, contact a qualified electrician to install the proper outlet. ***Do not change the plug or use a plug converter.***
5. Each FlexWall™ section must not exceed rated power limits as listed:
  - a. FlexWall™ 3 ft. gondola planograms not to exceed 13 trays/ft. (average) with 1-lit graphic sign holder/ft. **(24 Watts/ft. average)**
  - b. FlexWall™ 4 ft. gondola planograms not to exceed 11 trays/ft. (average) with 1-lit graphic sign holder/ft. **(18 Watts/ft. average)**
6. Each power supply is recommended to be directly connected to a hard wired 120 VAC **grounded** outlet. If this is not possible, limited use of a grounded 3-6 ft. extension cord/power strip may be used and no more than 3 FlexWall™ power supplies may be connected to the extension cord/power strip.
7. Use of ungrounded electrical connections may result in diminished performance of the FlexWall™ system.



**Power supplies @ floor level are an electrical shock hazard. They must be located on one of the FlexWall™ Crossbars contained within the system.**

## UPRIGHT INSTALLATION

BackWall Uprights should arrive at the correct height (1" shorter than the gondola height). Install the Uprights flush at the top of the gondola, leaving a ½"-1" gap between the bottom of the Upright and the base deck.

*Note: If the store manager approves, the Uprights may be installed up to 6" above the gondola. (See Figures 13 & 14)*

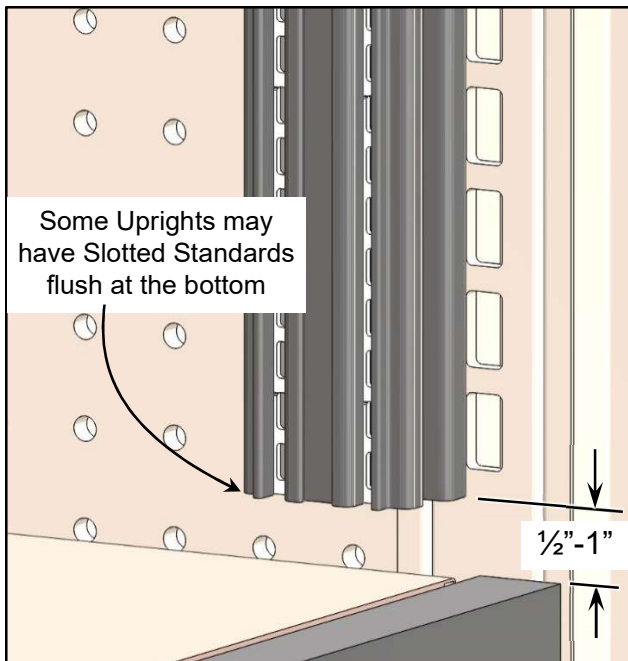


Figure 2

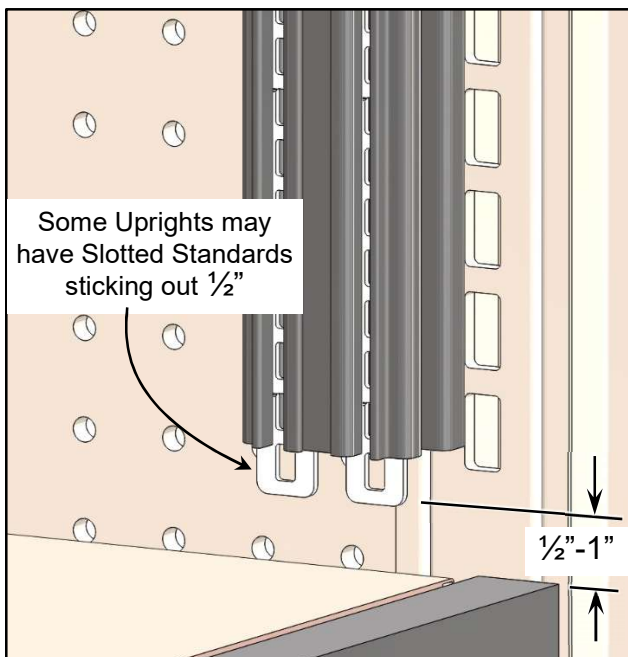


Figure 3

## MODIFY UPRIGHT HEIGHT, IF NEEDED

If Uprights are too long, they can be shortened in 3" increments. The metal Slotted Standards can be bent and snapped off by hand at preset grooves in 3" increments. The plastic Upright (with the metal Slotted Standards removed) can be cut with a handsaw.

1. Mark the plastic portion of the Upright at the desired cut off location. The mark should be at an exact multiple of 3" from the bottom (3", 6", 9", etc.).
2. Slide the Upright Caps (which are connected to the metal Slotted Standards) and Number Strip out of the Upright beyond the cut mark. If necessary, loosen the nuts at the top (See Figure 4).
3. Cut the plastic Upright at the mark with a handsaw (See Figure 4).
4. Slide the Upright Caps back down into the Upright. Tighten the nuts (See Figure 4).

