

PERFECT VERTICAL PRODUCT PLACEMENT OF CHOCOLATE



THE SITUATION

- Poor visibility and orientation
- Accessibility limited on lower and higher shelves
- Unattractive shelf display for an impulse category
- Poor utilization of space
- Products tilt backwards

OUR SOLUTION

POS-T Pushfeed System:

- only 2 components, easy to install
- Automatic front of shelf display
- Fill and remove easily and gently
- High stability, no damaging of goods
- Aluminium rail and transparent panel lend a high quality look



THE RESULT

- + 23 % sales in total
- + 35 % more space on the shelf enabling the placement of additional products
- 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