

CASE STUDY: SEVERAL RETAILERS IN FRANCE

PERFECT PRODUCT PLACEMENT OF CHOCOLATE VERTICAL



THE SITUATION

- poor visibility and orientation
- accessibility limited on lower and higher shelves
- untidy shelf in an impulse category
- products tilt backwards

OUR SOLUTION

- POS-T Compartment C90:**
- only 2 components, easy to install
 - automatic front presentation
 - easy to refill and remove
 - high stability, no product damage
 - aluminium rail and transparent front riser lend a high quality look



THE RESULT

- rollout in 120 stores in France completed
- + 8 % sales in total
- always best visibility and accessibility
- better differentiation between varieties and shopper orientation
- reduced shelf maintenance
- high satisfaction level of store employees and shoppers