

alteza  
FURNITURE



Stands and racks for TV and Hi-Fi appliances  
Catalogue 1/2014



# About company



Alteza product includes stands and racks for TV sets and Hi-Fi appliances, which design is worked out to slightest details. Desks harmoniously combine the winning appearance and efficiency use.

The history of Alteza brand started in 2005 with the first hand-made desk for the electron beam tube TV set. Currently, the company produces more than 100,000 desks per year for TV sets and Hi-Fi home appliances, and supplies them to all regions of Russia and CIS countries.

The motive power of the brand is enthusiastic and creative people, who like their job. Devoting much effort to their job, they add brightness and comfort to the routine life of the clients. We follow the

latest market trends, and respond to the clients' demands in a timely manner and with high quality. Currently, TV sets mean much more than just home appliances; they create the presence effect with vivid sounds and bright colors. The most demanded trend of the home appliances is the TV set with ultra-thin screen. In order to meet this demand we have developed the new lines of Alteza desks that underline the merits of the home appliances thanks to their design and materials.

Alteza keeps the design trends of the world best manufacturers of Smart TV.



# Blaze series



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# Albero series



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Blaze series  
TV-35110





# Blaze series

TV-35110

5 minutes for assembling: just unpack the stand and install legs

You can select any of eleven options of arrangement just rearranging two shelves

Removable door of the top drawer provides for convenient arrangement of the large items of home appliances inside the stand

Edges of the desk-board top and the top drawer facade are safe for children

Removable bottom drawer for quick cleaning inside the stand

Precise adjustment system for leveling the bottom drawer height that fits every taste

Top and bottom drawers of the stand are opened with slight push of the door

The top drawer door is made of special glass passing the remote control signals

6 holes on the drawer rare panel for connection of numerous home appliances and required ventilation

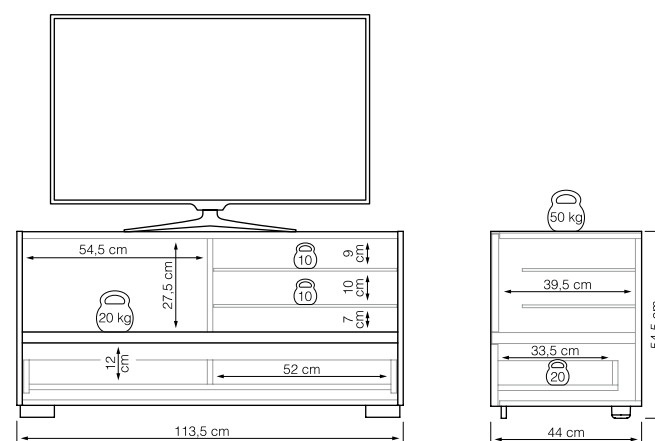
Inserts of grinded aluminum match the TV set body combining all components of the TV area



TV-35110

Materials:

- Framework: E1 class laminated chip board
- Desk-board top: tempered glass
- Drawers: E1 class laminated chip board
- Facade: tempered glass
- Legs: all-cast aluminum section
- Accessories: Hettich



(Internal overall dimensions are provided without accessories (hinges, door closer, etc))

# Blaze series

TV-31110

Drawer is on top — minimum efforts for accessing to the kept things (no need to sit down or bend forward)

Self-adhesive clip Dual Lock™ for reliable fixing of the desk-board top on the framework

Sliding drawer with two compartments provides for regulated and convenient storage of accessories and other small articles

Supports of the all-cast aluminum section, 35mm high, serve as the well-balanced accomplishment of the stand design and facilitate cleaning

Combination of closed and open storage areas allows arranging appliances and accessories in the most convenient way

Drawers withstand the load of 20 kg in the open position without fixing the stand to the wall

Reinforced steel framework allows distributing the load on the shelves

Sliding mechanism with the door closer allows smooth and noiseless opening and closing of the drawer

Increased height of the shelf allows arranging any home appliances, from receiver to speakers

