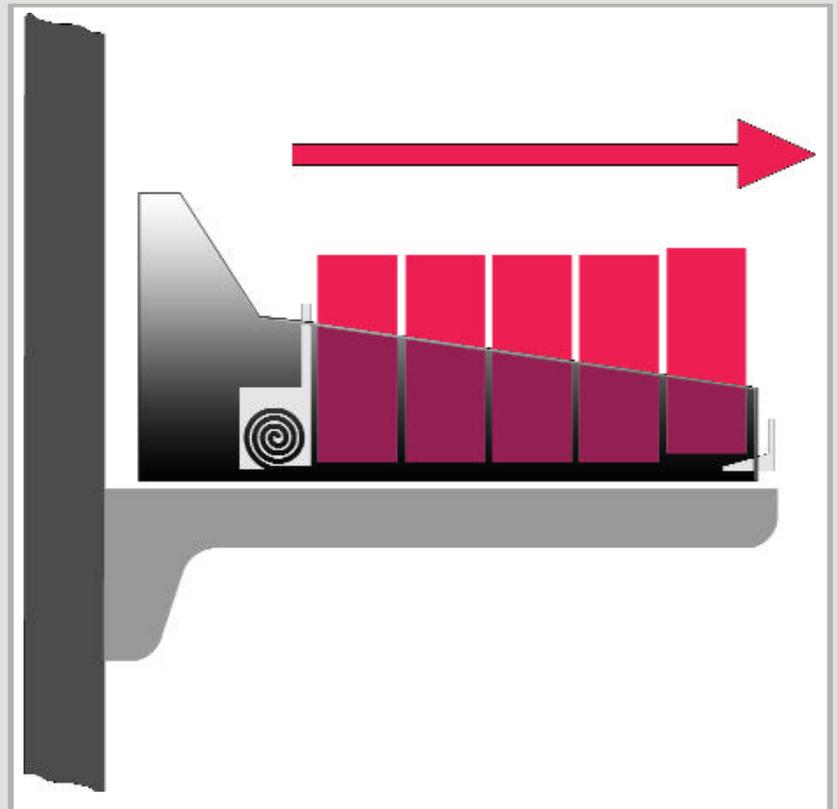
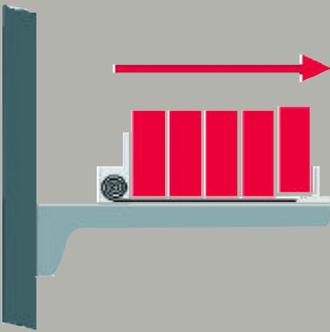


The POS_T- Pusher System



The POS τ - Product Pusher



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

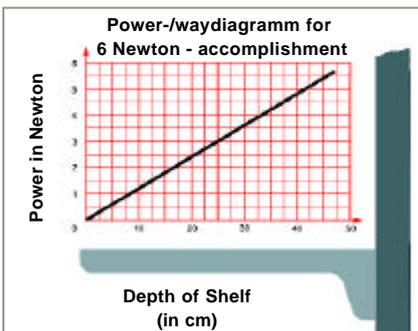
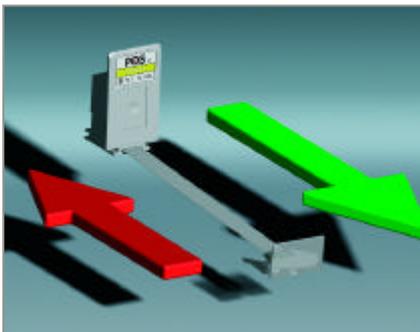
With the extensive "POS τ - Pusher component system" a solution has been developed with which our international customers successfully optimize their product presentation at the Point of Sale.



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 strained. Friction losses are minimised by a patented roll and/or slide bearing of the moving spring, so that the goods are dispensed gently and powerfully pushed forward.



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 due to the lifted position of the front product.

Long-lasting and reliable

Our products carry the GS examined safety label in accordance with the TÜV certificate.

