

# Crate & Ex-Pen Display Rack

MIDWEST Homes for Pets  
 P.O. Box 1031  
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 800-428-8560  
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## Assembly Instructions for 545 Crate/Ex-Pen Display Rack

### Parts Identification

Illustrations not shown to scale and may vary slightly from actual product

**Note:** If you discover any parts are missing, immediately call our toll-free service helpline at 1-800-428-8560.

**(A) Base**

One piece unit into which the Dividers are inserted and Casters are attached.

**(B) Back Frame**

One piece unit which fits on the back posts of the Base.

**(C) Shelf**

Top Shelf for product display and/or additional inventory

**(D) Sign Frame**

Fits into the Back Frame. Header Sign(s) slips into the channels.

**(E) Short Extensions (6)**

Inserted into Back Frame and Base.

**(F) Tall Extensions (2)**

Inserted into Short Extensions in Base.

**(G) Front Base Divider**

Inserted into front of Base to stabilize the displayed products

**(H) Base Dividers (3)**

Inserted into Base to divide and stabilize the displayed products

**(I) Shelf Dividers (3)**

Inserted into Shelf to divide and stabilize the displayed products.

**(J) Support Wires (2)**

Attached to Back assembly to secure pieces.

**(K) Header**

Double-sided Header card which slips into Sign Frame.

(Included in "Hardware Bag")

**(L) Caps (4)**

Insert into open ends of Base and shelf.

**(M) Casters (4)**

Two swivel and two stationary locking casters.

**(N) Nuts & Washers (6 sets)**

Four sets to attach the casters to the base the other two used with the included bolts.

**(O) Round Head Bolts (2)**

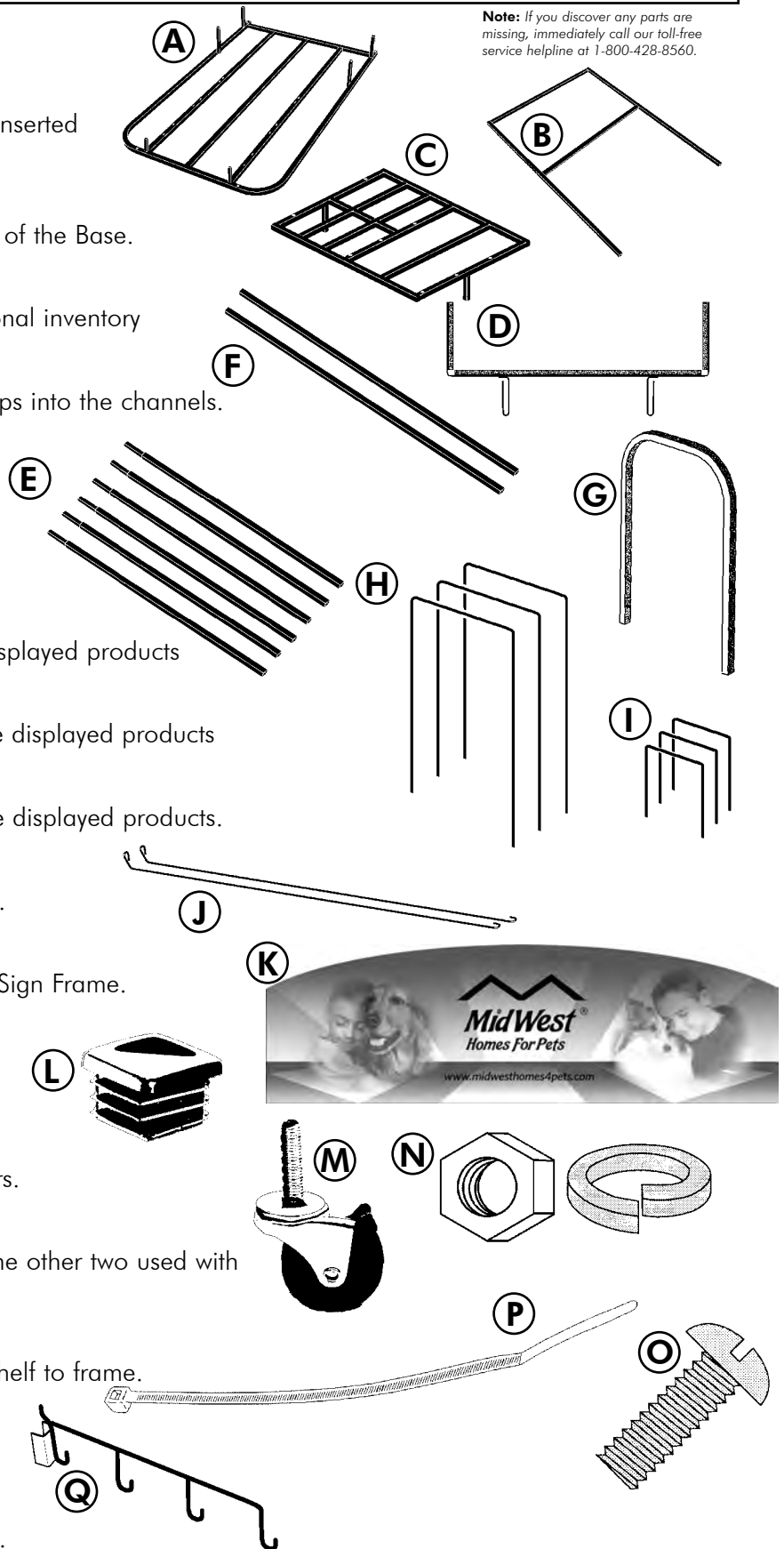
Used, with 2 sets of nuts & bolts to attach shelf to frame.