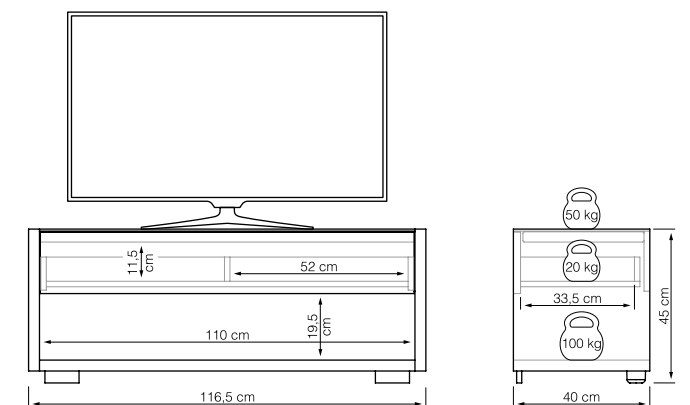
Open rare panel of the stand provides required ventilation of the appliances



TV-31110

Materials:

- Framework: steel GOST 1050-88, E1 class laminated chip board
- Desk-board top: tempered glass
- Drawer and shelves: E1 class laminated chip board
- Facade: tempered glass + E1 class laminated chip board
- Legs: all-cast aluminum section





# Blaze series

TV-30110

Self-adhesive clip Dual Lock™ for reliable fixing of the desk-board top on the framework

Top glass shelf and glossy edge match the TV screen

Reinforced steel framework allows distributing the load in the shelves

Open rare panel of the stand provides required ventilation of the appliances

Open shelves of the stand allow arranging multimedia and Hi-Fi appliances of the most demanded dimensions

Increased height of the shelf allows arranging any home appliances, from receiver to speakers

Supports of the all-cast aluminum section, 35 mm high, serve as the well-balanced accomplishment of the stand design and facilitate cleaning

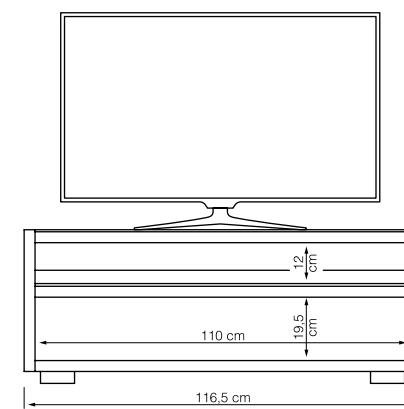


TV-30110

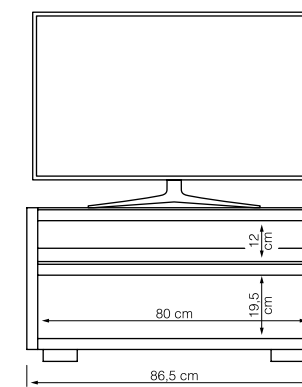


TV-3090

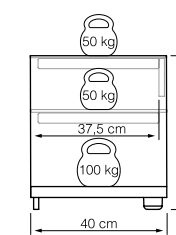
- Materials:
- Framework: steel GOST 1050-88, E1 class laminated chip board
  - Desk-board top: tempered glass
  - Shelves: E1 class laminated chip board
  - Legs: all-cast aluminum section