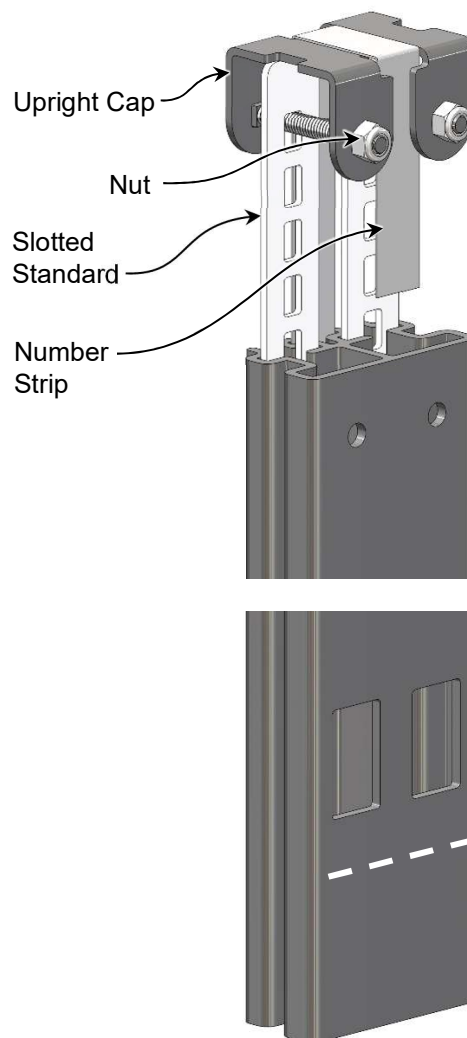


Figure 4



5. Shorten the Slotted Standard by bending and snapping off at the groove (See Figure 5).

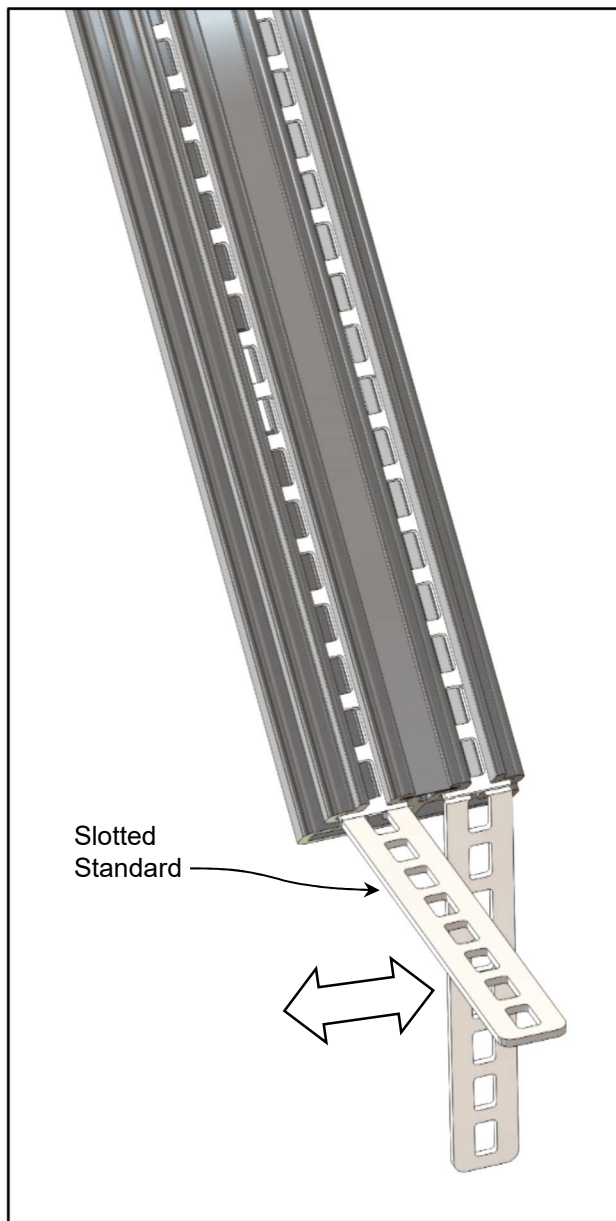


Figure 5

## MODIFY NUMBER STRIP

If the Upright length has been modified, then adjust the Number Strip.

1. Align the "1" or "D" symbol on the Number Strip with the bottom slot in the Slotted Standards (See Figure 6).

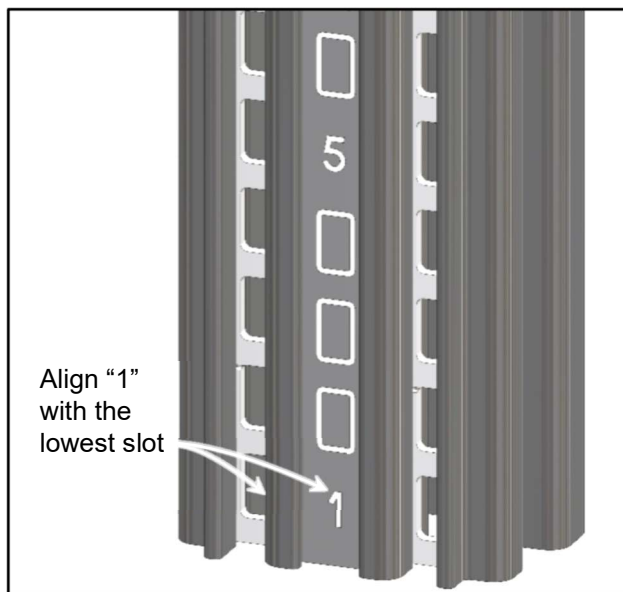


Figure 6

2. Fold over the Number Strip at the top of the Upright. Tuck the end of the Number Strip behind the Upright (See Figure 7).

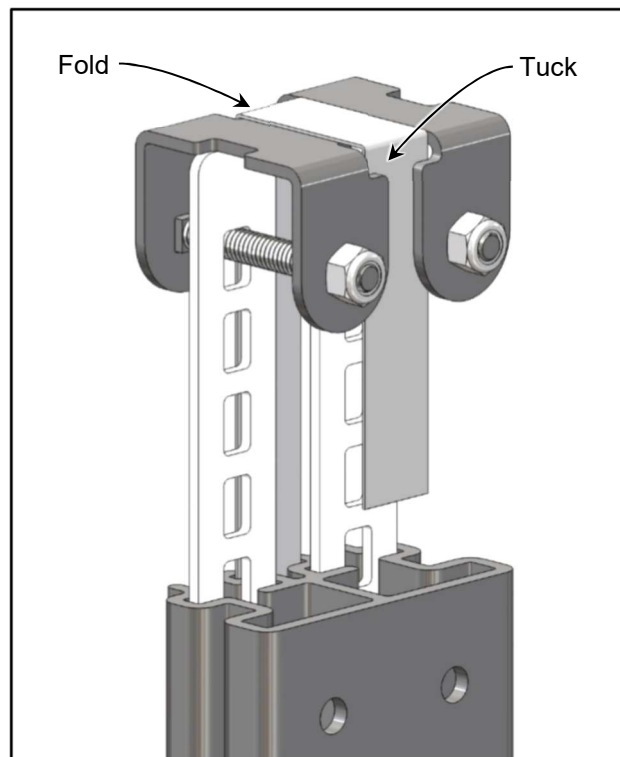


Figure 7



## INSTALL CROSSBARS

Install three Crossbars on the gondola. Using the mounting slots in the back of the Uprights as a spacing guide, locate one Crossbar near the top, one Crossbar near the middle, and one Crossbar near the bottom (See Figure 8).