**(P) Black Zip Ties (4)**

Used to secure display sample to shelf.

**(Q) Pet Bed Hooks (2 - Optional)**

Can be added to sides to hold upto 8 beds.



# Parts Identification

Illustrations not shown to scale and may vary slightly from actual product

**1** Locate the Base (A) and lay it flat on the floor with the posts pointing up.

**2** Locate 2 Short Extensions (E) and place them onto the rear posts on the Base (square edges).

**3** Locate the Back Frame (B) and place it onto the Short Extensions.

**4** Locate the 2 stationary Casters (M) and 2 Nuts and 2 Washers (N). Insert the threaded posts of the Casters through to holes in the rear of the base.

**5** Locate the 2 Support Wires (J). Hook one into one of the holes in the top of the Back Frame from the back side (5a). Place the looped end onto the threaded post of the Caster on the opposite side (5b).

**6** Hook the other Support Wire into the other hole in the top of the Back Frame from the front side (5a). Place the looped end onto the threaded post of the Caster on the opposite side. The Support Wires should form an "X" (5b).

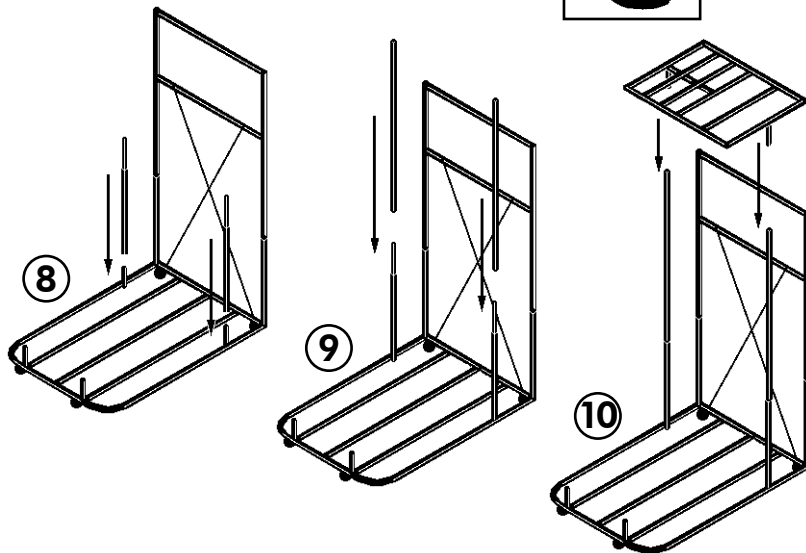
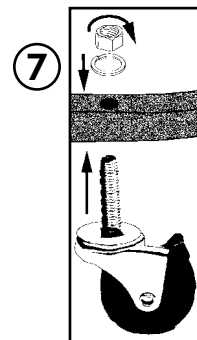
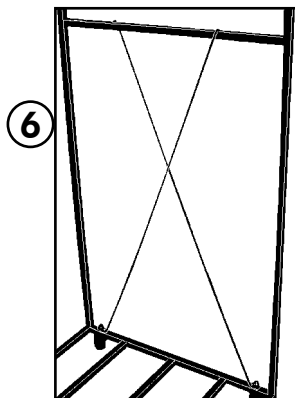
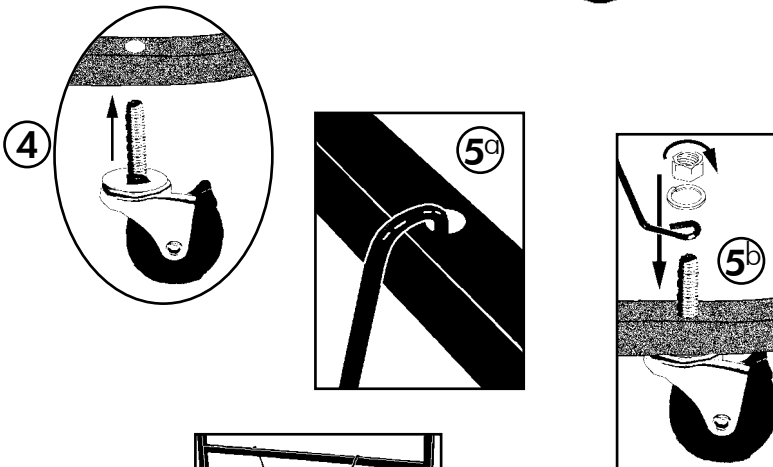
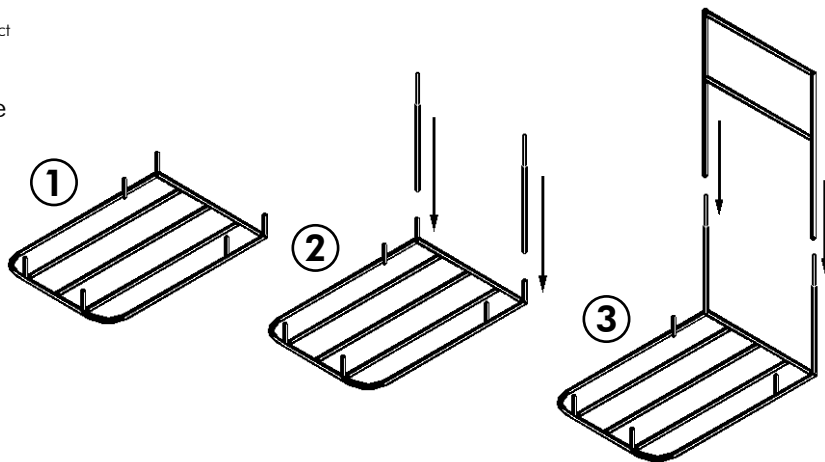
**7** Assemble the remaining Casters (Swivel) into the front of the base.

Tighten all Nuts securely onto Caster posts.

**8** Insert 2 of the remaining Short Extensions (E) onto the inner set of rear posts.

**9** Insert the Tall Extensions (F) onto the Short Extensions.

**10** Locate the Shelf (C). Place it onto the Tall Extensions. Be sure that the side that has the cross bars is on the left side (looking from the front) as illustrated.



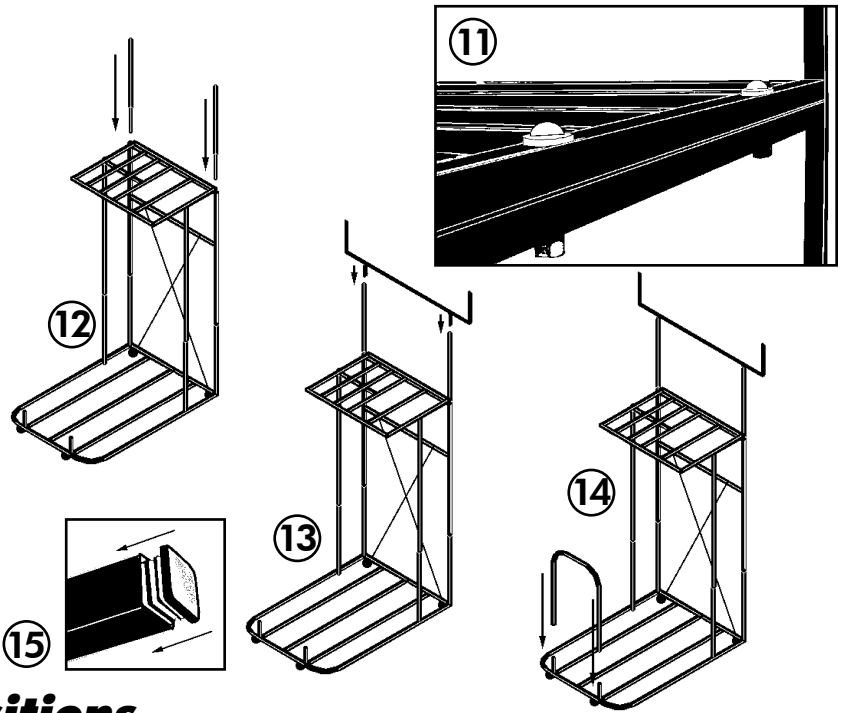
**11** With the 2 Round Head Bolts (O) and 2 Nuts and Washers (N), secure the shelf to the back frame as shown.

