The P**O**S*T* - System Tray
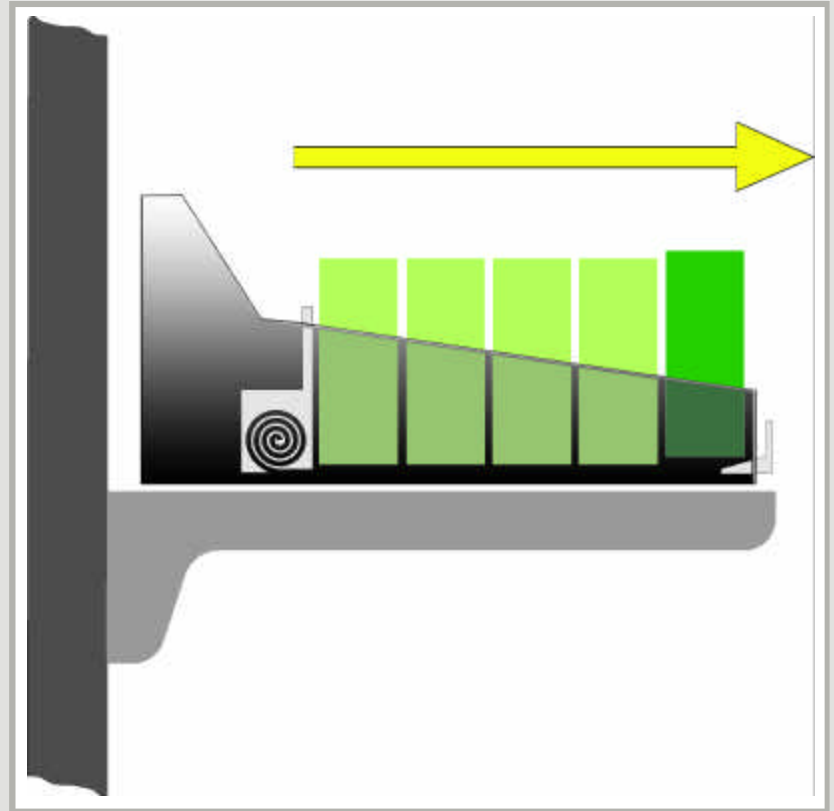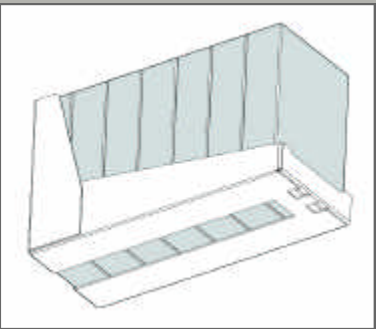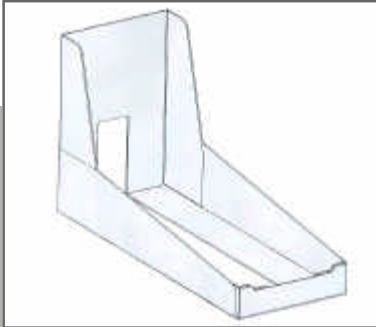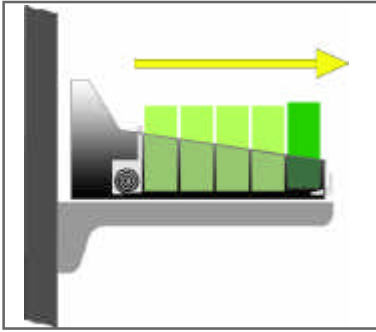
The tray has established itself as standard transport and display packaging for a large range of products. Apart from the advantage of economically stocked shelves however, there are still crucial functions in need of improvement: many impulse purchases are prevented by products standing in the back recess of the tray and/or tipping over.