Due to the high-quality of the plastics, combined with the stainless steel from which the pushers are made of, full function can be expected for years, even after 20.000 operations.

Therefore we extended the guarantee for this product to 36 months!

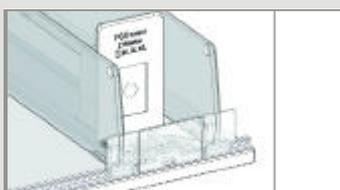
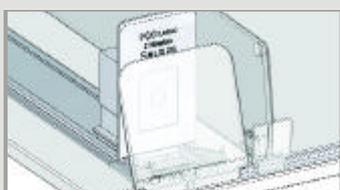
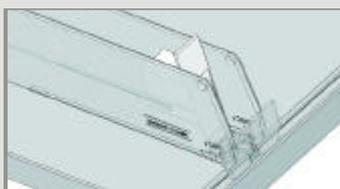
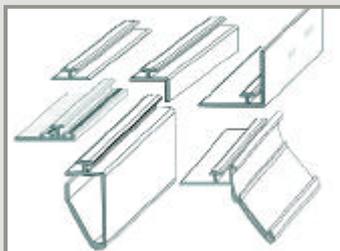


Power force:

Power from 2 to 30 Newton
- clearly labeled

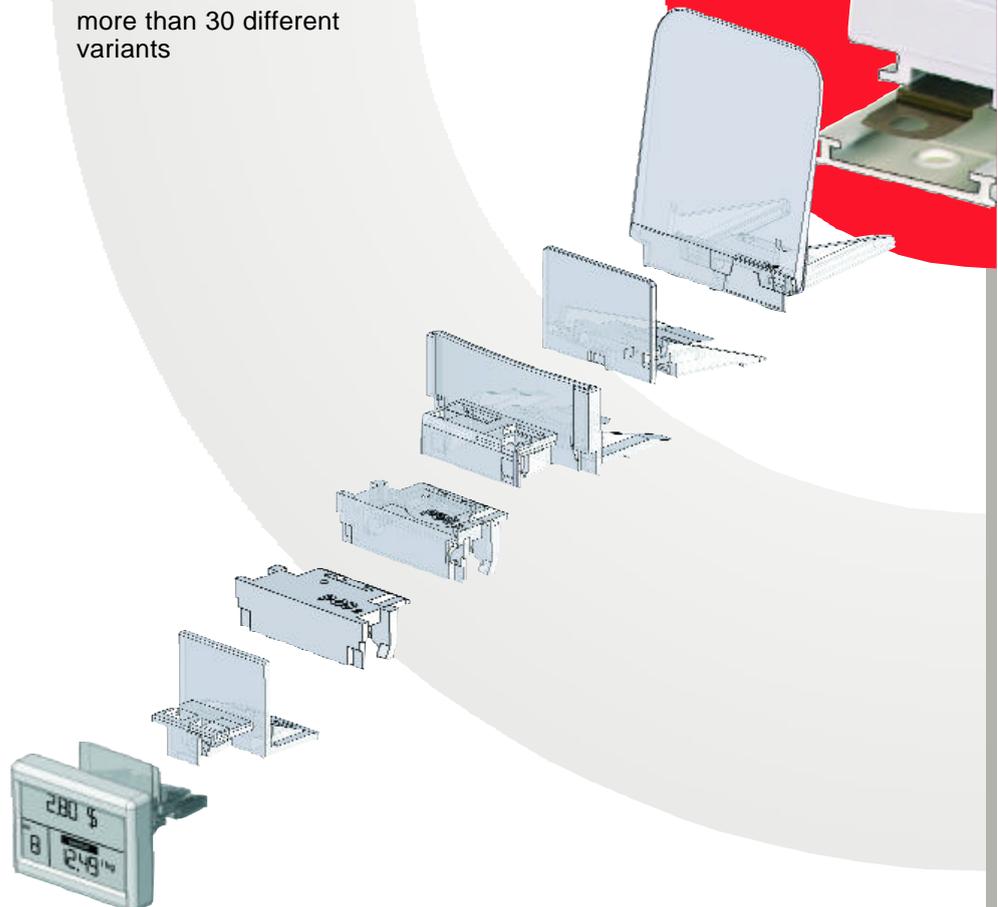


POS τ -adapter T-rails and dividers are compatible and universal with all shelving.



