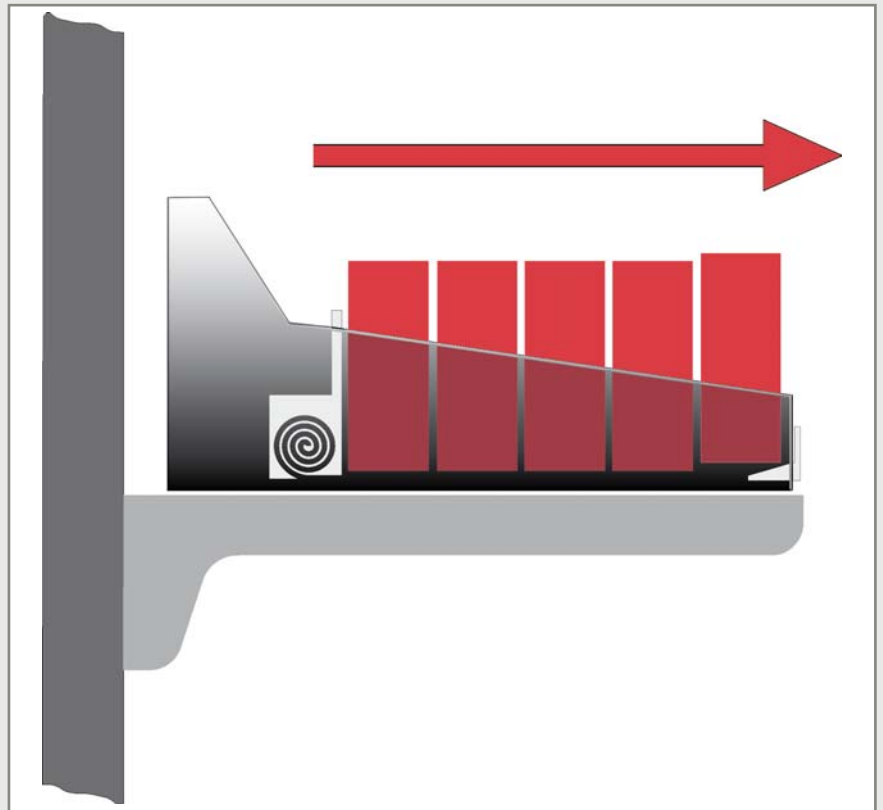
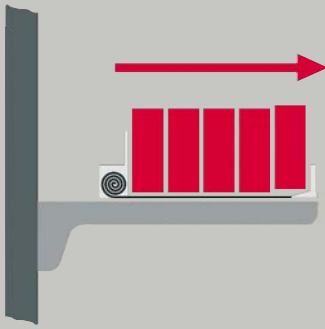


The POS_T - Pusher System

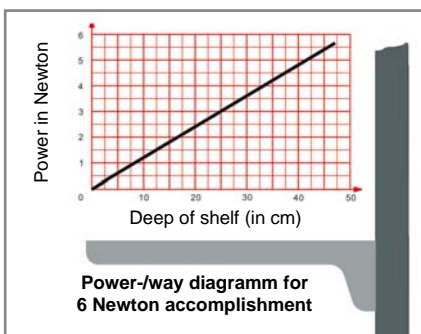
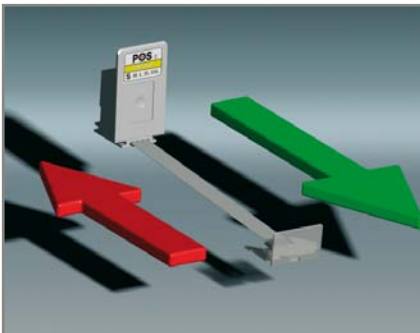




The POS- τ Product Pusher

is a technical device with spring that pushes products forward on shelves or displays when one of the articles in the row has been removed.

Our extensive „POS- τ Pusher component system“ has been designed and developed as a solution for our international customers to successfully optimize their product presentation at the Point of Sale.



Quality features of the POS- τ Pusher Systems

High efficiency - gentle feed motion

As the product is re-stocked within the individual compartment, the pusher is positioned to the rear and extended. Our unique patented bearing inside the spring minimizes friction loss and dispenses goods gently, yet forcefully.

Progressive force development - according to the shelf level

That means: Full feeding force with full shelf, decreasing feeding force with decreasing number of goods.

Easy access as a result of lifted position of the front product.

Long-lasting and reliable

Our products carry the GS inspection safety label in accordance with TÜV certification.

