

Published based on [Choosing A Wooden Literature Display Rack](#)

Choosing A Wooden Literature Display Rack

Making a first impression is important on a personal level and a business level. Even something as simple as a literature display rack in your office or at a trade show can say a lot about who and what you are.

Display racks have been around for years. They hold business cards all the way up to full size magazines with everything in between. Typically, a front reception area will have display racks holding various brochures and marketing literature and perhaps different types of forms and applications. Anything too cheap, broken, dirty, or racks that don't hold what they were designed for, can ruin the impression you are hoping to give new and old customers alike.

Racks usually are made of acrylic - a clear but very sturdy type of plastic that is ideal for heavy use including packing for trade show after show. Even these tend to be pretty pricey. One that holds a trifold brochure will run you about \$23.00 in a mainstream office supply store!

For companies that actually do many annual trade shows, they sometimes prefer to rent the literature display racks from the company handling the show. It may not save much money, but it's more convenient than needing to keep packing and shipping them over and over. Or, for companies that just keep them in storage with the rest of the booth set up for the trade shows, it's also cheaper to rent the ones you need rather than buying them and using them only two or three times a year.

Depending on what your company does, you may want to consider something besides acrylic. There are many holders made of wood, and faux wood products. These can be free standing or wall hung and some can be custom designed to display just about anything, in any combination.

Doctors offices have many literature racks all over - in the reception area, in each individual exam room, and even in testing areas. These racks hold important information on costs, treatments, and even basic information on common conditions and diseases from cancer to balding and everything in between.

Employment agencies use these racks to hold all their applications and perhaps even lists of jobs or forms you can use for your references to fill in.

Many racks can be purchased in your local office supply store. There are companies that equipped to handle your custom orders and rush orders as well.

Find the right [literature display rack](#) to place into your store. Many [wall mounted magazine racks](#) will help save space in your shop. Head online and find out more now.

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