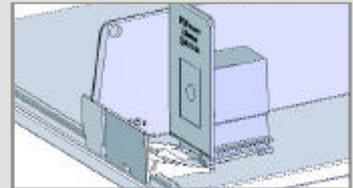
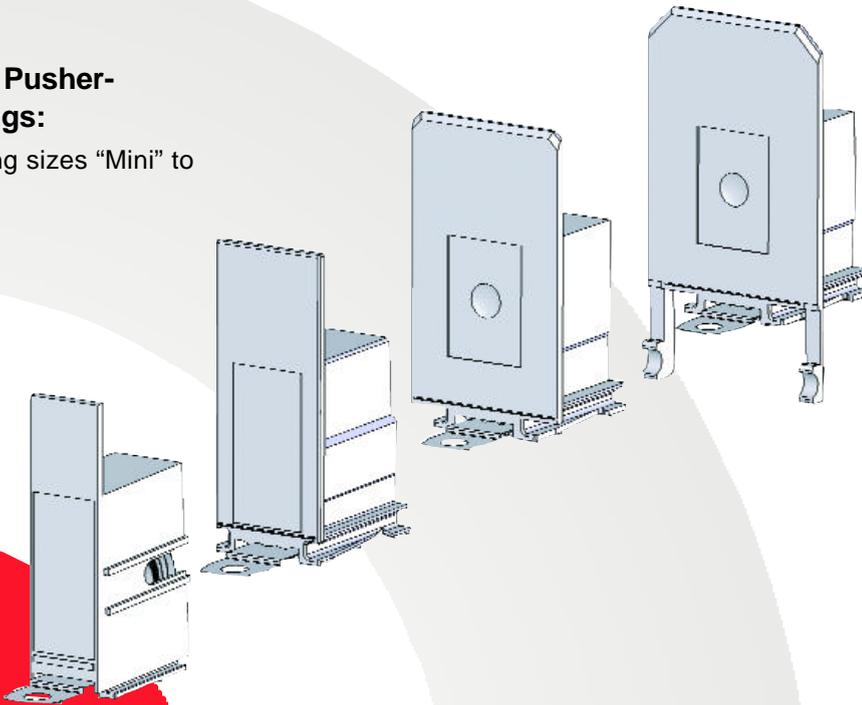
POS τ -Front anchor:

more than 30 different variants

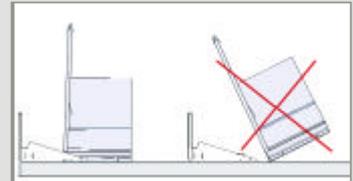


POS T-Pusher-Housings:

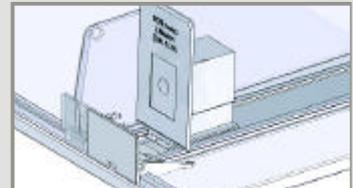
5 housing sizes "Mini" to "Maxi"



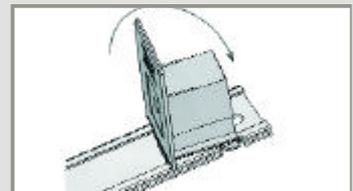
Applicable for all square-edged products, without the use of a guidance profile



