

# Winerax



“It’s a simple system that has the potential to become indispensable for wine buffs, wineries, retailers and wholesalers alike”

- Hawke’s Bay Today 12/06/07

## A brilliant designer. A frustrated wine lover

Bruce Barnes was a wine lover, but he was frustrated that so many people kept their wine in boxes or racks that don’t allow them to see the labels. More importantly, he knew that storing wine upright risked drying out the cork and allowing air to oxidise the wine.

Fortunately, Bruce was also one of New Zealand’s most talented industrial designers, notching up over 30 years in the industry. So when he couldn’t find a wine rack that was perfect for storing his modest wine collection he decided to design one himself, naming it Winerax.

When Trade & Enterprise New Zealand saw the initial Winerax design they granted Bruce an award to complete its development. After much research Bruce chose ABS plastic as the material of choice as it offers durability, dimensional strength and flexibility with rigidity. Winerax slots together easily with no tools needed, and you can easily configure Winerax to fit any space.

Sadly and unexpectedly, Bruce died in 2002. His dream, however, continues with Winerax providing a practical, stylish and effective storage solution for wine lovers worldwide.

Modular cellaring,  
cleverly designed  
to store your wine.



BEFORE



AFTER

## Winerax grows at the same rate as your wine cellar

Choose either a 12 bottle or 48 bottle pack.

**12 bottle rack comes with:** 6 ends & 6 rails

**48 bottle rack comes with:** 18 ends & 24 rails

Winerax can be configured for any space: under stairs, basement, cupboard, garage, bookcase, cabinet or cellar.

Each 4 bottle layer measures:

Width: 42cm / 16.1/2in

Depth: 29cm / 11.1/2in

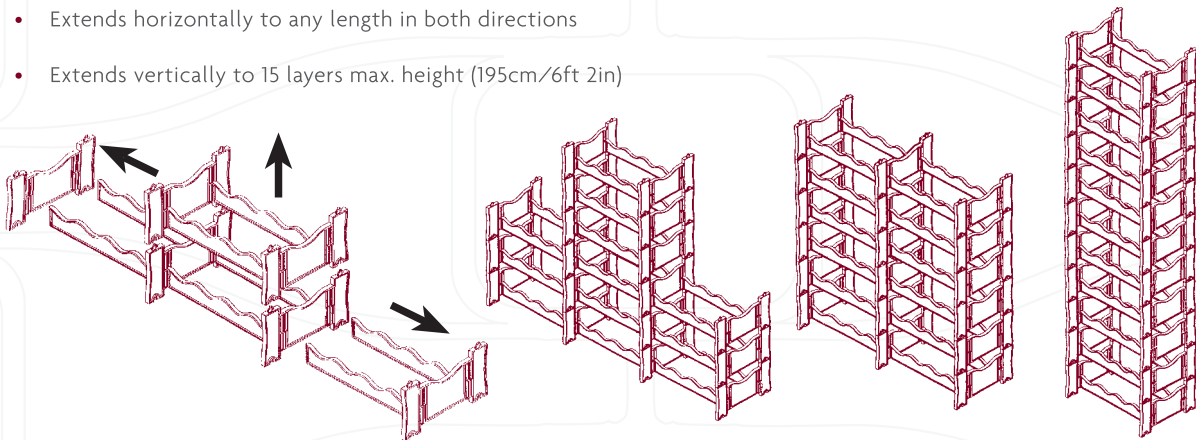
Height: 13cm / 5in

Weight: 1.4kg / 3lb (12 bottle rack)

4.5kg / 10lb (48 bottle rack)

## Build your Winerax cellar to fit your space

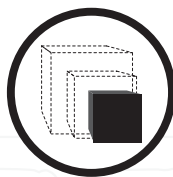
- Extends horizontally to any length in both directions
- Extends vertically to 15 layers max. height (195cm/6ft 2in)



Winerax is so easy to assemble you hardly need instructions!



Easy to assemble  
Easy to take apart



Easy to adapt  
to any space



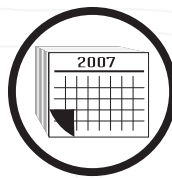
No tools needed



Labels are easy to read and  
protected from damage



Helps prevent  
wine from corking



Lasts a lifetime



An ideal gift

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