TV-30110



TV-3090



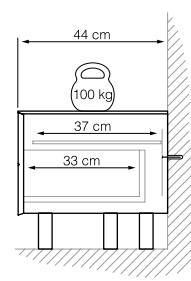
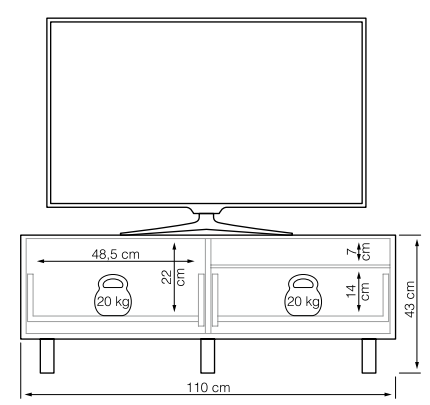
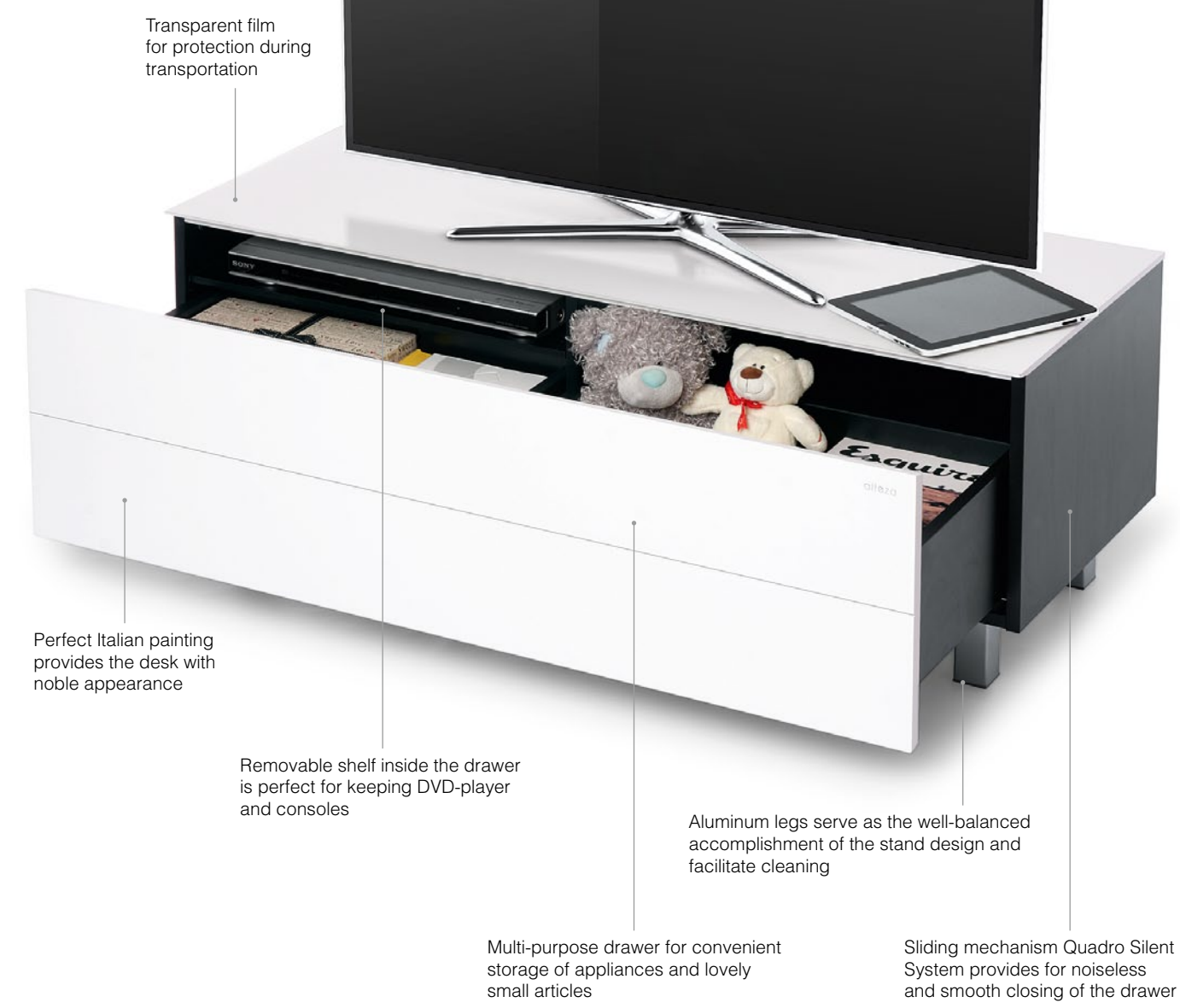




# Smartspace series

TV-33110

5 minutes for assembling:  
just unpack the stand and  
install legs



- Materials:
- Desk-board top: medium density fiberboard
  - Framework: E1 class laminated chip board
  - Facade: medium density fiberboard
  - Drawer and shelf: E1 class laminated chip board
  - Accessories: Hettich



