

Overcoming Objections to Camshelving®

PRICE

“Why is Camshelving priced higher than wire shelving?”

- Camshelving is made from high-quality, durable materials that last far longer than traditional wire shelving.
- Premium Series posts and traverses are made of thick polypropylene with a steel core, while Elements and Basics are made with resilient composite material.
- The purchase price reflects the high-quality materials and machine technology used to make Camshelving, which will never rust or corrode.
- Because Camshelving will last for decades, there are minimal replacement costs later, as opposed to wire shelving, which needs to be replaced much more frequently.

COMPLEXITY OF INSTALLATION (for Elements and Basics Plus)

“Camshelving seems too difficult to assemble on my own.”

- Elements/Basics Plus Series is simple to assemble.
- All stationary or add-on units come with pre-assembled post frames, so the factory takes care of that assembly for you.
- You will only need to attach the shelves to the preassembled frames.

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LACK OF TRUST IN PLASTIC SHELVING

“Plastic shelving seems flimsy or wobbly. I’ve always used wire shelving, so that’s what I’m used to.”

- Premium Series is made from a steel rod wrapped in polypropylene plastic. It is extremely strong, sturdy and durable.
- Elements/Basics Plus Series is made from a strong composite plastic material that contains fiberglass to give it amazing strength. It’s the same material used to build commercial airplanes.
- Because it’s made from plastic instead of various metals, Camshelving will never rust, dent or corrode. It’s backed by a lifetime warranty against rusting or corrosion.
- Camshelving is also easier to clean than metal wire shelving. It easily wipes clean, or you can run the shelf plates through the dishwasher.

CONCERNS ABOUT WEIGHT-BEARING CAPACITY

“Plastic shelving seems like it won’t be strong enough.”

- Camshelving weight bearing capacity is comparable to all types of wire shelving.
- Premium Series posts and shelf traverses are made with a steel rod wrapped in polypropylene for excellent stability and strength.
- Elements/Basics Plus are made from an extremely strong composite plastic material and fiberglass.
- Premium & Elements Series hold up to 800 lbs. per shelf, or 2,000 lbs. per unit.
- Basics Plus Series holds up to 600 lbs. per shelf, and 1800 lbs. per unit.