The POS T-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.
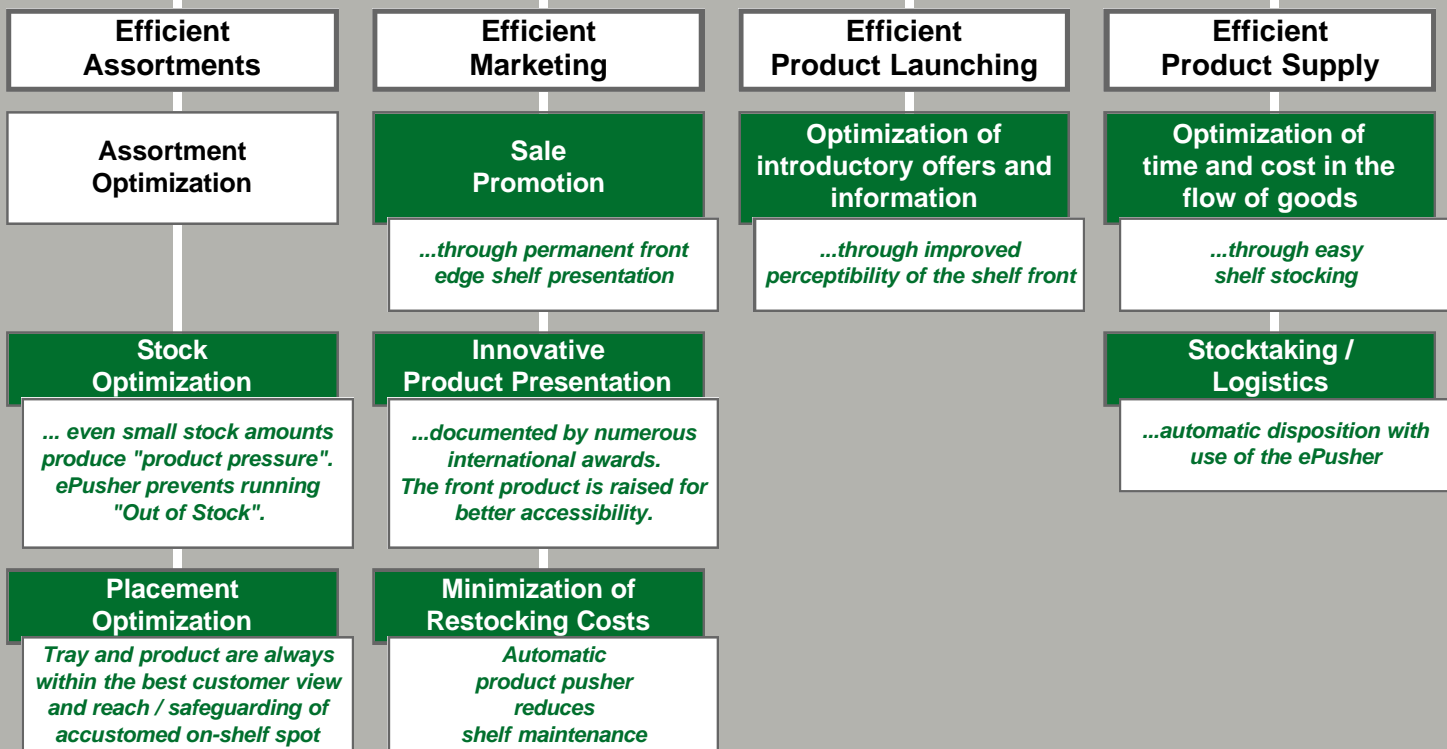
The POS T-Product Pusher

is a durable spring loaded technical device to continually push products forward filling gaps as they occur and fixing the trays in their accustomed on-shelf spot at the front edge.

€ 2,95

The **ECR** (Efficient Consumer Response) objectives are listed as follows - research groups from trade and industry have backed the development of the POS T-System Tray - whereby as many as 8 (green background) of the 9 ECR building blocks are favourably affected by the POS T-System Tray:

The 4 ECR Objectives

Efficient Assortments	Efficient Marketing	Efficient Product Launching	Efficient Product Supply
Assortment Optimization	**Sale Promotion**	**Optimization of introductory offers and information**	**Optimization of time and cost in the flow of goods**
	...through permanent front edge shelf presentation	*...through improved perceptibility of the shelf front*	*...through easy shelf stocking*
Stock Optimization	**Innovative Product Presentation**		**Stocktaking / Logistics**
... even small stock amounts produce "product pressure". ePusher prevents running "Out of Stock".	*...documented by numerous international awards. The front product is raised for better accessibility.*		*...automatic disposition with use of the ePusher*
Placement Optimization	**Minimization of Restocking Costs**		
Tray and product are always within the best customer view and reach / safeguarding of accustomed on-shelf spot	*Automatic product pusher reduces shelf maintenance*		