# Albero series

TV-27120-V



TV-27120-V  
black



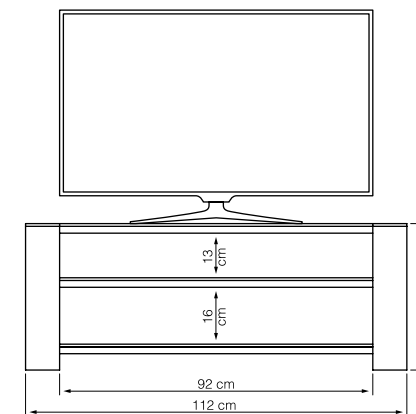
TV-27120-V  
white + black



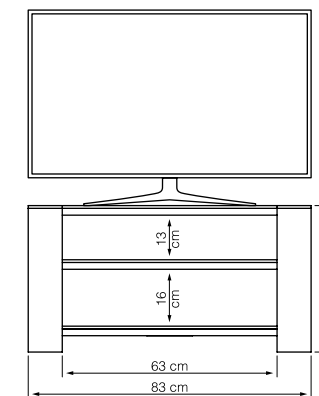
TV-27120-V  
light treelike



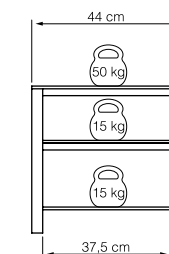
TV-2783-V  
light treelike



TV-27120-V



TV-2783-V



- Materials:
- Desk-board top: tempered glass
  - Framework: steel GOST 1050-88, E1 class laminated chip board
  - Shelves: tempered glass





Felt pads under supports protect floor against scratches

Tempered glass provides high strength, resistance to scratches and thermal stability

Silicone vibration absorbers on the steel frame protect glass against scratches and prevent glass slipping on the surface

Reinforced steel framework allows distributing the load on the shelves

Wood decoration of the stand is perfect for light finishing of the interior







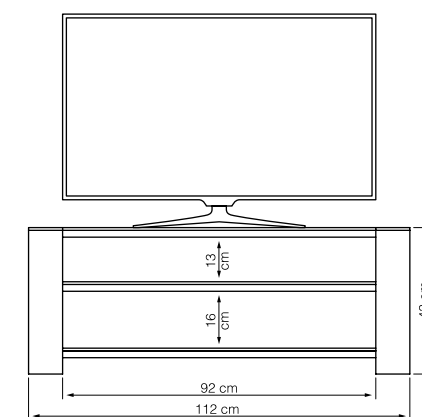
Classic black color of the stand is good for any interior

Steel framework allows increasing the load on the shelves

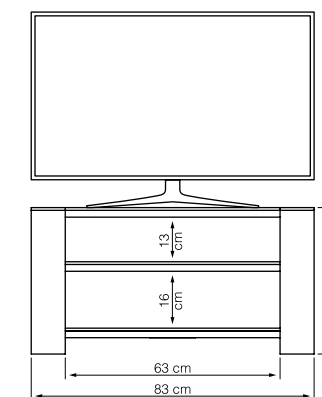
Tempered glass provides high strength, resistance to scratches and thermal stability

Silicone vibration absorbers on the steel frame protect glass against scratches and prevent glass slipping on the surface

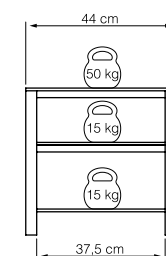
Felt pads under supports protect floor against scratches



TV-27120



TV-2783



- Materials:
- Desk-board top: tempered glass
  - Framework: steel GOST 1050-88, E1 class laminated chip board
  - Shelves: E1 class laminated chip board

Albero series  
TV-27120





Albero series  
TV-28110



Perfect Italian painting provides the desk with noble appearance

Steel framework allows increasing the load on the shelves

Special hole in the drawer rare panel provides for required ventilation of appliances and convenient connection of cables

Spacious drawer allows keeping appliances and lovely small articles

Felt pads under supports protect floor against scratches

Magnet fixation system of the door eliminates accidental opening of the drawer

Tempered glass provides for high strength, resistance to scratches

Silicone vibration absorbers on the steel frame protect glass against scratches and prevent glass slipping on the surface