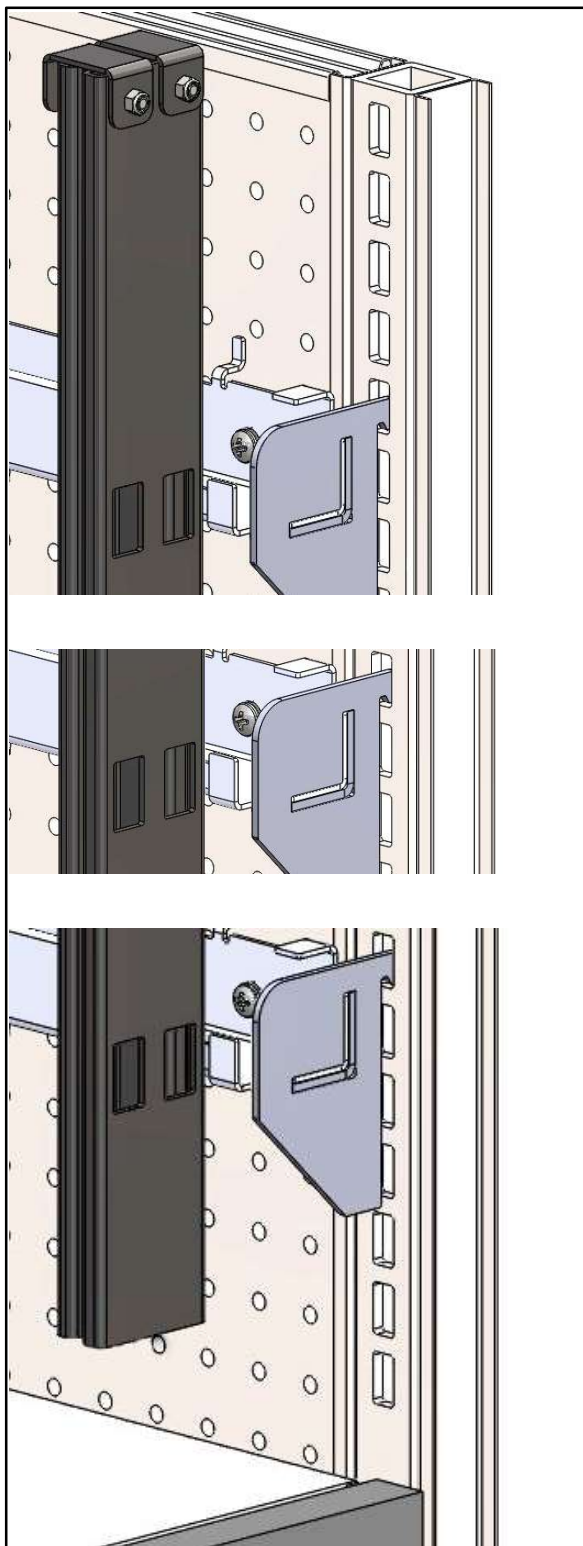


Figure 8

*Note: The standard Crossbar hanging method is inserting the End Brackets into the gondola uprights (See Figure 8). Remove Crossbar End Brackets for two alternate hanging methods:*

- Uniweb: (see Figure 9).
- Peg Board (See Figure 10 & 11).

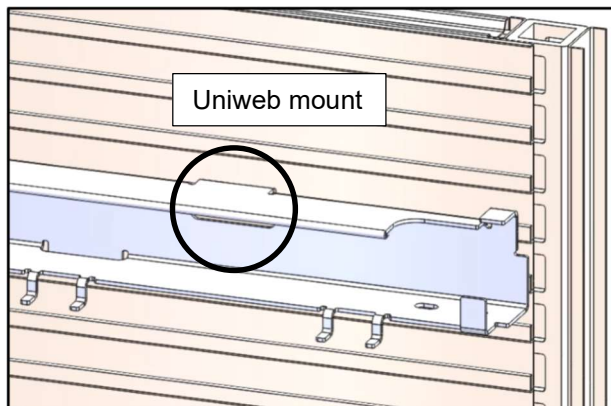


Figure 9

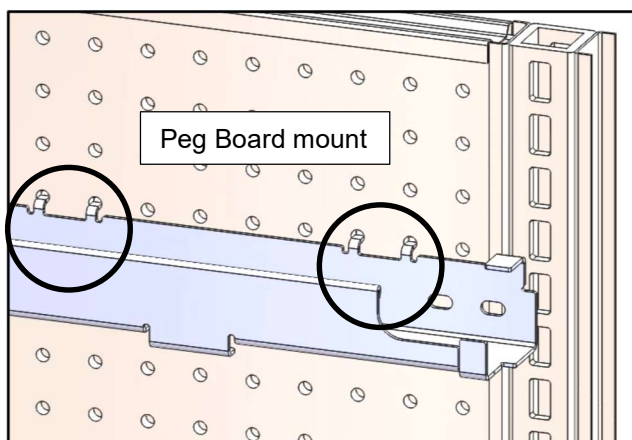


Figure 10

*When Crossbars are hung on the Peg Board, a Gondola Support is required. Remove the Gondola Base Deck and install the Gondola Support (See Figure 11). It must be centered, vertically straight, finger tight, but not lifting the peg board.*

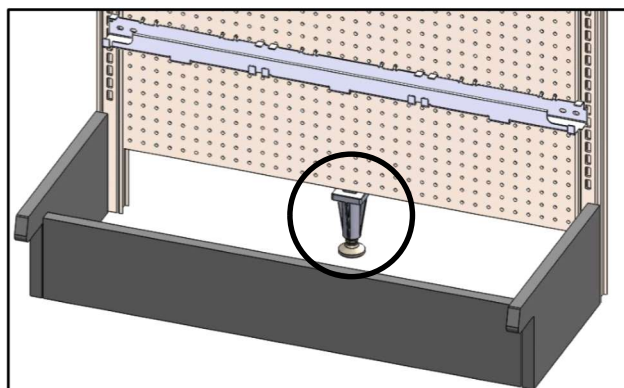


Figure 11

## HANG UPRIGHTS

1. Hang one Upright on the Crossbars. Confirm the bottom of the Uprights are  $\frac{1}{2}$ "-1" above the Gondola Base Deck. (See Figures 2 & 3).
2. Modify all the remaining Uprights, if necessary.
3. Hang the remaining Uprights on the Crossbars (See Figure 12).