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



For round, oval or soft products with guidance profile

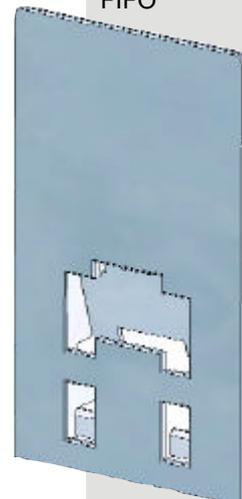
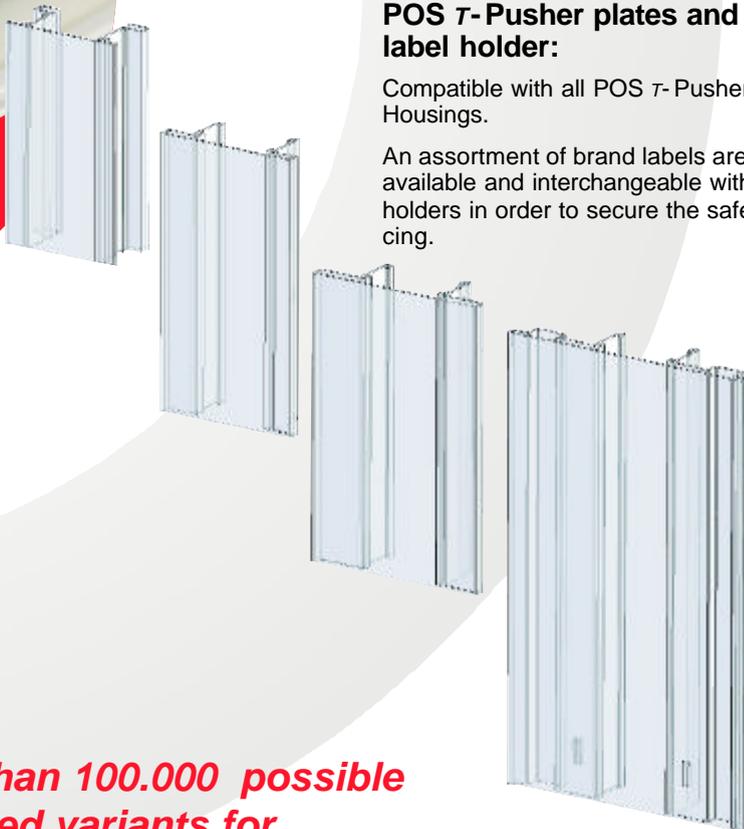


On request with locking device for easier refilling, e.g. FIFO

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 in order to secure the safe placing.



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

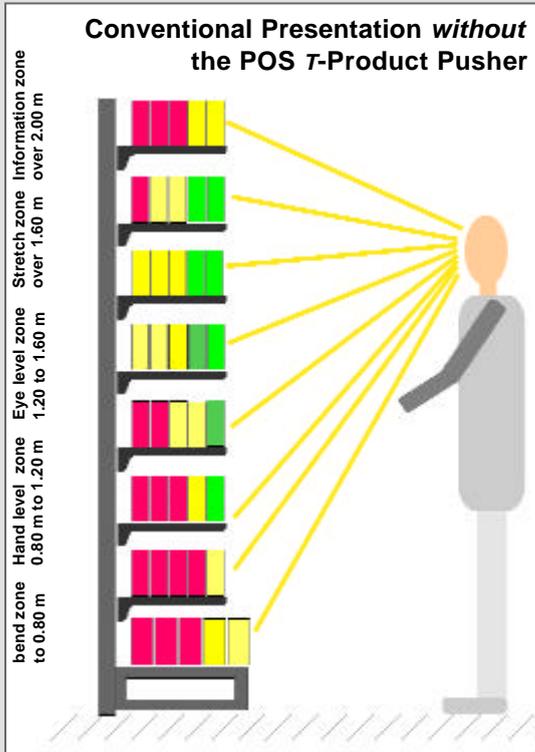
- Increase in impulse buying through permanent "front edge shelf presentation"
- Reduction in shelf maintenance (also under ECR - Efficient Consumer Response- aspects)
- Support of the first-in first-out principle
- Optimum product presence is guaranteed even when there is a reduction in stock levels
- Revaluation of the shopping place
- Improvement in clarity and consumer accessibility.



... for more success at the Point of Sale



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



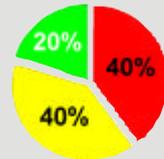
...making the quality of product presentations increasingly relevant for successful sales!

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 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.

- 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