Gaslift units guarantee smooth opening and careful closing of the door



TV-28110  
black



TV-28110  
cream



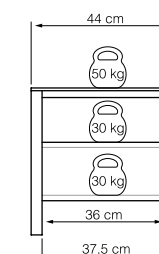
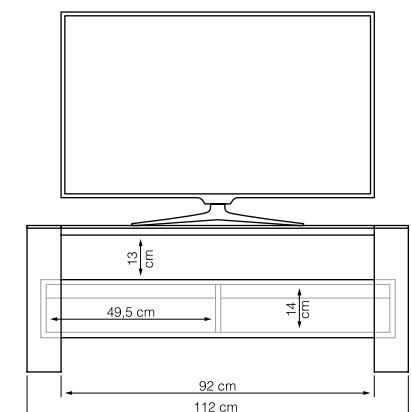
TV-28110  
lime



TV-28110  
cyan



TV-28110  
aubergine



- Materials:
- Desk-board top: tempered glass
  - Framework: steel GOST 1050-88, E1 class laminated chip board
  - Facade: medium density fiberboard
  - Drawer: E1 class laminated chip board
  - Accessories: Hettich





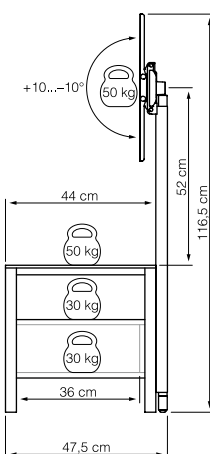
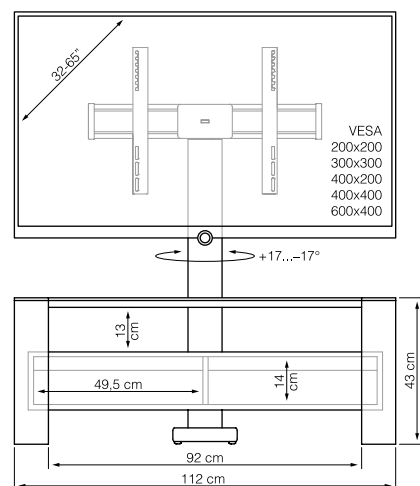
## Albero series

TV-34110



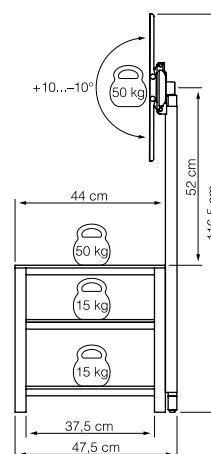
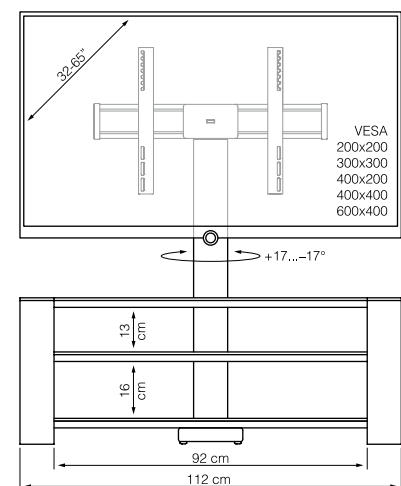
## Albero series

TV-32110



### Materials:

- Desk-board top: tempered glass
- Framework: steel GOST 1050-88, E1 class laminated chip board
- Facade: medium density fiberboard
- Drawer: E1 class laminated chip board
- Rack: steel GOST 1050-88
- Accessories: Hettich



### Materials:

- Desk-board top: tempered glass
- Framework: steel GOST 1050-88, E1 class laminated chip board
- Shelves: E1 class laminated chip board
- Rack: steel GOST 1050-88





## Rotation

Thanks to rotation, the TV set can be watched from any point of the room.  
Angle of slope is from +17 to -17 degrees.

## Inclination

Angle of slope of the TV set is changed with one sweep.  
Angle of slope is from +10 to -10 degrees



## Precise adjustment

TV set location on the bracket can be leveled  
without any tools.