Figure 12

*Note: If space is limited at the far left or far right of a set, the Upright at the end may be moved inward 1". The Upright can be mounted in either of two adjacent mounting slots in the rear of the Upright. This will require 1" to be cut off the width of the Wall Panel (See Figure 18 & 19).*

*Standard installation: Upright mounted flush with gondola top (See Figure 13).*

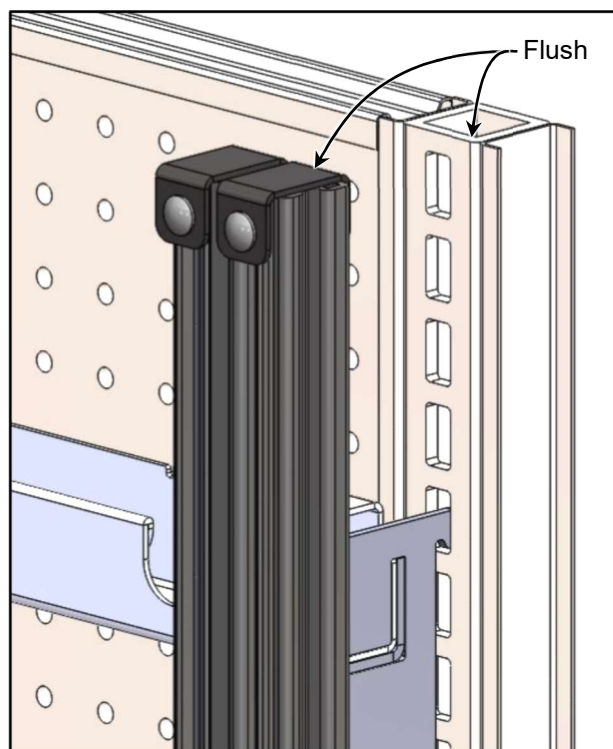


Figure 13

*Alternate installation: If required by the Plan-O-Gram (POG) and if approved by the store manager, the Upright Assembly may extend up to 6" above the top of the Gondola (See Figure 14).*

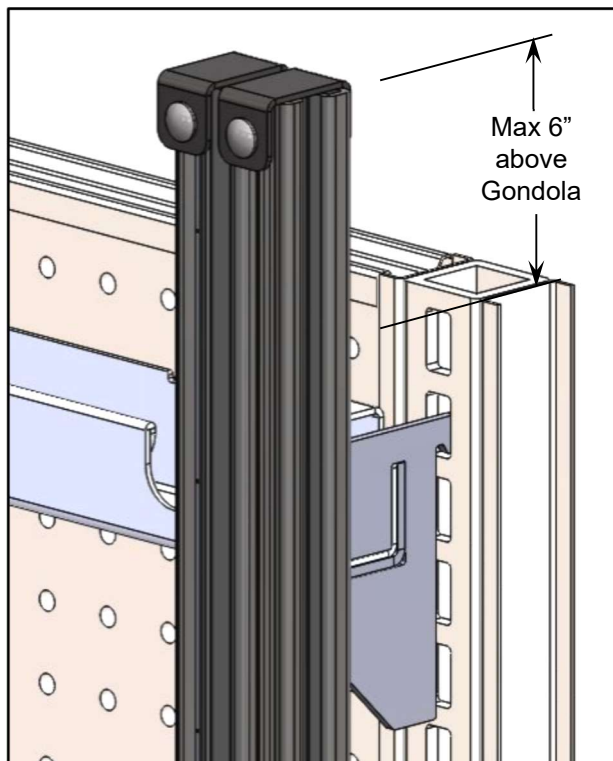


Figure 14

# ELECTRIC POWER INSTALLATION

*One Power Supply is used on each gondola.  
Maximum rated wattage per gondola: 81 watts*

1. Remove the Gondola Base Deck.
2. Place the Power Supply near the middle of any Crossbars. The Power Supply cords should hang down through Crossbar holes (See Figure 15).
3. Install the Y-Wire U-Clips as shown (See Figure 15). The Red wire connection must be installed to the right as shown. The Black wire connection must be installed to the left as shown. Kits might contain "Flat" U-Clips or "Circle" U-Clips (See Figure 16).
4. Install the Splitter Cord onto the Y-Wires as shown. Attach the other end of the Splitter cord to the Power Supply cord (See Figure 15).
5. Plug the Power Cord into the Power Supply and into the nearest electrical outlet (120V AC), which is usually located on the floor. (See Figure 15). A green light on the Power Supply will light up.  
**Warning: If extension cords are necessary, use a grounded type, no longer than 72".**

6. Organize wires with zip ties or equivalent.
7. Reinstall the Gondola Base Deck. Make sure no wires are pinched and the U-clips remain firmly attached to the Slotted Standards.

