

# PERFECT PRODUCT PLACEMENT OF FROZEN PIZZAS IN THE FREEZER



## THE SITUATION

- Poor visibility and orientation for shoppers, goods somewhat hard to reach
- Products are not separated, dangerous to move them
- Untidy product presentation

## OUR SOLUTION

### POS-7 Lift system:

- Easy to fill and remove
- Easy to install
- Available in every format (bag, cardboard)
- Stock display is available as an option

## THE RESULT

- **+ 16 % sales in 19 test markets**
- **High satisfaction level** among shop employees and customers
- Permanent visibility and accessibility, even when stock levels are low
- Improved orientation and tidiness in the freezer
- Less maintenance involved