

# Usual front place reservation with POS<sub>T</sub> - label holder and brand label





### Always in the right place

Planograms are an important tool for category focused development. A collaborative process between brand manufacturer and retailer produce benefits to jointly assist in the sales promoting presentation of goods.

On the shop floor the carefully created shelf organization becomes very often a victim of the daily business. Empty spaces are re-filled on a random basis with other products, reserved spaces are not obeyed, customer orientation is suffering, thus sales are not promoted effectively.

POS T-Label holder and Brand Labels as supporting accessories of the POS T-product pusher guarantee the exact implementation of the planogram at the Point of Sale.

### The advantages at a glance:

#### Consumer's Behavior and Product Awareness

The spot reserved for your product is permanently secured by the brand label. Even in case of an "out of stock" situation your brand is represented and the customers search is successful.

*All relevant information for stocking-up are imprinted on the label according to your directives, in order to secure the advantages of safe placing.*



#### A Specific implementation

Consecutive numbering shows the exact place of the products on the shelf. This facilitates the first stocking-up and prevents "front place piracy".

#### B Easy disposition and shelf management

The labels can have individual article numbers or barcodes - according to the requirements of the distribution channel. This simplifies the ordering process and avoids mistakes.

#### C The optimal POS T pusher for your product

You need an individual pushing capacity for each product. The optimal pushing capacity for your product is imprinted on the label and helps you regarding the first stocking-up.

#### D Product variations

Products that seems to be optically identical have a variation in description and can be clearly identified.

## POS T-label holder

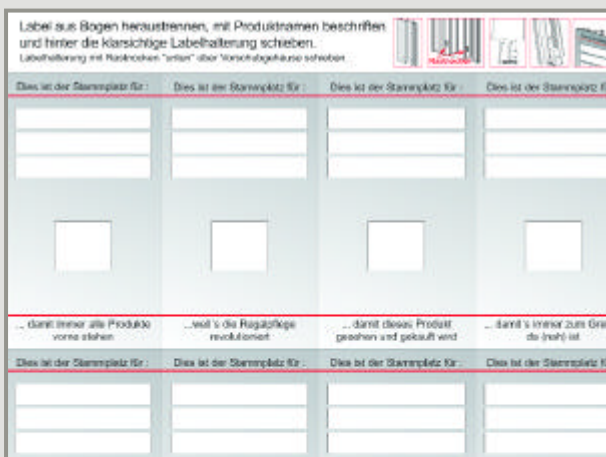
We offer label holders in different standard sizes which have been adapted to the product dimensions:

- Art. e36t0065 - for Label size 36 x 65 mm
- Art. e40t0080 - for Label size 40 x 80 mm
- Art. e49t0080 - for Label size 49 x 80 mm
- Art. e75t0130 - for Label size 75 x 130 mm

The label holders are compatible with all POS T pushers which are available on the market.



## POS T-label sets

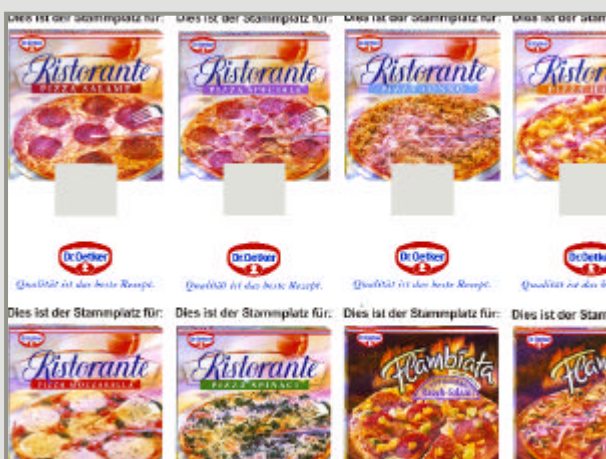


### Blank label sheets for the trade

for individual labelling. Perforated label sheets to take out single labels. The pusher force becomes visible through a window to be stamped out from the label.

At your request we supply the labels with your assortment imprint.

- Art. 00012 DIN A4-sheet with 12 labels 49 x 80 mm
- Art. 00010 DIN A3-sheet with 12 labels 75 x 130 mm



### Brand label sheet

DIN A4 / A3 sheet with 12 brand labels on each sheet. Product information (article number, variants ...) are imprinted according to the indicated assortments.

Brand label sheets are printed according to your individual specifications.



### POS T-standard label set for tobacco products

Set of more than 300 individual labels for all current cigarette and fine cut brands, alphabetically assorted.

- Art. 84400 label set german, 49 x 80 mm, in outer carton, suitable for label holder Art. e49t0080.
- Art. 84401 label set english, Art. Nr. 84402 label set french - further state-specific versions on request.



### Individual label sets

can be supplied as individual label sets which are assorted according to your special instructions, e.g.

- according to planogram (Nielsen areas, shelf sizes, etc.)
- according to brands, manufacturers, to the alphabet, to the pertinent assortment

There are no limitations to your customisation wishes.

### Effective product placement and re - stocking ... is easier than you can imagine!

On receipt of an electronic Excel workbook with your specific categories, serialized according to the product facings in the shelf - individual assistance to indicate change of shelf-level etc. - are considered automatically.

#### *The rest will be our job:*

- Creation and graphical design of the brand label upon agreement with you
- Collection of key data in a developed special "label software"
- Creation of the print layout according to your instructions
- Printing and combination of label sets (at your request the corresponding planogram are enclosed with the label sets).

You will save time and consequently ensure optimal arrangement of your products at the POS.

On site the labels are simply inserted - one after the other from the left top to the right bottom - into the label holders on the shelf.

There is no easier way to implement your planogram!



**Many products can be displayed in a better way with the POS  $\tau$  pusher.  
Just send us your inquiry for our wide range of units to optimize your product display.**