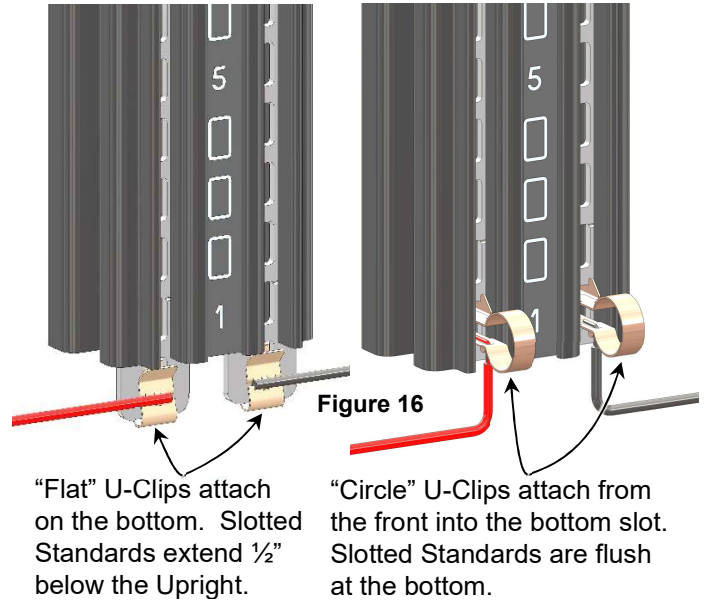
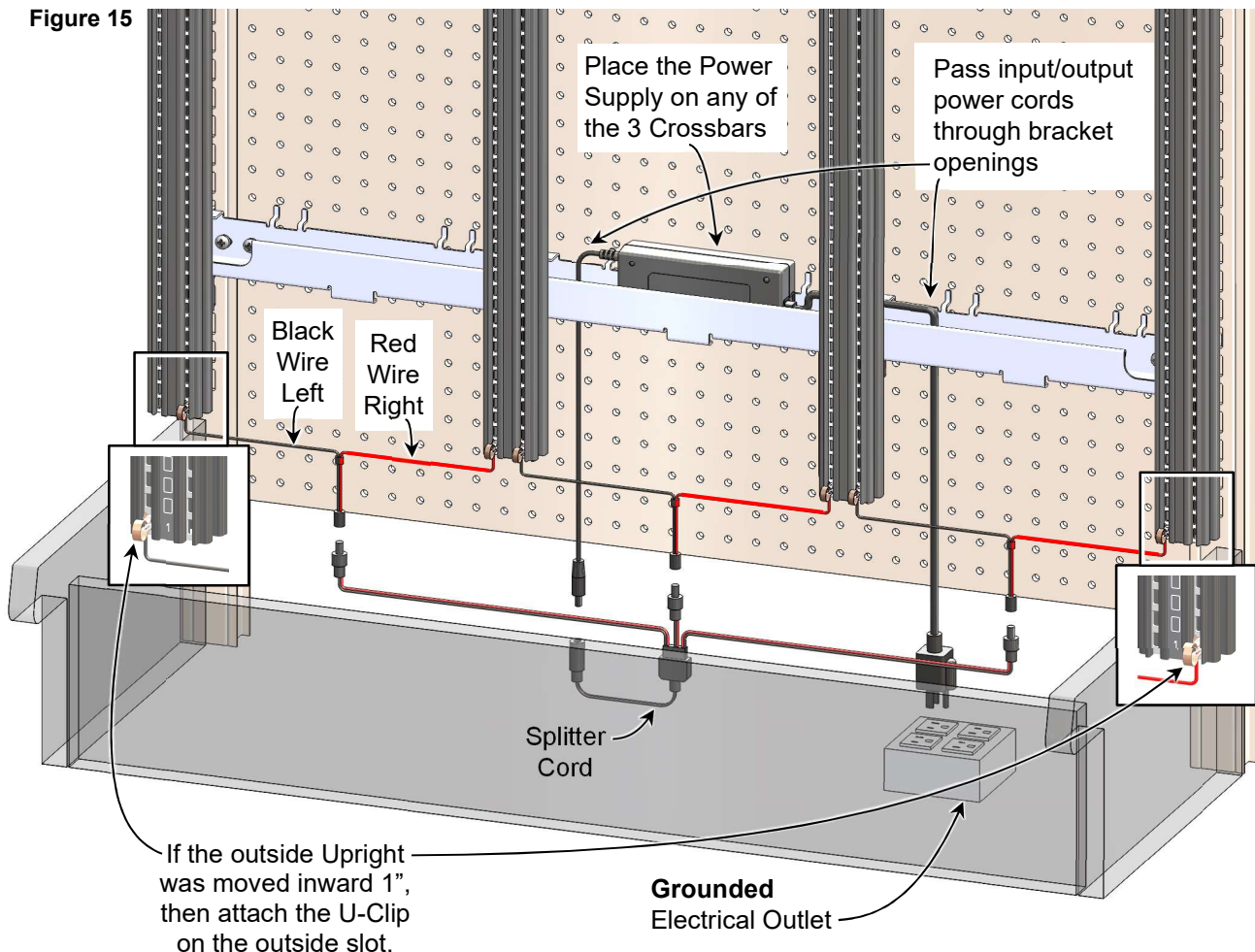


Figure 15





## WALL PANEL INSTALLATION

1. Cut the height of the Wall Panel to size. Use a utility knife, cutting against a straight edge to produce a clean, precise edge (See Figure 17).

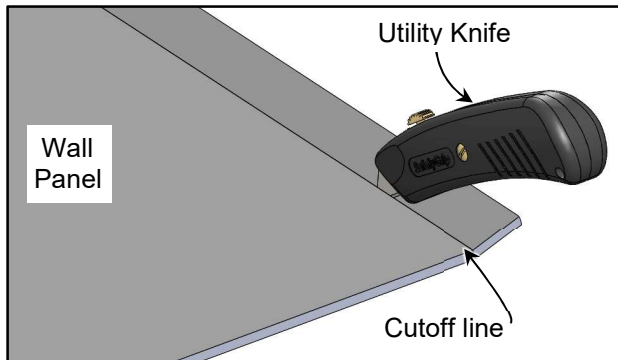


Figure 17

2. The height should be  $\frac{1}{2}$ " taller than the Upright. (See Figure 19). The Wall Panel should rest on the base deck when assembled.
3. **FOR END WALL PANELS ONLY** If the far right or far left Upright was moved inward 1", then cut 1" off the side of that Wall Panel (See Figure 19).
4. Install the Wall Panels by inserting one side into the groove of the Upright (See Figure 18).

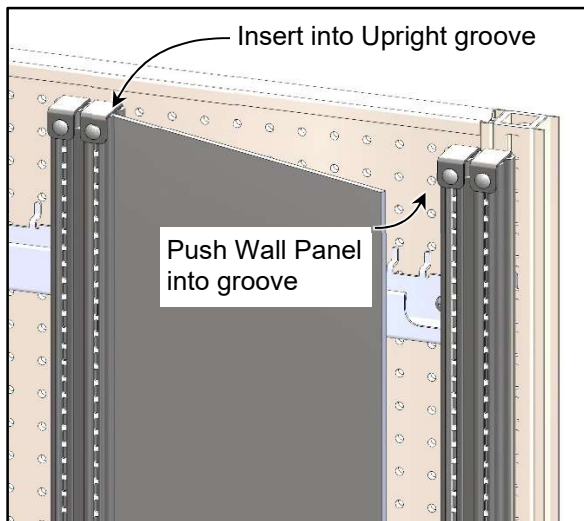


Figure 18

5. Push the opposite side of the Wall Panel into the opposite Upright groove as shown. The Wall Panel may bow slightly before popping in (See Figure 18).