**12** Insert the 2 remaining Short Extensions (E) into the openings on the top of the Back. Frame.

**13** Insert the Sign Frame into the open ends of the Short Extensions just inserted.

**14** Insert the Front Base Divider (G) into the front posts on the base.

**15** Insert the two Caps (L) into the open end of the Base at the rear and on the Shelf.



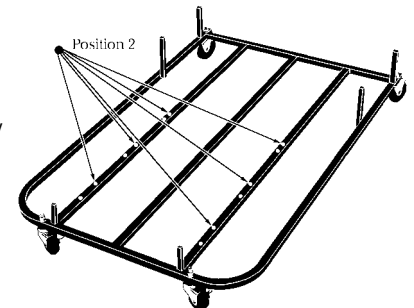
## Determining Divider Positions

Depending on what product is to be displayed, the dividers will be placed in the different holes in the base and shelf. The 4 double-sided Header Cards allow for 4 different configurations.

### Exercise Pens

#### Gold (540 Series), Black (550 Series), Silver (560 Series)

For any of the the above Exercise Pens, the 545 is designed to hold 2 cartoned Ex-Pens (any model size) per "slot". Insert a Base Divider (H) into each of the corresponding "Position 2" holes. **For these products, the Top Shelf can be used for additional inventory. We strongly recommend that only the 24" models be placed on this shelf.**



### Canine Campers®

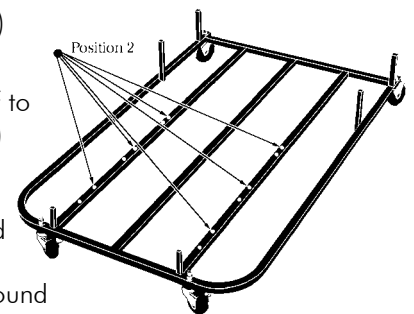
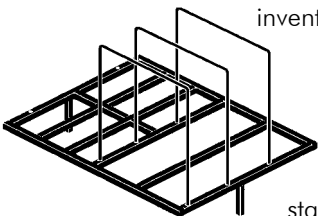
#### 1700 Series, 1700DT Series

The 545 is designed to hold 2 cartoned Canine Campers per slot. Insert a Base Divider (H) into each of the corresponding "Position 2" holes.

The Top Shelf can be used for product display and inventory (we recommend using the shelf to

inventory cartoned 1712's and 1718's). Insert the 3 Shelf Dividers (I) into the 3 sets of holes on the right side of the shelf (front view).

Each slot can hold inventory. The open space on the left is designed to be used for product display. Assemble a 1712 and place it on the shelf. The Black Zip Ties (P) can be used to secure the displayed crate in place. Put the ties through the ground stake loops on the 4 corners of the crate and around the square tube.



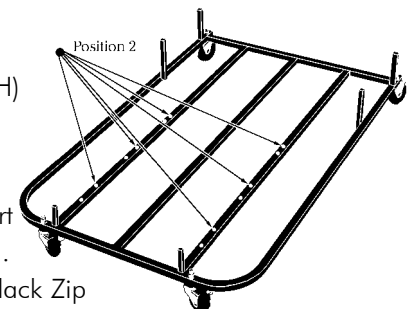
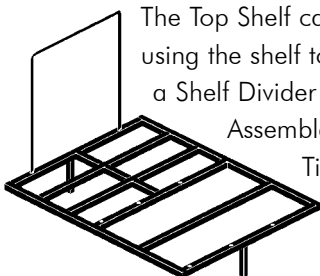
### Life Stages®, iCrate® and Select Dog Crates (1600 Series, 1500 Series and 1300TD Series)

The 545 is designed to hold 1 cartoned Life Stages crate per "slot". Insert a Base Divider (H) into each of the corresponding "Position 2" holes.

