

ROLLEASY

MODEL W

LEADER FOR OVER FIFTY YEARS

ROLLEASY WAS THE FIRST BACKGROUND ROLLER SYSTEM INTRODUCED TO THE PHOTOGRAPHIC PROFESSION. DESIGNED WITH QUALITY IN MIND, ROLLEASY HAS PROVEN TO BE EXCEPTIONAL IN DURABILITY AND DEPENDABILITY. FOR THIS REASON, THOUSANDS OF PROFESSIONAL AND HOME STUDIOS HAVE CHOSEN ROLLEASY.

QUALITY IS STILL OUR FIRST CONCERN !

THE COMPLETE BACKGROUND UNIT

THE COMPLETE BACKGROUND UNIT INCLUDES TWO MOUNTING BRACKETS (FOR CEILING OR WALL), CRANK HANDLE AND ROD, THE APPROPRIATE NUMBER OF ALUMINUM ROLLERS, CUTTING EDGES (WHEN ORDERED), DRIVE ASSEMBLIES, IDLE ENDS AND CORE CLAMPS. YOUR INSTALLATION OF THE ROLLEASY COMPLETES YOUR UNIT BY SECURING TO EITHER CEILING JOISTS OR WALL STUDS. THE DRIVE ASSEMBLIES ARE MOUNTED ON ONE BRACKET, THE IDLE ENDS ON THE OTHER.

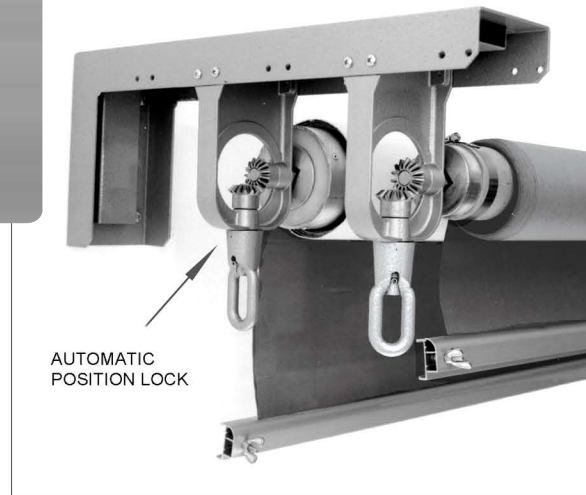


CEILING BRACKET MODEL W

VERY EASY TO OPERATE

AMAZINGLY SIMPLE -- THE DETACHABLE CRANK IS USED TO RAISE AND LOWER YOUR BACKGROUNDS RAPIDLY BY PLACING THE HOOK IN THE WINDING EYE OF THE DRIVE ASSEMBLY, APPLYING SLIGHT DOWNWARD PRESSURE TO RELEASE THE AUTOMATIC POSITION LOCK, AND TURNING THE CRANK. THE OPERATIONS IS SO FAST BECAUSE OF THE ONE-TO-ONE GEAR RATIO, AND SO EASY DUE TO THE MECHANICAL ADVANTAGE REALIZED THROUGH OUR UNIQUE CRANK OPERATION. ONCE THE AUTOMATIC POSITION LOCK CONTRASTED BY OTHER BACKGROUND UNITS WHICH USE FRICTION BRAKES AND CHAINS, RESULTING IN JERKING AND DIFFICULT OPERATION.

WALL MOUNT MODEL W



AUTOMATIC POSITION LOCK

QUICK AND EASY ROLLER CHANGE

ONE PERSON CAN MAKE ROLLER CHANGES BY SIMPLY SLIDING THE FEMALE END OF THE ROLLER OVER THE STRONG 3/4" SQUARE DRIVE ON THE DRIVE ASSEMBLY AND PLACING THE MALE END OF THE ROLLER INTO THE NEST ON THE IDLE END. OTHER BACKGROUNDS REQUIRE 2 PEOPLE TO CHANGE ROLLERS BECAUSE THEY REQUIRE ALIGNING PARTS AND INSERTING PINS BEFORE THEY CAN BE RELEASED.

MULTIPLE BACKGROUNDS

THE CEILING BRACKETS ARE DESIGNED TO HOLD UP TO 4 FULL SIZE BACKGROUNDS OR 7 COMPACT BACKGROUNDS. THE WALL BRACKETS ARE DESIGNED TO HOLD UP TO 3 FULL SIZE BACKGROUNDS OR 5 COMPACT BACKGROUNDS. FULL SIZE BACKGROUNDS ARE BACKGROUNDS WHICH MEASURE GREATER THAN 3 1/2" IN DIAMETER WHEN ON THE ROLLER, COMPACT BACKGROUNDS MEASURE LESS THAN 3 1/2".

EXPANDABLE

SUPPLEMENTARY UNITS (ALUMINUM ROLLER, DRIVE ASSEMBLY, IDLE END, CUTTING EDGE AND CORE CLAMP) CAN BE ORDERED AT ANY TIME AND QUICKLY INSTALLED ON THE BRACKETS TO INCREASE NUMBER OF ROLLERS ON THE UNIT TO THE MAXIMUM CAPACITY.

LIGHTWEIGHT

THE STANDARD ROLLER IS MADE OF LIGHTWEIGHT ALUMINUM. A 12 FOOT STANDARD ROLLER WEIGHS ONLY 7 POUNDS. THIS, OF COURSE, IS WITHOUT BACKGROUND MATERIAL.