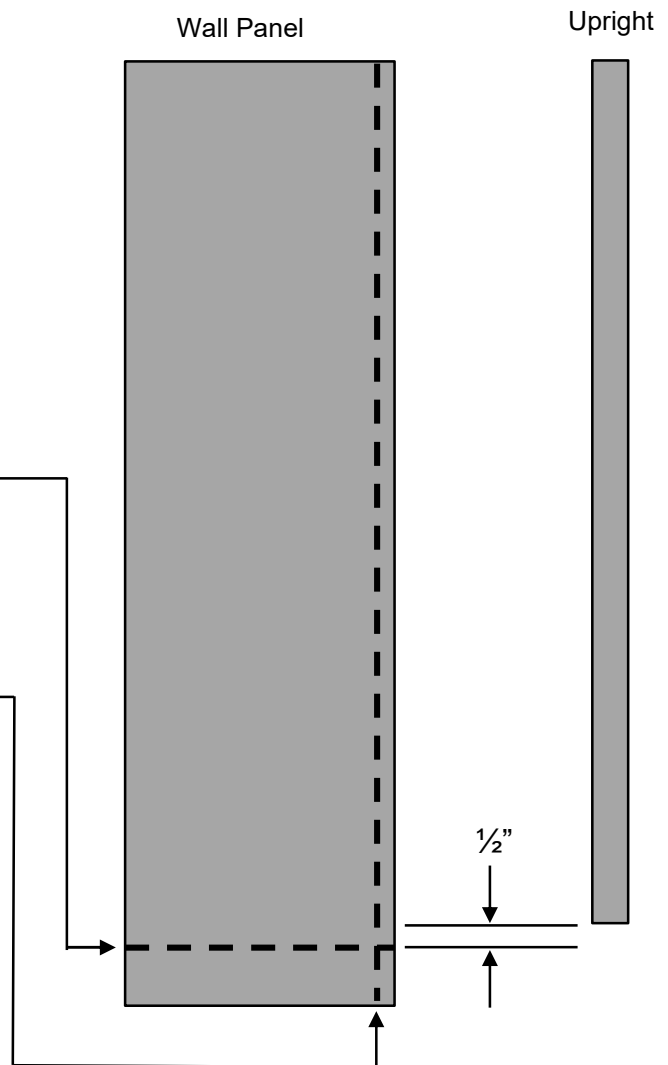


Figure 19

## SIGN INSTALLATION

Signs come completely assembled and individually boxed (except for the Graphic sheet). It is available in numerous sizes. Each Sign will require a specific Graphic sheet to insert, which will be in a separate box with other graphics.

1. Remove the Sign from its packaging and rotate the 2 brackets down until they click and lock (See Figure 20).

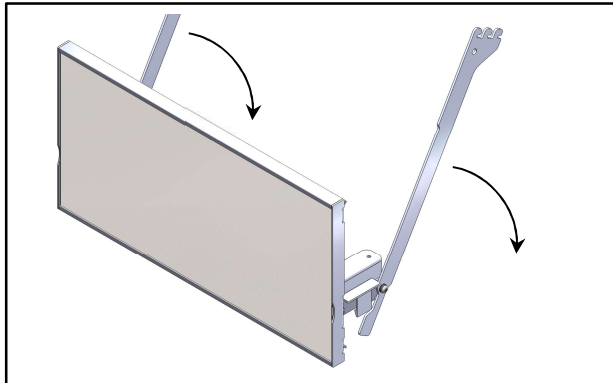


Figure 20

2. Remove the Lens from the Sign (See Figure 21).

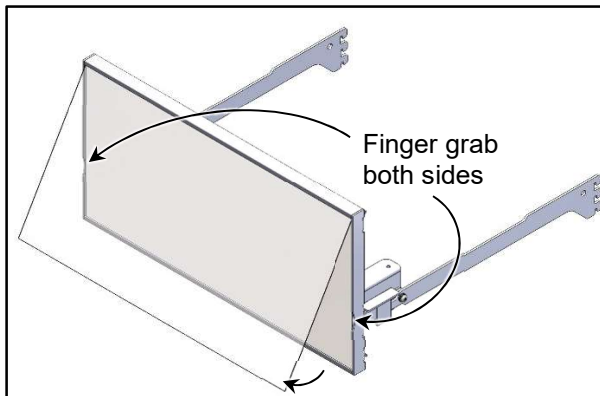


Figure 21

3. If applicable, remove the film from both sides of the Lens.

4. Insert the Graphic into the Sign. Insert the Lens over the top of the Graphic. Slide graphic and lens into top and bottom grooves. (See Figure 22).

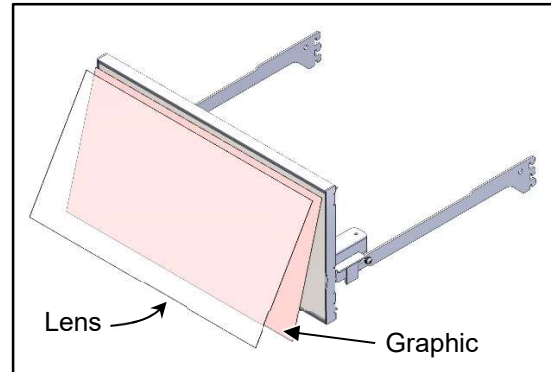


Figure 22

5. Install the Signs on the wall by inserting the bracket hooks into the Upright slots. Install the top hooks into the slot number indicated on the Plan-O-Gram (See Figure 23).

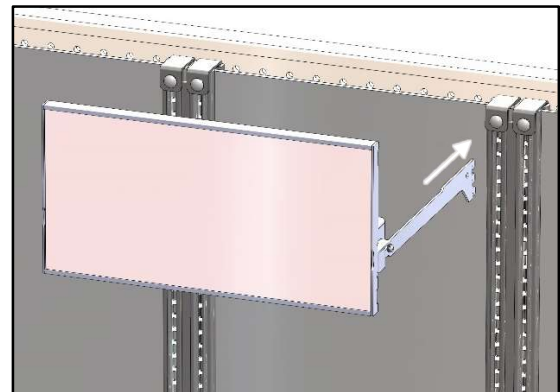


Figure 23

6. Confirm that the Sign is level and works properly. If it doesn't, check these things:
  - a. Confirm the U-Clips are correctly connected at the bottom of the Uprights.
  - b. Confirm the Power Supply is energized and properly connected.
  - c. Confirm the U-Clips are attached to steel tabs on the back of the Sign. Inspect for broken wires (see Figure 24).