The Top Shelf can be used for product display and inventory (we recommend using the shelf to inventory cartoned 1622, 1622DD or 1624UL-sideways). Insert a Shelf Divider (I) into the set of holes on the far left side of the shelf (front view).

Assemble a 1622/1622DD and place it on right side of the shelf. The Black Zip

Ties (P) can be used to secure the displayed crate in place. Put the ties through wires of the crate and around the square tube. Two cartoned 1622/1622DD's can be laid on the long side of the carton and placed between the outside shelf divider and the assembled crate.

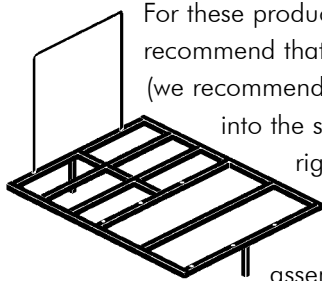
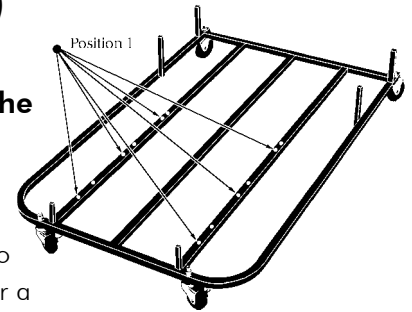


## Determining Divider Positions (continued)

### Crate & Ex-Pen Combo

As a way to foster complimentary sales and provide the consumer with the greatest options.

By using one of the "combo" headers, crates and ex-pens can be marketed together as a package. Insert a Base Divider (H) into each of the corresponding "Position 2" holes. The first slot, between the Front Base Divider (G) and the first Base Divider (H) is large enough to hold a single ex-pen (24" x 24" model). The subsequent spaces will allow enough room for a cartoned crate and an ex-pen to be placed between the dividers.

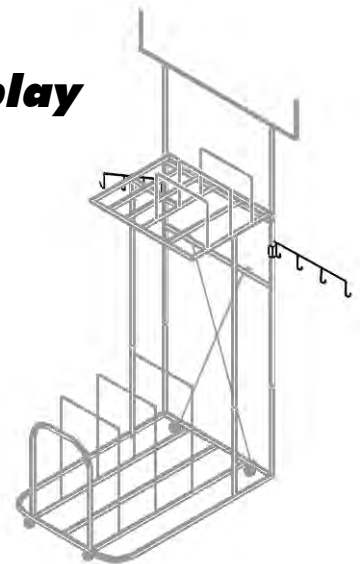


For these products, the Top Shelf can be used for crate display or additional inventory (for ex-pens, we strongly recommend that only the 24" models be placed on this shelf.) The Top Shelf can also be used for product display (we recommend using the shelf to inventory cartoned 1622, 1622DD or 1624UL-sideways). Insert a Shelf Divider (I) into the set of holes on the far left side of the shelf (front view). Assemble a 1622/1622DD and place it on right side of the shelf. The Black Zip Ties (P) can be used to secure the displayed crate in place. Put the ties through wires of the crate and around the square tube. Two cartoned 1622/1622DD's can be laid on the long side of the carton and placed between the outside shelf divider and the assembled crate.

## Assembly Instructions - Additional Side Display

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- 1 To enhance your crate display and to maximize your display area, Pet Bed Hooks (Q) are included. Insert the end into the holes in the side of the display frame.



## Reimbursement Instructions:

1. Order the rack(s) of your choice from your distributor.
2. Copy an invoice showing the purchase of the rack and the products that meet the "Purchase Requirements" for each rack.
3. Mail it to:  
**MIDWEST Display Racks**  
**P.O. Box 1031**  
**Muncie, IN 47308**
4. We will send you a check for the invoiced amount, not to exceed the current suggested dealer price.

### TOLL-FREE SERVICE HELPLINE:

If you have any problems or questions with the assembly of this display rack, call our Service HELPLINE at **1-800-428-8560** between 9:00 am and 4:00 pm (EST) M - F.

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