2/3 of all purchase decisions are made at the Point of Sale!
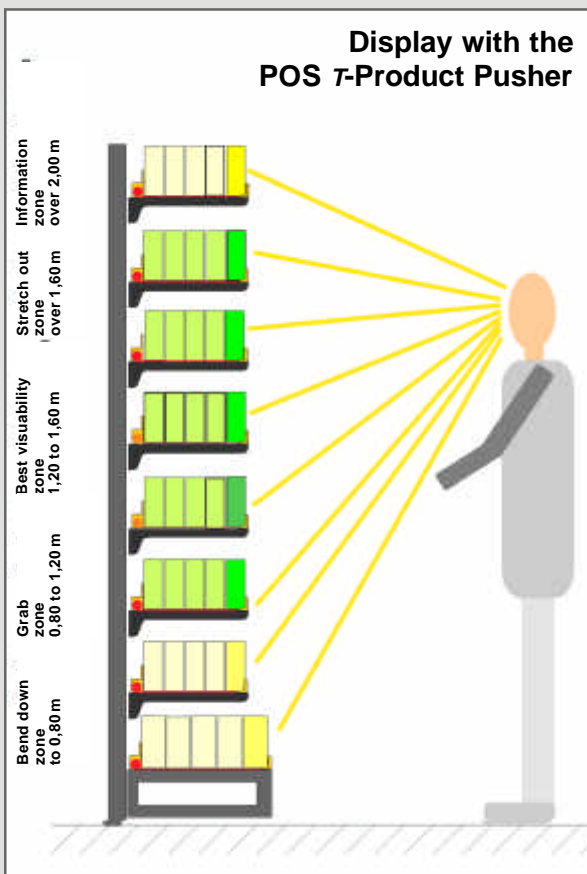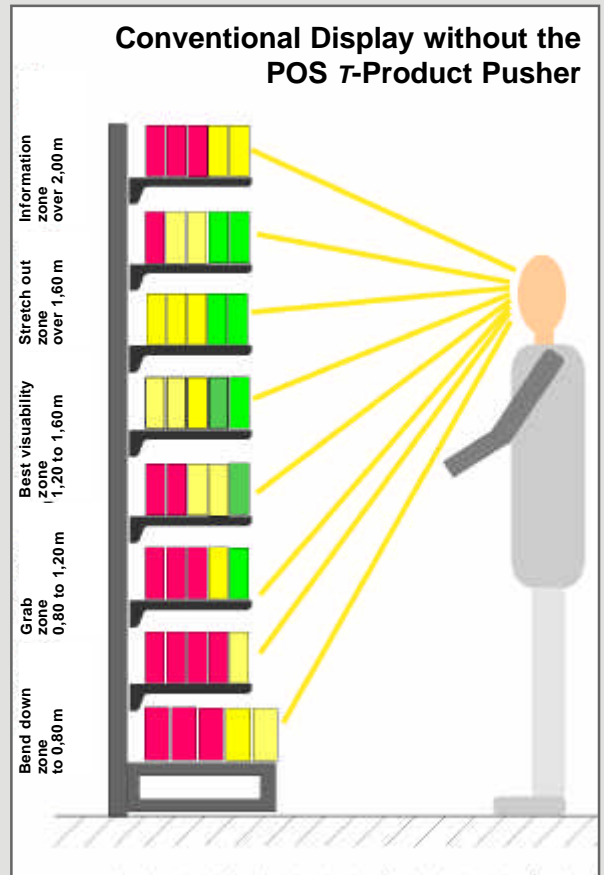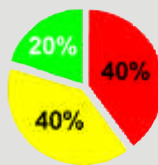
...making the quality of product presentation increasingly relevant for successful sales!

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

Conventional Display without the POS *τ*-Product Pusher

Information zone over 2,00 m
Stretch out zone over 1,60 m
Best visuability zone 1,20 to 1,60 m
Grab zone 0,80 to 1,20 m
Bend down zone to 0,80 m

Display with the POS *τ*-Product Pusher

Information zone over 2,00 m
Stretch out zone over 1,60 m
Best visuability zone 1,20 to 1,60 m
Grab zone 0,80 to 1,20 m
Bend down zone to 0,80 m

Sales prospects are significantly improved on shelves using the POS *τ*-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.
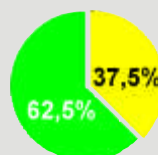
- 62,5 % of the products at the shelf front edge are optimally visible and accessible
- 37,5 % of the products at the shelf front edge are optimally visible, with restricted accessibility in the stretch and bend zones

3

POS Tuning has acquired a reputation as a specialist for the optimization of product presentations. Solutions we have developed and produced are being successfully used in countless numbers throughout the world market, where we have been able to set new standards for product presentations.

The POS τ-System Tray, registered as an European Patent under the number "EP 0987971" is one such solution. This tray, provided with a cut or perforated slot on the back and bottom panels to accommodate a product pusher, can in most cases be processed using the same materials and technical facilities as a conventional tray - and is suited for automatic packaging ("Wrap Around") as well as for "manual filling" concepts.

Results when using the POS τ-System Tray:

- Quick restocking

- The tray is always fixed to its accustomed on-shelf spot at the front edge

- The products are always within optimal view and reach for the customer

- The product is automatically pushed forward

Optimizing the presentation while lowering the expenses of logistics and shelf maintenance.

The profitability gained by observed sales increases and long term effects measured in years can hardly be matched by results from comparable expenditures in "classical" advertising.

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 - Systemtray EP 0987971**
> **for POS - Pusher ___ Newton.**
> **Please visit www.postuning.de**

We offer competent help in the first significant steps of carrying out a test installation for the POS τ-System Tray and the POS τ-Product Pushers best suited to your products. You will be pleasantly surprised by the positive results, coupled with a quick ROI!

Awards

International awards reflect worldwide acceptance!

The most important European packaging manufacturers are licenced to build this patented tray keyed to the varying products of leading brand manufacturers.

POS TUNING ®
Udo Voßhenrich
…for more success at the Point of Sale