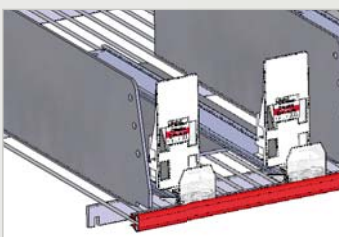
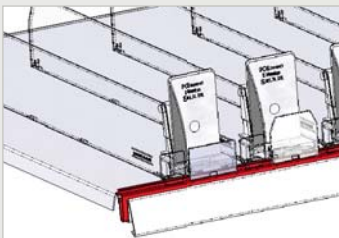
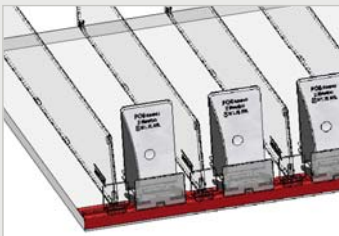
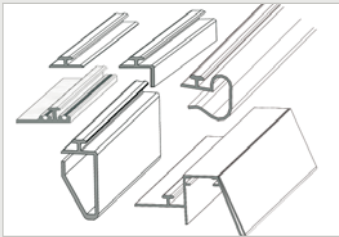
With our high-quality plastics combined with the durability of our stainless steel pushers, you can expect full function of our pushers even after 20,000 cycles. We guarantee this product up to 36 months!



Power force

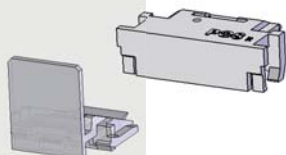
Power from 2 to 40 Newton
- clearly labelled

POS-7 adapter T-rails and dividers are compatible and universal with all types of shelving.



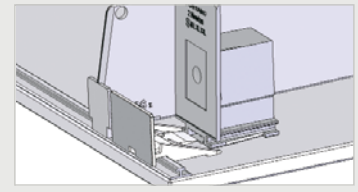
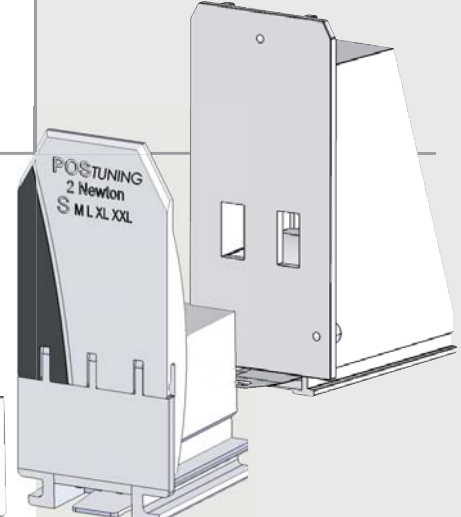
POS-7 Front anchor

more than 30 different variations



POS-T Pusher Housings

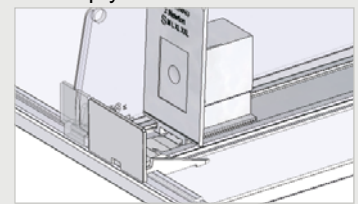
6 housing sizes
"Mini" to "Maxi"



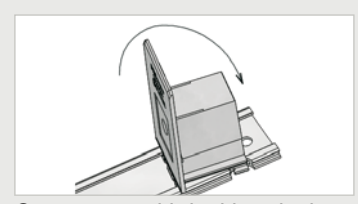
Applicable for all square-edged products, without the use of a guide profile.



The pusher even remains in a vertical position when shelves are empty.



For round, oval or soft products with guide profile.

