

Island Gondola Rack Manufacturers: Pioneering Double-Sided Retail Innovation in 2025

In the ever-evolving world of retail, where customer engagement and space optimization reign supreme, island gondola racks stand out as a game-changer. These double-sided, freestanding shelving units—often called island gondolas—transform central store areas into dynamic merchandising hubs, allowing 360-degree product access and fostering impulse buys. As of September 2025, with Malaysia's retail sector projected to grow by 6% amid urban expansion and e-commerce integration, demand for high-quality island gondolas has surged. Valued at RM300 million in the local market alone, these racks are essential for supermarkets, hypermarkets, and convenience stores, offering versatility in displaying everything from groceries to gadgets.

Island gondolas feature a sturdy base deck, cantilevered shelves on both sides, and adjustable uprights, typically in powder-coated steel for humidity resistance. Unlike wall-mounted variants, their freestanding design maximizes floor flow, creating inviting aisles that boost dwell time by up to 25%. This article explores top island [gondola rack manufacturer](#), with a spotlight on EMTS as an exemplary innovator, highlighting their designs, benefits, and role in shaping modern retail landscapes.



The Rise of Island Gondola Racks: Design and Functionality

Island gondola racks have roots in mid-20th-century supermarket innovations, evolving from basic wooden displays to modular steel systems. Today, they measure 90-120cm wide, with heights from 150-200cm and depths of 30-45cm per side, supporting 200-500kg per shelf. Key features include perforated or netting back panels for hooks, LED-compatible frames for lighting, and modular add-ons like wire baskets or dividers.

Their double-sided configuration is a boon for space-strapped retailers: a single unit can hold twice the merchandise of wall racks, enhancing visibility and sales velocity. In humid climates like Malaysia's, corrosion-resistant coatings ensure longevity, while ergonomic adjustments accommodate seasonal displays—from festive promotions to everyday essentials. Manufacturers prioritize compliance with DOSH standards, incorporating anti-tip bases and rounded edges for safety.

Top Manufacturers: Engineering Retail Excellence

Malaysia's island gondola sector is led by local powerhouses blending affordability with cutting-edge tech. These firms cater to diverse needs, from budget startups to multinational chains, often providing AutoCAD layouts and installation services.

Tien Tien: Versatile and Sales-Driven Solutions

Tien Tien, a veteran Malaysian manufacturer, excels in functional island gondolas that prioritize sales uplift. Their double-sided units, available in wall-to-island hybrids, feature safe rounded edges and heavy-duty boltless construction for loads up to 300kg. Ideal for hypermarkets and petro-marts, Tien Tien's racks integrate hyper baskets and offer bins, with customizable colours to match branding. Their AutoCAD planning service optimizes aisle flow, reportedly increasing impulse purchases by 20%. As a one-stop supplier, they also offer complementary items like trolleys, making them indispensable for full store setups.

EMTS: Customization and Durability at the Forefront

EMTS (EMT Systems) exemplifies precision engineering in island gondola manufacturing, positioning itself as a top choice for supermarkets and retail chains. Specializing in bespoke double-sided units, EMTS's island gondolas boast adjustable shelves for varying product heights, from snacks to bulk goods, with capacities exceeding 500kg per bay. Their designs emphasize space-saving modularity: starting bays connect seamlessly to add-ons, creating expansive islands without floor clutter.

What elevates EMTS is its client-centric approach—free consultations yield tailored solutions, like netting-back panels for ventilation in tropical stores or integrated signage for promotions. Testimonials highlight ease of installation and aesthetic appeal: "These racks are versatile, customizable, durable, and space-saving—the perfect retail solution." Bulk discounts and nationwide delivery further cement EMTS's reputation,

with units praised for transforming pharmacies and convenience stores into efficient, attractive spaces. In 2025, EMTS's eco-friendly recycled steel options align with Malaysia's sustainability goals, offering warranties up to three years.

