

PERFECT PRODUCT PLACEMENT OF FROZEN FOOD



THE SITUATION

- poor visibility and orientation for shoppers, products sometimes difficult to reach
- products are not separated; risk of moving into another facing
- untidy product presentation

OUR SOLUTION

POS-7 Lift system:

- easy to refill and remove
- simple installation
- suitable for every format (bags, cartons)
- out of stock display optionally available

THE RESULT

- **+ 9 % sales in 6 months** (6 test stores)
- **high satisfaction** among employees and shoppers
- permanent visibility and tangibility, even with low stock
- improved orientation and tidiness in the freezer
- less maintenance for the store