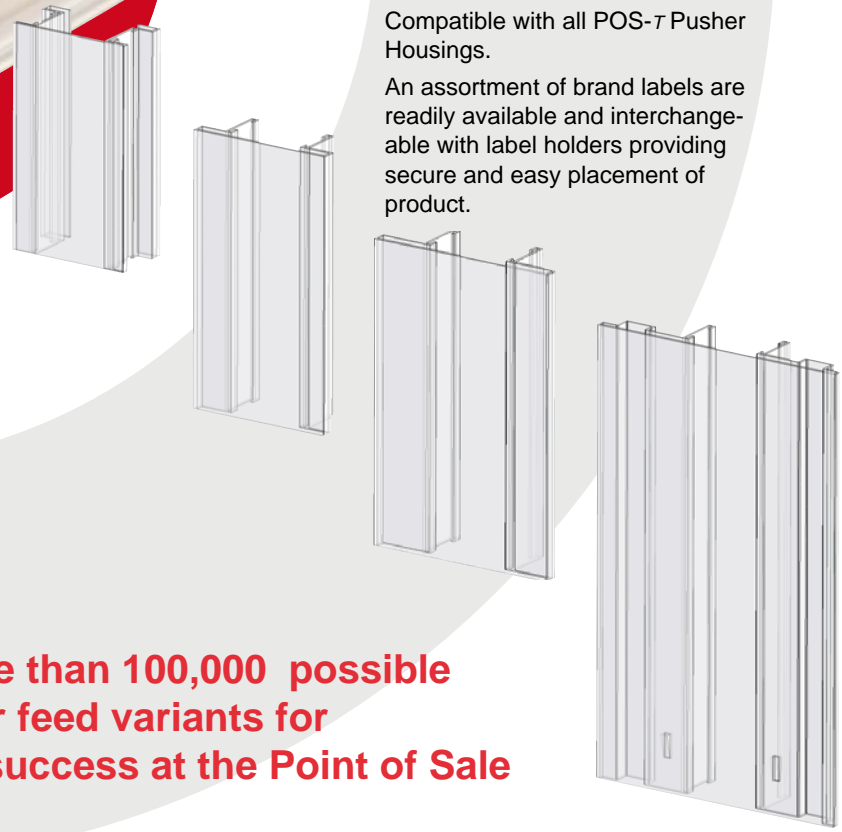


On request with locking device for easier refilling, e.g. FIFO.

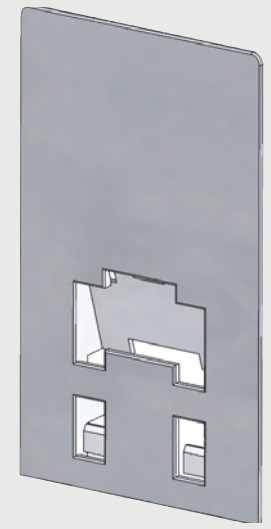
POS-T Pusher plates and label holder

Compatible with all POS-T Pusher Housings.

An assortment of brand labels are readily available and interchangeable with label holders providing secure and easy placement of product.



... more than 100,000 possible pusher feed variants for more success at the Point of Sale





The advantage of the POS- τ Pusher system ...

... lies in the continual optimization of the product presentation (also on existing shelves) with the following results:

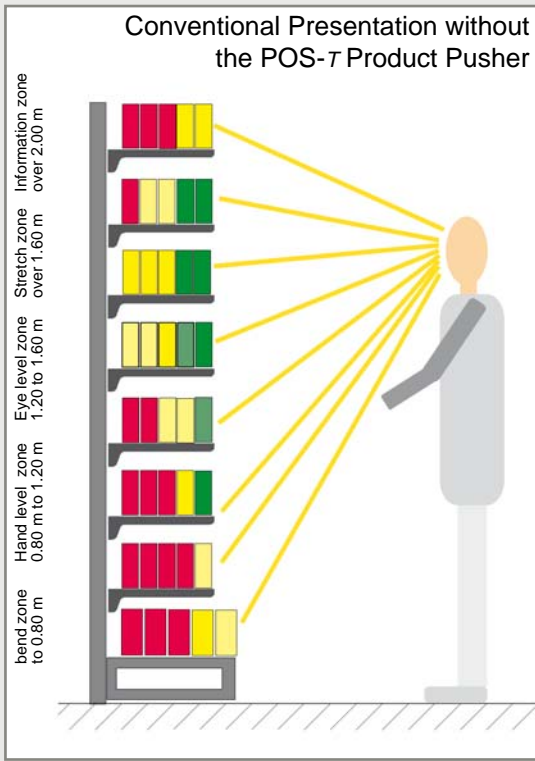
- Increase in impulse buying through permanent "front edge shelf presentation"
- Reduction of shelf maintenance (also under ECR - Efficient Consumer Response- aspects)
- Support of the first-in first-out principle
- Optimization of product presence guaranteed, even with reduction of stock levels
- Revaluation of the shopping place
- Improved visibility and consumer accessibility

- placement
- presentation
- showcase

...for more success at the Point of Sale!



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



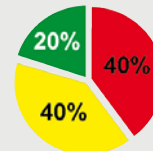
...making the quality of product presentations increasingly relevant for successful sales!

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 clear 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-T 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.

A constant „tidy“ looking presentation of brands improves the brand image.

Shelf maintenance simultaneously reduced.

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

- 62.5% of merchandise presented at the shelf front edge for optimal visibility and access
- 37.5% of merchandise optimally visible with restricted accessibility in the stretch and bend zones

