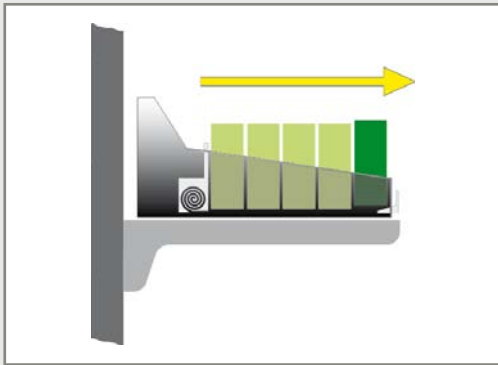


The POS^T - System Tray





The POS- τ System Tray

from corrugated cardboard or carton, provided with a perforated slot to accommodate a product pusher, transforms the transport packaging into a product magazine that always optimally displays the product on the shelf - upright and at the front edge.

A production licence is required. This license can be obtained without charge from POS Tuning as we will provide the necessary Know-How, also in cooperation with your packaging supplier.

This license agreement is connected with the obligation of marking the carton tray as follows:

**POS τ - System Tray EP 0987971
for POS τ - Push feed ___ Newton.
Please visit www.postuning.com**

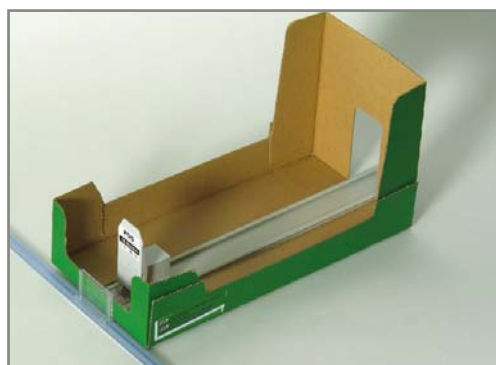
European Patent „EP 0987971“

Every shelf can be fitted with the POS- τ Product Pusher for tray presentations. This is a one-time investment available for a variety of products, small or large size products, lightweight or heavier, in bags, cans or cartons.

With little space in between the shelves, the POS- τ Product Pusher can be equipped with a flap front to allow placement of a second tray behind the first one. It is easy to place this in the front position after the first tray sold off.

An optional labelholder can carry product information and secure your place on the shelf.

A market test with your products will prove the real potential!



from Chaos - to order

before - *from Chaos...*



The tray has established itself as standard transport and display packaging for a large range of products. Apart from the advantage of economically stocked shelves, there are still crucial functions in need of improvement: products standing invisible in the back recess of the tray will not sell. Neither will tipped over products!

Further results: Impulse buying is impossible and a virtual Out-Of-Stock situation frustrates the shoppers.

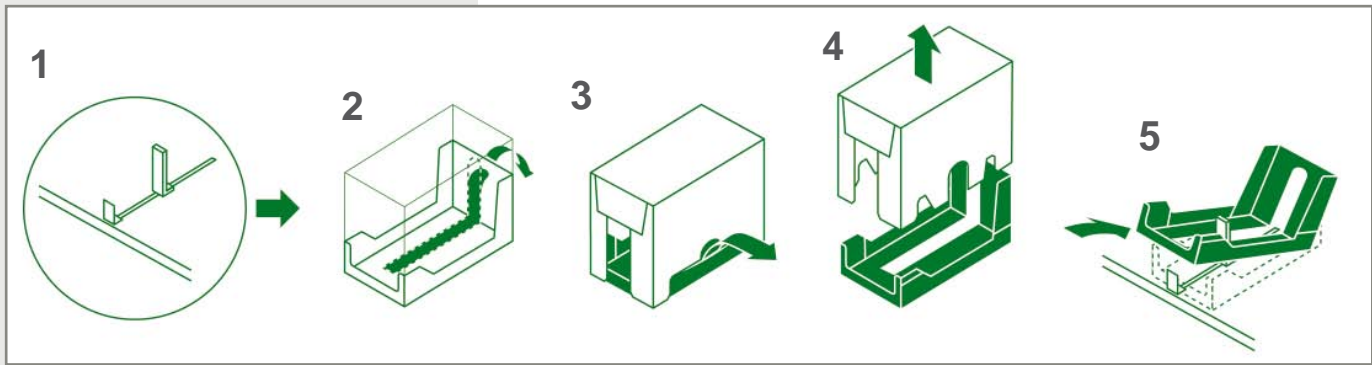


The POS-T System Tray allows our customers to optimize the presentation while lowering the costs of logistics and shelf maintenance.

The profitability gained by the use of our system can hardly be matched by results from comparable expenditures in „classical“ advertising. Long term studies prove substantial sales increases and rapid returns on your investment.

after -
...to Order





5 Steps to a better presentation

- 1 Clip the pusher and guide profile onto the Adapter T-rail for front shelf presentation
- 2 Remove the perforated slip from back and bottom of carton
- 3 Disconnect lid and tray
- 4 Remove the lid
- 5 Place the filled tray on the shelf. Push feed with dynamic spring force is now tightened by the products in the tray



Results when using the POS-T System Tray with POS-T push feed:

- Permanent front presentation and visibility
- No pulling of product to the front necessary
- The presentation resembles the value of the brand
- Improved appearance and clarity of product presentation
- Higher percentage of quick grabs - Impulse Buying
- Increased sales volume and turnover
- Reducation of shelf maintenance costs

Awards

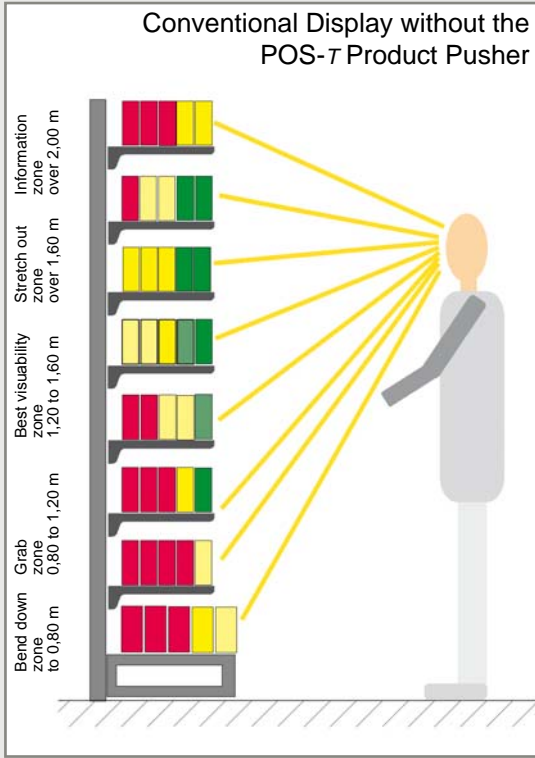
International awards reflect worldwide acceptance!

- placement
- presentation
- showcase

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



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



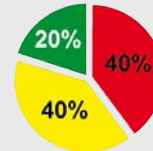
...making the quality of product presentation increasingly relevant for successful sales!

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 the products at the shelf front edge are not optimally visible and accessible
- 40% of the products are restricted in view and accessibility
- 40% of the products are in part invisible or not accessible



Sales prospects are significantly improved on shelves using the POS-T System Tray + Product Pusher!

Trays and 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.

- 62,5% of the products at the shelf front edge are optimally visible and accessible
- 37,5% of the products at the shelf front edge are optimally visible, with restricted accessibility in the stretch and bend zones

