

VISIFLOOR – GRAVITY FEED SOLUTION

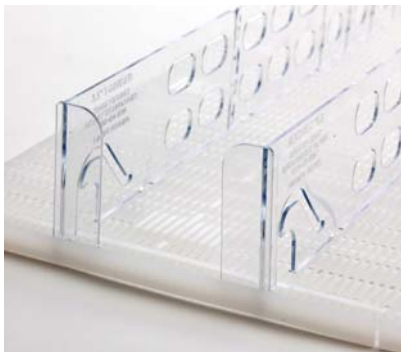
... the silent seller at retail!



VisiFloor generate cash!

- Key studies in many European countries prove that VisiFloor increases sales from 5% to 12%, providing improved Return on Investment (ROI).
- Goods can be permanently allocated to a place which **best corresponds to their sales and profit contribution**, and to the buying habits of customers.
- **Minimum out-of-stocks** – it clearly highlights when a product is off-sale, making re-ordering easy.
- **Improves stock rotation**, reducing out-of-date products.
- Even when stocks are low an **impressive sales promotion picture** is presented.
- **Replenishment is easier & quicker**.
- **Stimulates incremental purchases** (70 %!).
- **Reduced labour costs** (we prove it > please ask us!).
- Planograms are **easier to adhere to and maintain**.
- Reduced personnel requirement (easier product care and handling), thus allowing **more time for customer service** and sales promotion.
- Presents **products in direct reach of the consumer** (especially in the case of high shelves!).
- The clearer and tidier goods presentation creates a **pleasant shopping atmosphere**.
- Better goods availability > **more satisfied customers**.
- A tidy goods presentation **create confidence** (hygiene, competence, quality, service).

VISIFLOOR



FULL FLEXIBILITY WITH VISIFLOOR!

VisiFloor is an ultra-flexible gravity feed shelf management system with movable dividers to adapt to all conceivable needs.

It is the ideal system everywhere where gravity feed solutions are used and different types of products/ packaging have to be presented neatly side-by-side.

The system consists of a base (6 parts fitting into each other) plus various product dividers, which are fitted onto the base according to the article size. The system can therefore be flexibly adapted at any time to all conceivable articles!

SUITABLE FOR EVERY SHELVING

It can be attached in one of 2 ways:

- Where possible, angle already existing shelving and attach VisiFloor.
- Where existing shelving can not be angled – a wedge can be used to support angled placement of the gravity feed.

Optimum angles are as follows:

- 7° – for glass bottles
- 10° – for PET, Tetra, carton packaging
- 12° – for aluminium cans



WHY GRAVITY FEED?

There are 3 important reasons for the use of gravity feed solutions:

1. Gravity feed is ideally suitable particularly for all types of packaging which are difficult to guide with a pusher.
2. In the case of high shelves, it substantially improves visibility and accessibility of the products in areas where customers have to reach.
3. Gravity feed is ideal for heavy products.

PATENTED MATERIAL!

The base is made of polyethylene (PE) plus a patented “slip agent” based on silicon, which guarantees smooth slipping.



PRODUCT-HIGHLIGHTS

- High-class impression enables a perfect product presentation.
- Fully flexible modular system – that works ALWAYS and EVERYWHERE!
- The more you slide, the more “slip agent” is released – maintains slip properties for up to 5 years.
- Pre-formed break areas ensure rapid adaptation.
- Packaging materials of all types (glass, aluminium, PET, Tetra, cardboard) slip smoothly.
- Cleaning is easy, just a simple wipe with a damp cloth. The base also allows dirt to permeate, preventing deterioration of slipping properties.
- Works in all environments: ambient, chilled, coolers and frozen!
- Every colour is possible!
- Suitable for multi(size) products.
- Easy restocking from behind and front.
- Easily attachable to existing shelving by using cable ties.

CONTACT

Please contact us for a free consultation on how you can improve your sales with VisiFloor.

Tel.: +49-6252-703 0

info@eur.checkpt.com

www.checkpointeurope.com