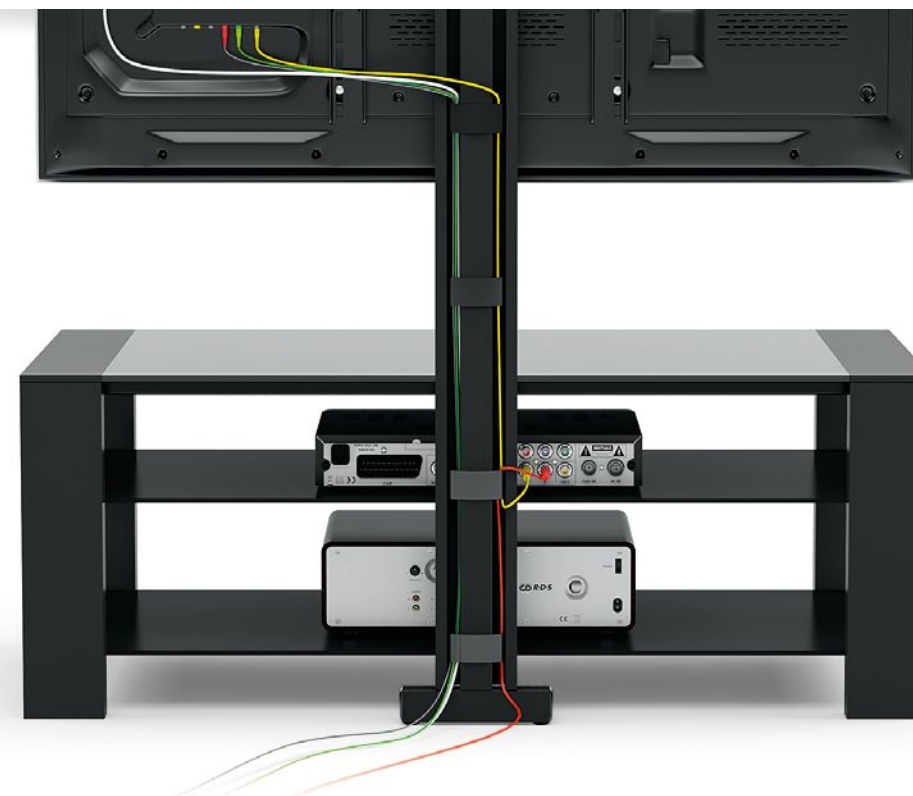


## Cable channel

TV cables are thoroughly laid in the special  
cable channel.

## TV-32110

Rack is equipped with universal bracket with the inclination and rotation function for the maximum comfortable TV watching from any point of the room. Spacious shelves allow arranging all required audio and video equipment.



## TV-34110

Rack TV-32110 functionality combined with spacious drawer with two compartments for keeping appliances and lovely small articles.







# Minima series

TV-37140



TV-3790  
white



TV-3790  
black

- Materials:
- Desk-board top: tempered glass
  - Framework: E1 class laminated chip board
  - Shelf: E1 class laminated chip board



TV-37140  
white



TV-37140  
black

- Materials:
- Desk-board top: tempered glass
  - Framework: E1 class laminated chip board
  - Shelf: E1 class laminated chip board
  - Legs: all-cast aluminum section





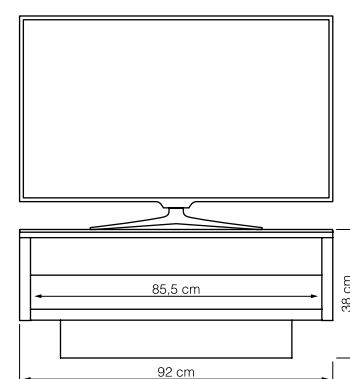
Aluminum legs  
(TV-37140)

Felt pads under supports protect floor  
against scratches (TV-3790)

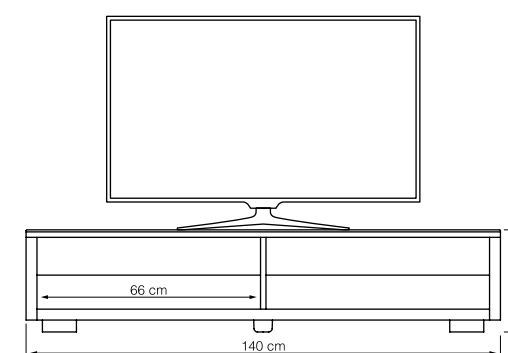
Minimalistic design

Tempered glass provides high strength,  
resistance to scratches and thermal stability

