

ALWAYS FIND WHAT YOU NEED



ALWAYS FIND WHAT YOU NEED

## POS-T SHELF MANAGEMENT

Product availability from the point of view of the shopper is a deciding factor for more success at the Point of Sale. Often the problem is not just that products are missing but that orientation and structure on the shelf is just not there. This leads to the inability of the shopper to identify a product on the shelf or recognize a brand. The results of consumer surveys show that 93.9 % of the interviewees think that a well maintained and organized shelf is the most important criterion in making a purchase decision (after the price) for the store. (Source: GfK Consumer Scan)

### DATA | FIGURES | FACTS

- 70 – 80 % of all purchase decisions are made unconsciously and controlled emotionally.
  - 60 – 70 % of purchase decisions are made at the POS – only products that can be seen are sold!
  - 93,9 % of shoppers surveyed said that a well maintained and well organized shelf is the most important criterion in making a purchase decision (after the price) for the store.
  - 40 % of merchandising hours are attributed to shelf maintenance work
    - selling becomes a minor aspect
    - and shelf maintenance work is very demotivating.
- (Source: SIPA Management Consulting, Hamburg)

### YOUR BENEFIT

Order and clear overview on the shelf

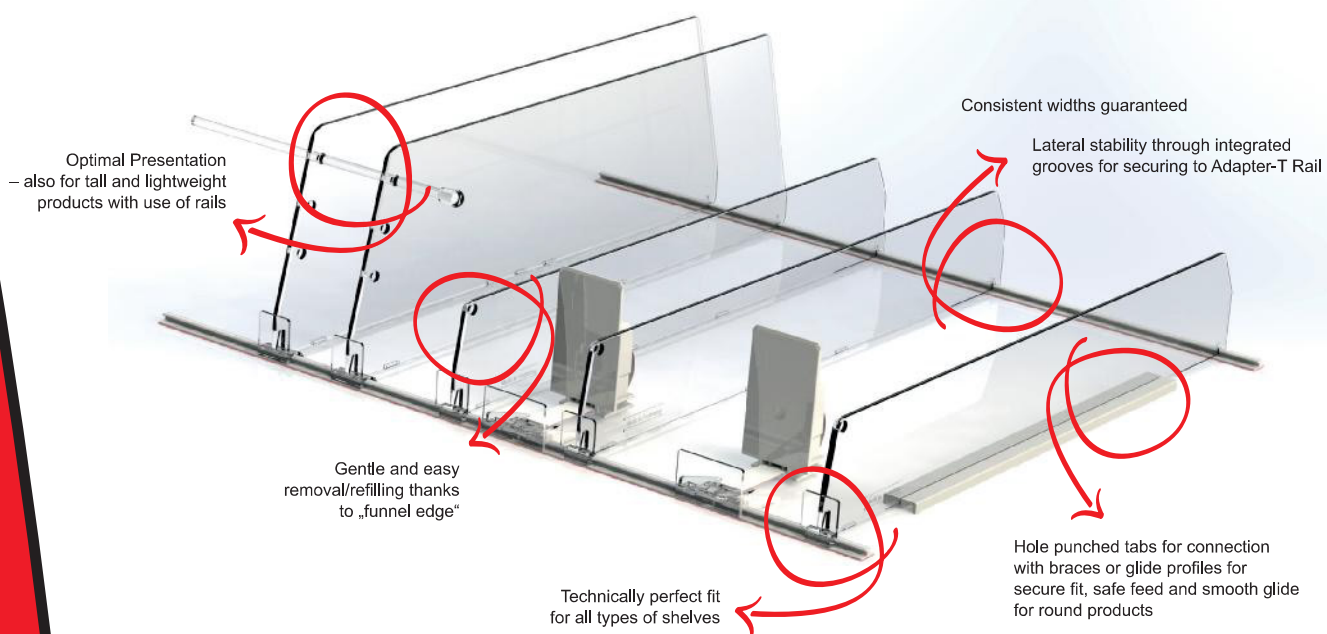
→ **Creates trust in the retailer**

Better shopper orientation

→ **Increases impulse purchase rates**

Reduced shelf maintenance work

→ **Saves cost on shelf maintenance**



APPLICATIONS + CUSTOMIZED SOLUTIONS

Depending on the product and application we offer dividers in 35, 60, 120, 200 or 300 mm in height and in lengths from 80 to 580 mm. Colored Dividers help the shopper with orientation. Illuminated dividers accent the shelf and segment a specific brand to bring structure to your product lines.



Possible by combining dividers and POS- $\tau$  Pushfeed Mini B15.



**Divider with special front fixings** for all standard shelvings or according to customer requirements.



**Dividers at different heights and lengths, with rounded front edges. Vario-dividers with predetermined breaking points in 25 mm increments.**



**Dividers in individualized colors tailored to your corporate designs and brand logo** attract the shoppers' attention.



**Equipment with LED unit Magic-Divider** illuminates the edges, especially at the front.



**Segmentation dividers** for structured surfaces and brand assortments, individually printed.

ALWAYS FIND WHAT YOU NEED