TTF Rack: Modular Mastery for FMCG Displays

TTF GROUP dominates with its TTF Gondola Shelving System, where island units shine for fast-moving consumer goods (FMCG). Their double-sided models, in mini and full sizes, join bay-by-bay to maximize display real estate, featuring robust steel frames and interchangeable components. TTF's emphasis on functionality includes bottom shelves for heavier items and perforated backs for hooks, supporting diverse sectors like bookstores and sundry shops. As exporters, they ensure global standards, with convex mirrors as add-ons for safety. Their cost-effective pricing—starting at RM500 per unit—appeals to SMEs, while heavy-duty variants handle warehouse crossovers.

Nikorex Display Products: Precision for Premium Retail

Nikorex, based in Johor Bahru, crafts high-end island gondolas with netting back panels for superior airflow and visibility. Their G80 series double-sided units include eight adjustable shelves (350mm depth) and 400mm bottom decks, ideal for supermarkets from KL to Singapore. Starting units with T-shaped uprights allow standalone or expandable setups, emphasizing mobility and stability. Nikorex's focus on quality—powder-coated finishes and precise welding—ensures longevity, with supplies extending to Pahang and Perak. Their role as a complete fixtures provider includes end caps, making them a favourite for branded environments.

Uniwell Malaysia: Sustainable and Flexible Innovators

Uniwell leads in eco-conscious island gondolas, using sustainable metals under strict quality controls. Their double-sided systems offer flat-pack assembly with labeled parts for quick setup, suiting renovations. Versatile for boutiques to warehouses, Uniwell incorporates branding and signage, with shelves adjustable in 25mm increments. As a 2003-founded firm, they provide renovation services, ensuring seamless integration. Their racks' longevity and modularity reduce waste, aligning with green initiatives.

Benefits and Applications: Driving Retail Success

Island gondola racks from these manufacturers offer unmatched ROI: durability cuts replacement costs by 40%, while 360-degree access lifts sales 15-30% via better visibility. Customizability—colours, depths, accessories—fits any aesthetic, from modern minimalism to vibrant promotions. In applications, supermarkets use TTF's for grocery aisles; EMTS's suit pharmacies for secure displays; Tien Tien's enhance hypermarkets with integrated counters.

Installation is user-friendly: level the base, secure uprights, and clip shelves—often under two hours per bay. Maintenance involves mild cleaning and bolt checks,

extending life to 10+ years. Emerging trends include smart sensors for stock alerts and biodegradable coatings, as seen in Uniwell's lines.

Future Horizons: Tech-Infused Islands

By 2026, expect AR-enabled planning from EMTS and solar-integrated lighting from Tien Tien, adapting to omnichannel retail. These manufacturers' innovations will sustain Malaysia's market growth, blending tradition with tech for immersive shopping.

In summary, island gondola rack manufacturers like EMTS, Tien Tien, and TTF are redefining retail through durable, adaptable designs that prioritize efficiency and engagement. Investing in their products isn't just shelving—it's strategizing for sales supremacy.

5 FAQs on Island Gondola Rack Manufacturers

- 1. What distinguishes island gondola racks from other shelving types?** Island gondolas are double-sided and freestanding, enabling 360-degree access and central aisle creation, unlike single-sided wall units.
- 2. How does EMTS exemplify excellence in island gondola manufacturing?** EMTS offers customizable, high-capacity double-sided units with adjustable shelves and eco-materials, ideal for supermarkets and pharmacies, plus free consultations.
- 3. What materials do top manufacturers use for durability in humid climates?** Powder-coated steel with corrosion-resistant finishes, as in Tien Tien and Nikorex models, ensures longevity up to 10 years.
- 4. Can island gondolas be customized for specific retail needs?** Yes, with options like netting backs (Nikorex), modular bays (TTF), and branding integration (Uniwell) for tailored displays.
- 5. What is the typical load capacity of island gondola racks?** 200-500kg per shelf, varying by model; EMTS and TTF units handle heavy FMCG loads effectively.