PERFECT PRODUCT PLACEMENT OF CHOCOLATE HORIZONTAL

THE SITUATION

→ poor visibility and orientation for the shopper

→ brand message and differentiation between varieties on the front barely visible

→ products do not stand independently

OUR SOLUTION

POS-т doublestock tray:

→ can be stacked flexibly; for different sizes

→ 1 pre-made component, simple to install, lower part can also be used on its own

→ automatic front presentation

→ easy to refill and remove

→ high stability, no product damage

THE RESULT

→ **+ 65 % sales** in 50 test stores

→ **rollout** in **German** and **Spanish stores nationally, a**lso used in the duty-free sector

→ always perfect visibility and accessibility

→ better differentiation between varieties and improved shopper orientation

→ reduced shelf maintenance

→ **high satisfaction level** of store employees and shoppers

POSTUNING ®

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