

# PERFECT PRODUCT PLACEMENT OF ITEMS AT THE CHECKOUT



## THE SITUATION

- Poor visibility and orientation
- Accessibility limited on lower and higher shelves
- Unattractive shelf display for an impulse category
- Danger of products falling off

## OUR SOLUTION

### POS- $\tau$ Pushfeed System:

- Automatic front of shelf display
- Fill and remove easily and gently
- High stability, no damaging of goods

### Supplementary equipment:

#### LED shelf lighting

- Illuminated product facings
- Improved visibility



## THE RESULT

- **+ 29 % sales in total**
- **Additional + 20 % sales** with LED shelf lighting
- Always the best visibility and accessibility
- Better differentiation between varieties and customer orientation
- Reduced cost of shelf maintenance
- **High satisfaction** level among shop employees and customers