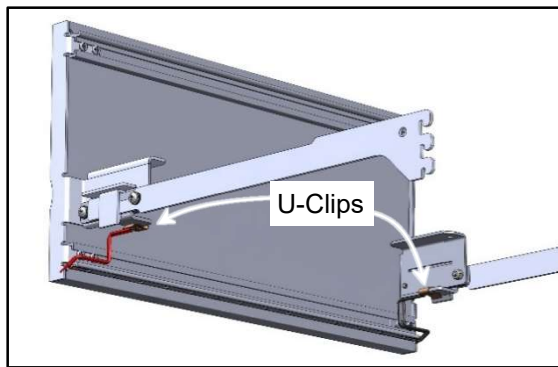


Figure 24

## CARRIER TRAY INSTALLATION

*Maximum weight per tray: 15 lbs.*

*Maximum weight per 1' gondola column: 195 lbs.*

The Carrier Tray comes completely assembled (except for the Graphic Sheet). Each Carrier Tray will require a specific Graphic to insert, which will be in a separate box with other Graphics.

1. Flip up the Carrier Tray Front Cover and remove the Lens (See Figure 25).

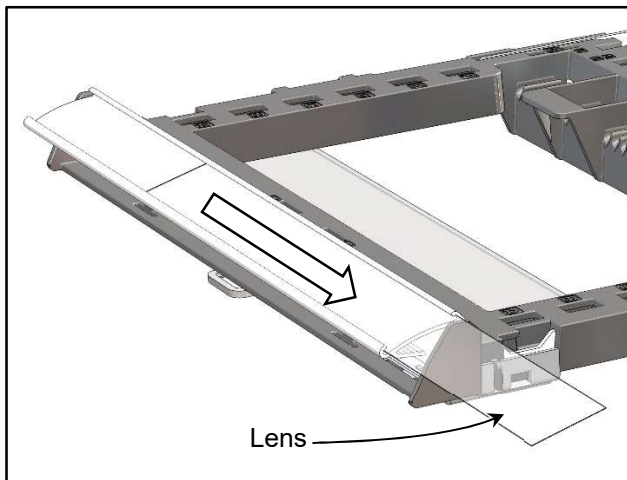


Figure 25

2. Insert the Graphic into the Front Cover and insert the Lens over the Graphic (See Figure 26).

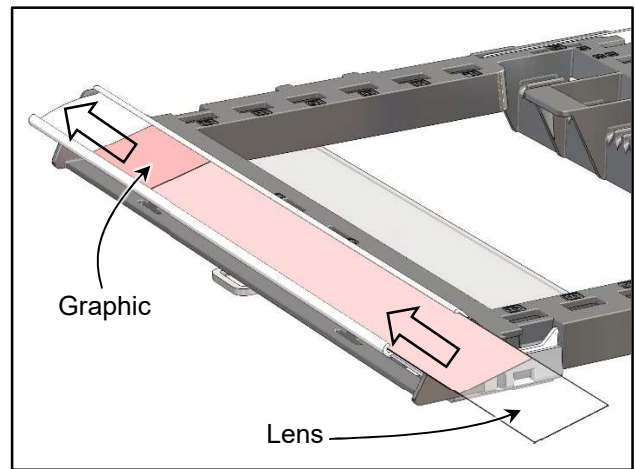


Figure 26

3. Install Insert trays on the Carrier Trays, if necessary. Refer to PM Plastic's Insert - Fastener Manual.
4. Install Peg Wires on the Carrier Trays, (if necessary.) Refer to the numbers on the top of the Carrier Tray to produce equal spacing for 4, 5, or 6 wires.
5. Install the Carrier Trays on the wall by inserting the bracket hooks into the Upright slots and dropping the assembly into place. Install the top hooks into the slot number indicated on the Plan-O-Gram (See Figure 27).

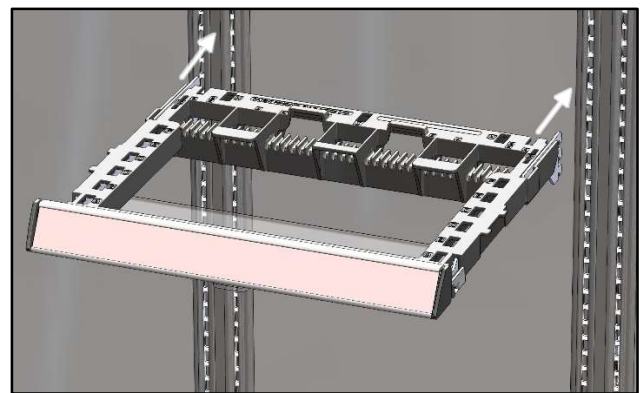


Figure 27

6. Confirm that the Carrier Tray Assembly is level and works properly. If it doesn't, check these things:
  - a. Confirm the U-Clips are correctly connected at the bottom of the Uprights.
  - b. Confirm the Power Supply is energized and properly connected.

## ACCESSORY INSTALLATION

### PRICE TAG HOLDER

1. Partially rotate upward the Flip-up Cover.
2. Slide the Price Tag Holder into the graphic channel (See Figure 28).
3. Rotate the Flip-up Cover back down.

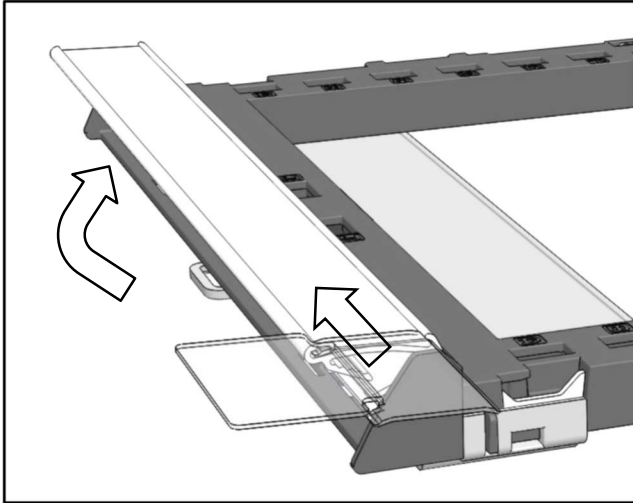


Figure 28

4. The Price Tag Holder can be installed in the “up” or “down” position (See Figure 29). Confirm position with the store manager.

