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# Solutions for the shelf

Retail marketing solutions provider, SPOS, has developed several new in-store displays for a variety of purposes to suit the needs of various retail outlets and products.

The company has introduced its the new Max Can Dispensing Unit manufactured from recyclable High Impact Polystyrene (HIPS) and able to hold up to 18 cans, it is suitable for use in convenience stores, and can benefit retailers by requiring less labour to stack shelves, the company said.

The system improves shelf storage capacity with one and a half times more product in one facing compared to a regular shelf, and can also improve consumers' shopping experience with canned products organised into flavour clusters.

SPOS has introduced its new Rotating Aisle Display or RAD, a display unit that attaches to existing shelving and gives sufficient product



information while being unobtrusive to both shoppers and retailers.

The RAD helps maximise in-store marketing efforts by reinforcing advertising messages seen by shoppers in other mediums, and rotates to allow retailers to display up to three different messages.

In addition, SPOS has also developed a new premium shelf management system, Automatic Product Mover (APM) to help deliver products consistently to the shelf edge irrespective of weight.

The APM is suitable for all types of retailers including convenience stores, and ensures visibility, availability and

accessibility of products on all shelves, including the top and bottom ones which are often harder to access.

As a result, it can contribute to a 20 per cent uplift in sales through peak trading hours, the company said, with the APM's SPOS-patented roller cartridges system making it easier for consumers to return products to the shelf.

The APM delivers products at a much lower angle than current shelf management systems, creating more usable space for the retailer.

Easy to maintain and clean, it also requires less labour to continually pull stock forward, allowing customers to be served efficiently, and out of stocks can be easily noted for re-ordering.

The system is delivered fully assembled in a box including: the shelf frame with roller cartridges, clear front risers, adjustable dividers and fixings. It is easy to install and is adaptable to fit all retail environments. **CW**