High-quality  
accessories



TV-3790



TV-37140





Minima series  
TV-2480



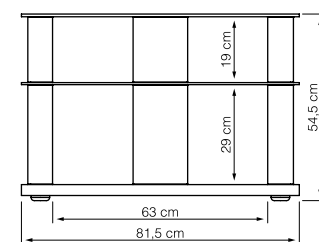
Minima series  
TV-1585



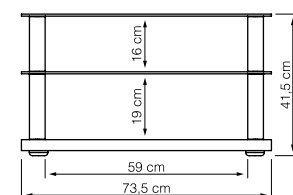
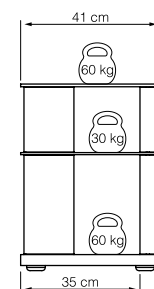
TV-2680



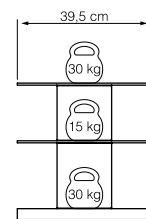
TV-2580



TV-2680

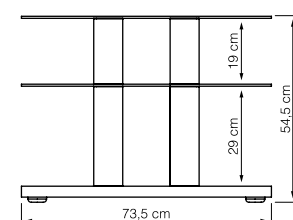


TV-2580

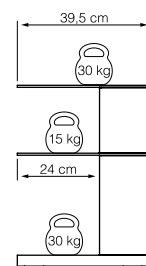


TV-2480

- Materials:
- Desk-board top: tempered glass
  - Legs: aluminum section
  - Middle shelf: tempered glass
  - Bottom shelf: E1 class laminated chip board



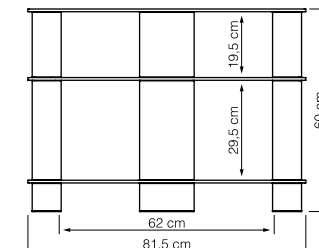
TV-2480



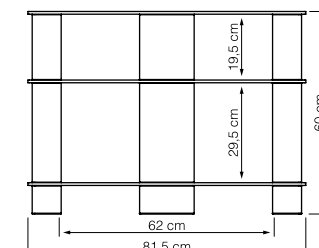
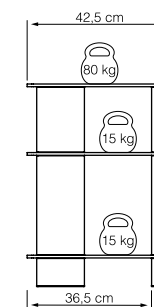
TV-1585



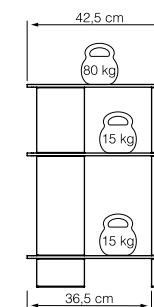
TV-1585-C



TV-1585

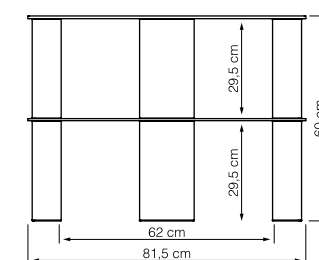


TV-1585-C

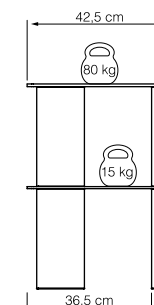


TV-1785

- Materials:
- Desk-board top: tempered glass
  - Legs: aluminum section
  - Shelves: tempered glass