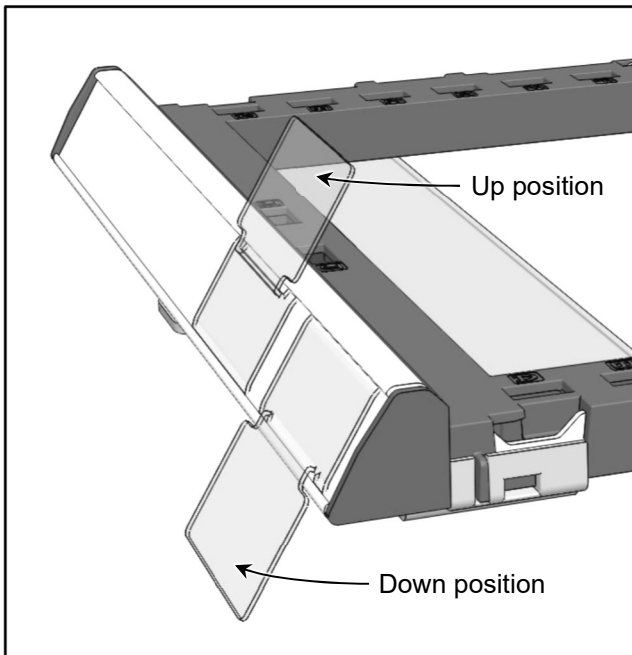


Figure 29

### UPC RE-ORDER STICKER

1. Pull out the UPC Drawer.
2. Place UPC re-order stickers on the drawer (See Figure 30).
3. Push the UPC Drawer in.

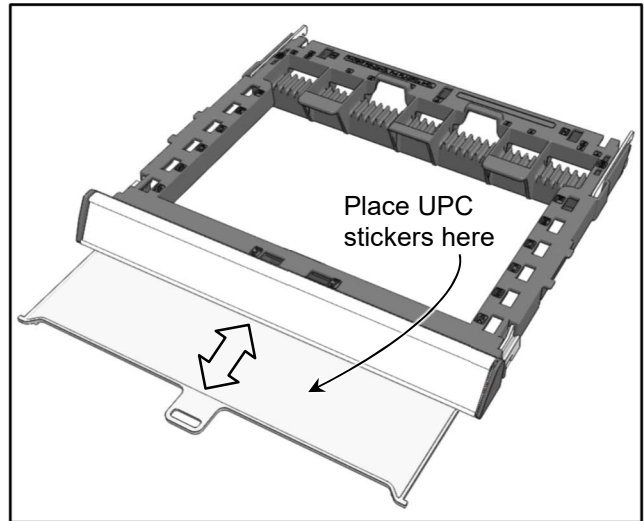


Figure 30



## FINAL CHECKS

Check the following items after installation is complete:

1. The FlexWall™ must be securely and correctly mounted to the Gondola display system.
2. All FlexWall™ Signs and Carrier Trays must be fully engaged into the Upright Assemblies.
3. All FlexWall™ electrical connections must be tight & secure.
4. All FlexWall™ display lights must be operating properly. If one column of fixtures is not lighting up, then check that the Y-Wire U-Clip connections are secure to the bottom of the Slotted Standards (See Figure 15). If one gondola of fixtures is not lighting up, then check that the power cord is secure to the power supply and electrical outlet.

## REPLACEMENT PROCEDURES

### Signs

Should anything other than the Sign's Graphic or Lens need replacement, the whole Sign will be replaced. Refer to the **SIGN INSTALLATION** procedure for additional details.

### Power Supply

The Power Supply system is a modular system. Any Power Supply item may be replaced as necessary by accessing the item(s) accordingly and removing the defective/damaged item and installing the new item into the PM Plastics FlexWall™. Refer to the **POWER SUPPLY INSTALLATION** procedure. The basic steps that must be followed are:

1. Remove all necessary fixtures to allow adequate access to the electrical system components.
2. Remove the item that needs to be replaced and reinstall the new item.
3. Reinstall all items that were removed.

## PARTS ORDERING INFORMATION

### How to Order Parts

1. Be prepared to provide pictures of the desired parts.
2. To place an order, contact the PM Plastics Technical Support Department at: 1-800-717-6666 or [SUPPORT@PMPLASTIC.COM](mailto:SUPPORT@PMPLASTIC.COM).

### Carrier Trays

Should anything other than the Carrier Tray's Flip-up cover, Lens, or Graphic need replacement, the whole Carrier Tray will be replaced. Refer to the **CARRIER TRAY INSTALLATION** procedure for additional details.

To replace the Flip-up Cover, pop the cover up and away from each post (See Figure 31).

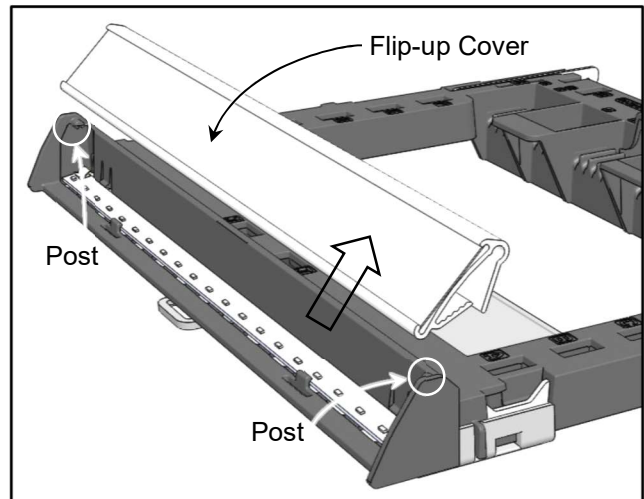


Figure 31

3. To ensure the correct parts are shipped, please include the Customer, Location, and installation date of your FlexWall™ order.

### Return of Parts

Before returning any parts, you must first contact the PM Plastics Technical Support Department and obtain an incident or Return Merchandise Authorization (RMA) number. Be prepared to provide pictures which describe the problem.