WARRANTED FOR 4 YEARS

AGAINST DEFECTIVE PARTS AND WORKMANSHIP

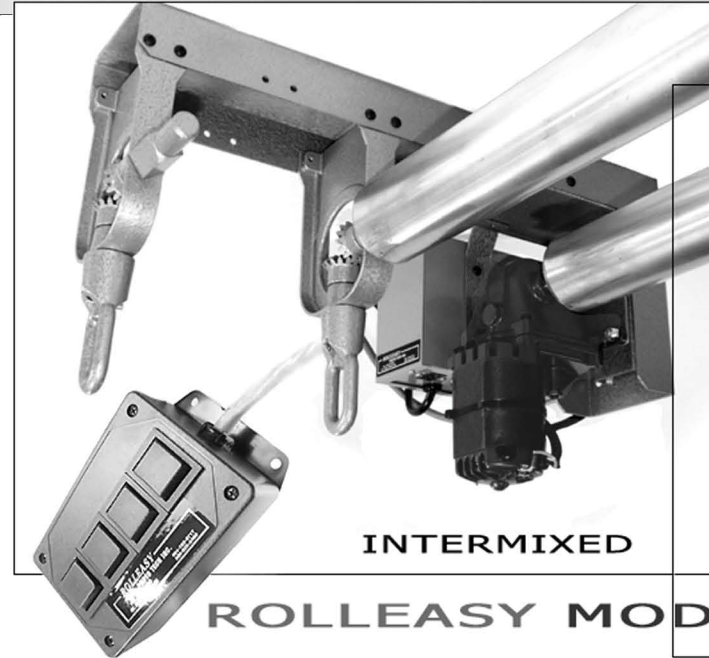


ROLLEASY

MODEL MW

BUILD YOUR STUDIO - CUSTOM BUILT SYSTEMS

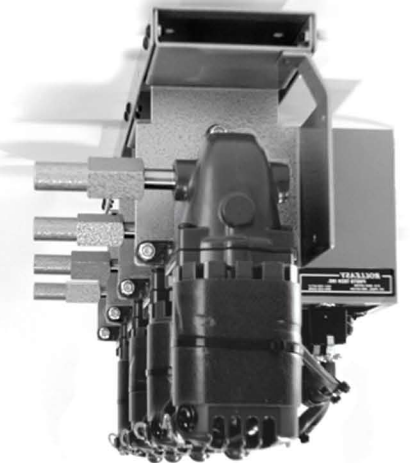
ROLLEASY CAN BE CUSTOMIZED TO FIT ANY SIZE STUDIO, AND CUSTOM CUT TO ACCOMMODATE UP TO 24FT WIDE BACKGROUNDS



INTERMIXED

ROLLEASY MODELS

MOTORIZED SYSTEMS



VERY EASY TO OPERATE

THE BACKGROUNDS ARE RAISED AND LOWERED BY DEPRESSING THE ROCKER SWITCH ON THE WIRE REMOTE SWITCH BOX. THE SWITCH BOX CAN BE HELD AND OPERATED BY ONE HAND OR IT CAN BE MOUNTED ON THE WALL.

NO OBSTRUCTION IN SHOOTING AREA

THERE ARE NO CHAINS OR DANGLING PARTS. THE LOWEST ELEMENT EXTENDS NO MORE THAN 10 1/2 INCHES DOWN FROM THE POINT OF INSTALLATION. WHEN NOT IN USE, THE ROLLEASY IS OVERHEAD AND OUT OF THE WAY, ALLOWING YOU VERSATILITY IN USE OF YOUR SPACE.



SAFE AND POWERFUL

THE MODEL MW ROLLEASY USES STANDARD 110 VOLT POWER AND REQUIRES NO SPECIAL WIRING. ALL UNITS ARE FUSED AND GROUNDED FOR SAFETY. THE MOTORS ARE HIGH TORQUE TO LIFT MORE THAN YOU WILL EVER NEED, AND RELIABLE, BECAUSE WE KNOW THAT EQUIPMENT PROBLEMS COST YOU TIME AND MONEY.

VERSATILE

THE MODEL MW(MOTORIZED) CAN BE RETROFITED FROM A MODEL W (MANUAL) OR INTERMIXED WITH MODEL W UNITS ON THE SAME MOUNTING BRACKETS.

MULTIPLE BACKGROUNDS

THE CEILING AND WALL BRACKETS ARE DESIGNED TO HOLD UP TO 4 FULL SIZE BACKGROUNDS. THE MODEL MW ROLLEASY CANNOT BE MOUNTED IN THE COMPACT BACKGROUND CONFIGURATION.

EXPANDABLE

THE MODEL MW HAS A UNIQUE MODULAR DESIGN WHICH ALLOWS EXPANSION BY ADDING SUPPLEMENTARY UNITS (ALUMINUM ROLLER, MOTORIZED DRIVE ASSEMBLY, IDLE END, CUTTING EDGE, AND CORE CLAMP). THE ELECTRONICS ARE DESIGNED FOR FOUR ROLLERS SO THE SUPPLEMENTARY UNITS JUST PLUG INTO THE CONTROL BOX.