

POS_T - Pusher and Divider for Sales Displays and Shopfittings





POS τ - Pusher and Divider for Sales Displays and Shopfittings

Sales displays, Incremental product placement and Sales promoting shopfittings establish a criteria for additional turnover and successful product launches.

Among the relevance of displays, the **quality of the product presentation** has a decisive impact.

The definition for success of a "Top Presentation" in detail:

- 1 The products are displayed in a vertical position, optimal in sight for customers, right at the very front edge of the shelves.
- 2 Permanent shelf merchandising becomes redundant, as the products are continuously moving up to the front automatically, following withdrawal.
- 3 The very first product is slightly lifted for easier access.
- 4 The prescribed position of products is determined by a product label on the pusher plate, easily identifiable for staff member and customers.
- 5 Effective illumination attracts attention and thoroughly supports impulse buying.



▶ **Display for Lancôme cosmetic products**

"König Projekt Management GmbH"



▶ **Counter display for cigars "Dannemann Cigarrenfabrik GmbH"**

"Display 2000", Kirchlengern



▶ **Display for chilled meat**

"Abraham Schinken GmbH & Co.KG", Seevetal



▶ **Check-out display for cigarettes**

"Wanzl Metallwarenfabrik GmbH", Leipheim



▶ **Display for Knorr instant soups**

"Pego GmbH", Winsen



▶ **Thermoformed insert for condiments**

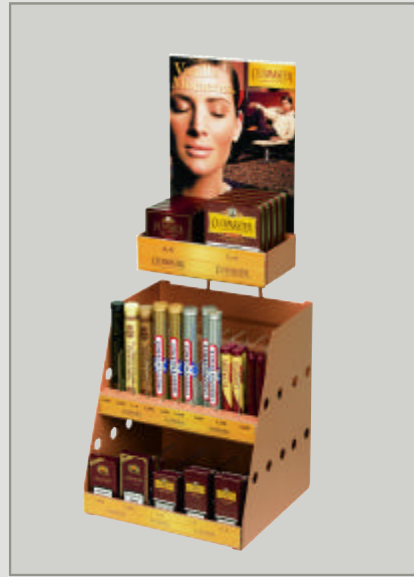
"POS Tuning GmbH & Co.KG", Bad Salzflen





▶ Counter display for cigars “André GmbH & Co KG”

“Eurogro /Netherlands”



▶ Display for MAGGI-products

“ABF-technik + service GmbH”, Willich



▶ Display for lingerie

“Campagnolo”



Leading manufacturers of display and shopfittings rely on the sophisticated and proven shelf-management solutions of POS TUNING.

Our flexible modular system can be adopted to any bespoke design and / or requirement of our customers.

Following on from the meticulous stages of planning and execution of your sales display or shop for the preparedness of POS τ modules, you can rely on our practical know-how and competent advice!

Freezer for fish, fitted with POS τ lift system

*“Deutsche See GmbH”,
Bremerhaven*



Check-Out-Center for cigarettes

*“Kesseböhmer KG, Bad
Essen“*



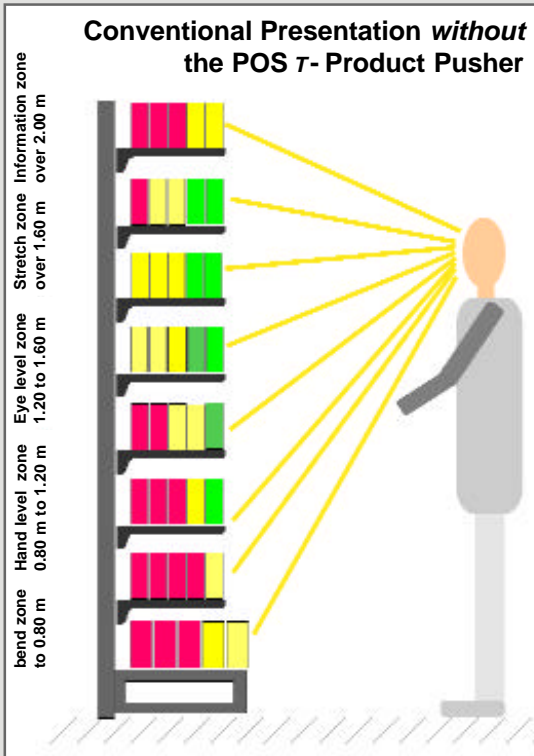
First in, First out shelf

*Imperial Tobacco
Netherlands*





2/3 of all purchase decisions are made at the Point of Sale!



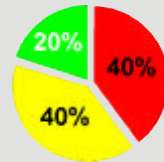
...making the quality of product presentations increasingly relevant for successful sales!

The illustration shows that approx. 80% of the products in a conventional shelf presentation are not as well displayed as they could be.

Even products optimally displayed at eye level "disappear" into "recesses".

People of short stature or seniors often don't stand a chance of seeing or reaching a product!

- 20% of merchandise within unrestricted view and reach
- 40% of merchandise with limited access and visibility
- 40% of merchandise in part neither visible nor accessible



Sales prospects are significantly improved on shelves using the POS τ -Product Pusher!

Products are always at the front edge of the shelf. Every last product package is visible and accessible!

This generates impulse purchasing and increases customer satisfaction.

An always "cleaned-up" looking presentation of brands improves the brand image.

Shelf maintenance is reduced at the same time.

Investing in new shelf fittings will pay off in only a few weeks.