TV-1785



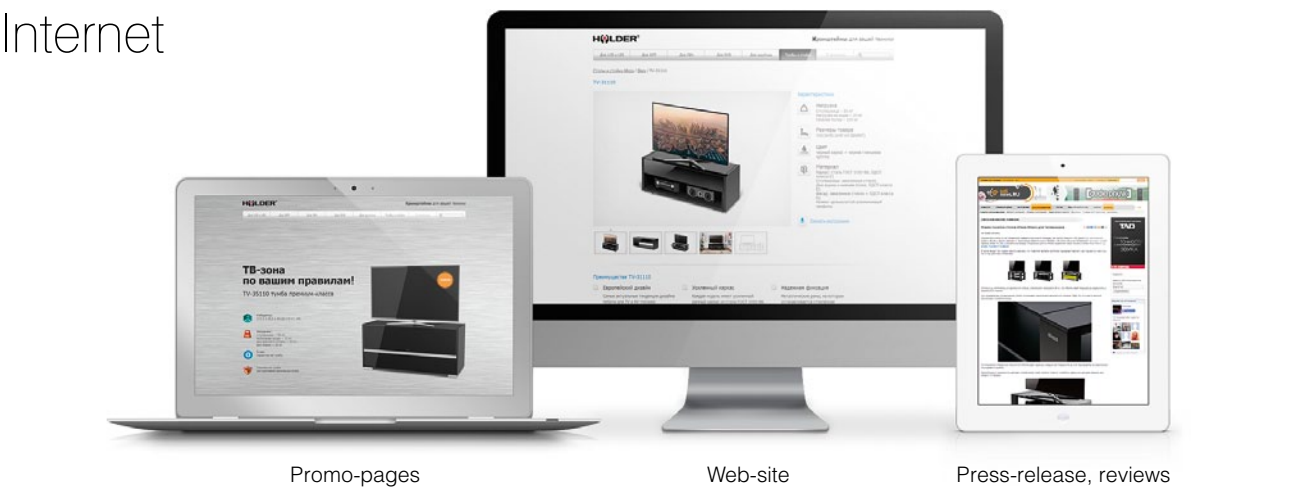


# Sales support

## In the store



## Internet



# Service department

- You can:
- specify the date of the product delivery;
  - track the progress of claims reviewing;
  - ask questions about approval of marketing events and contracts.

- You can contact us by:
- toll-free **8-800-250-50-51** (Monday-Friday from 8:30 to 17:30 Moscow time);
  - feedback form at the site: **holder.su**;
  - email: **service@pk-holder.ru**.

We are always glad to help you!



# Package

Model	Color modification	Bar code	Package overall dimensions WxHxD, mm	Volume, m³	Product weight, kg
TV-35110	Black + black glass	4607123978382	1235x610x535	0,40	59,60
TV-31110	Black + black glass	4607123977149	1150x202x450	0,10	39,80
TV-30110	Black + black glass	4607123977132	1150x202x450	0,10	34,50
TV-3090	Black + black glass	4607123977125	850x182x470	0,07	27,80
TV-33110	Mat white	4607123976838	1155x490x330	0,19	38,20
TV-27120	Mat black + black glass	4607123976579	1136x480x140	0,08	28,10
	Mat black + white glass	4607123976586	1136x480x140	0,08	33,68
TV-27120-V	Light treelike + white glass	4607123977019	1136x480x140	0,08	33,68
	Mat black + black glass	4607123976593	1136x480x140	0,08	33,68
TV-2783	Mat black + black glass	4607123976562	881x480x140	0,06	21,68
TV-2783-V	Light treelike + white glass	4607123977026	881x480x140	0,06	27,00
	Mat black + black glass	4607123976814	1100x490x245	0,14	31,80
	Mat black + black glass + lime facade	4607123976821	1100x490x245	0,14	31,80
	Mat black + black glass + cyan facade	4607123976890	1100x490x245	0,14	31,80
TV-28110	Mat black + black glass + aubergine facade	4607123976913	1100x490x245	0,14	31,80
	Mat black + black glass + cream-colored facade	4607123976920	1100x490x245	0,14	31,80
TV-32110	Mat black + black glass	4607123976845	1170x520x170	0,10	34,60
TV-34110	Mat black + black glass	4607123976852	1100x490x245	0,14	38,30
TV-3790	black + white glass	4607123976883	990x500x150	0,07	37,00
	black + white glass	4607123976876	990x500x150	0,07	37,00
TV-37140	black + white glass	4607123977057	1436x486x128	0,09	42,44
	Black + black glass	4607123977064	1436x486x128	0,09	42,44
TV-1785	Black + black glass	4607123973325	900x110x500	0,05	15,40
TV-1585	Black + black glass	4607123973226	900x110x500	0,05	20,10
TV-1585-C	Black + black glass	4607123976807	900x110x500	0,05	11,00
TV-2480	Black + black glass	4607123974230	799x121x459	0,05	17,26
TV-2580	Black + black glass	4607123974247	799x121x459	0,05	16,10
TV-2680	Black + black glass	4607123974278	881x121x476	0,06	21,38





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