

SPOSgroup

A WORLD-CLASS DYNAMIC SHELVING SYSTEM

C21™ / FlexRoller™
..... ROLLING OUT INNOVATION

INTRODUCTION

➤ ROLLING OUT INNOVATION.

SPOS Group has partnered with two other industry leaders to create the most innovative shelving and merchandising system for refrigerated environments.



021/FlexRoller
..... ROLLING OUT INNOVATION™

SPOSgroup

TODAY'S ENVIRONMENT: **MANY ISSUES IN COMMON**

- Under utilised shelf and cooler space
- Hours of labour spent on product presentation
- Wasted space and limited planogram
- Merchandising solutions not compatible with all packaging types
- Fragile glides need frequent replacing
- Disorganized or empty shelves
- Loaded shelves cannot be adjusted
- Time consuming resets
- Lost revenue due to lack of visible choices



INTRODUCING

**DYNAMIC
SHELVING**



ABOUT

DYNAMIC SHELVING

Combining the most innovative shelf system (C21™) and the leading roller shelf management system (FlexRoller™) resulted in the industry's first Dynamic Shelving Solution.

ROI: A SYSTEM THAT PAYS FOR ITSELF IN LESS THAN A YEAR

C21/FlexRoller™
ROLLING OUT INNOVATION



Enhanced Shopping Experience

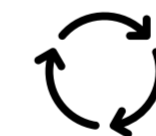


Increased Operational Efficiencies

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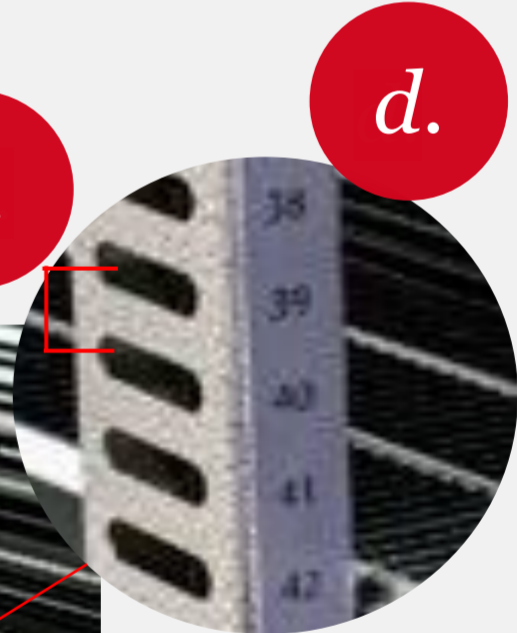
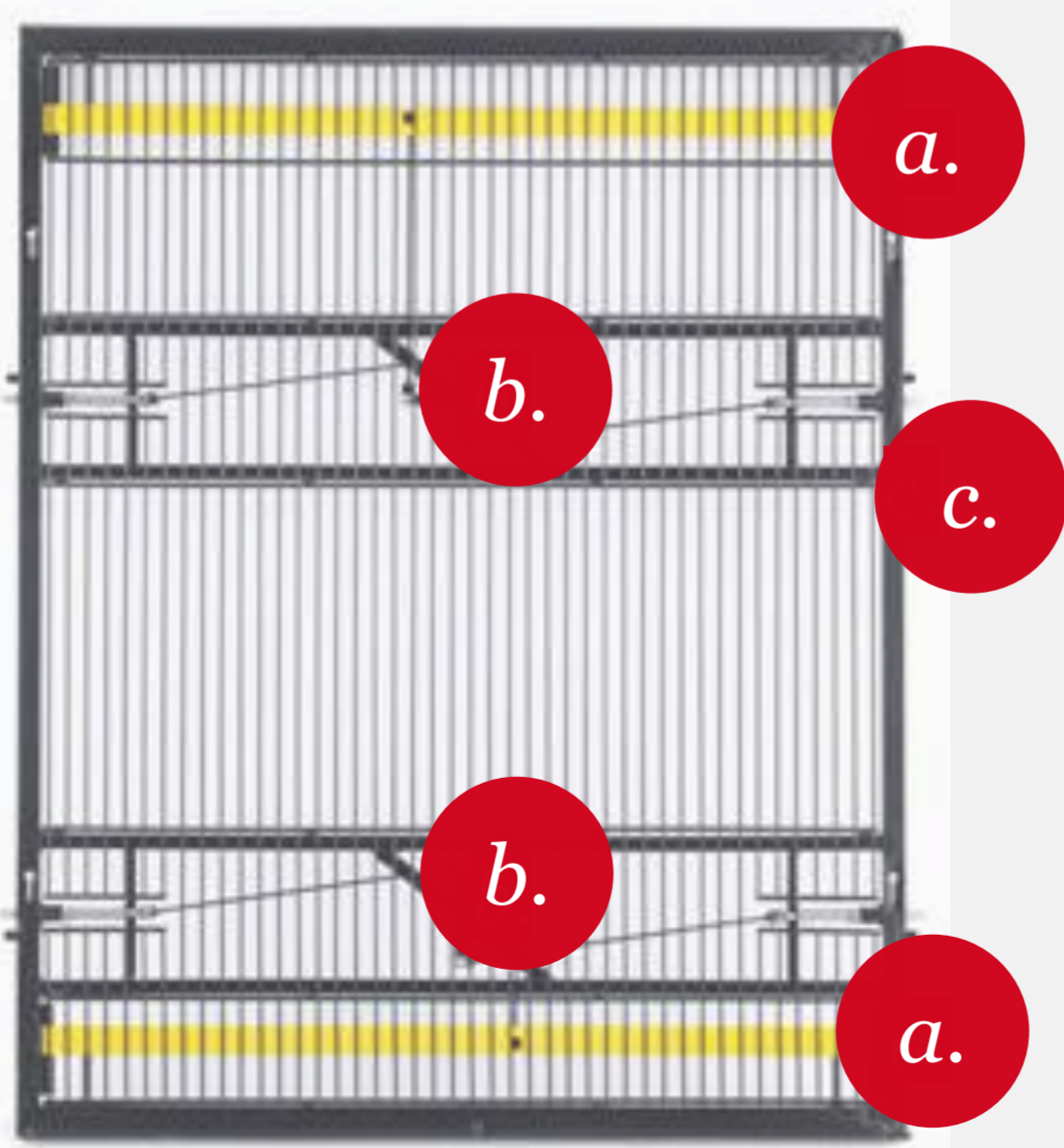
Additional Facings = Additional Profit



More Frequent Resets

C21 WHAT IS DYNAMIC SHELVING?

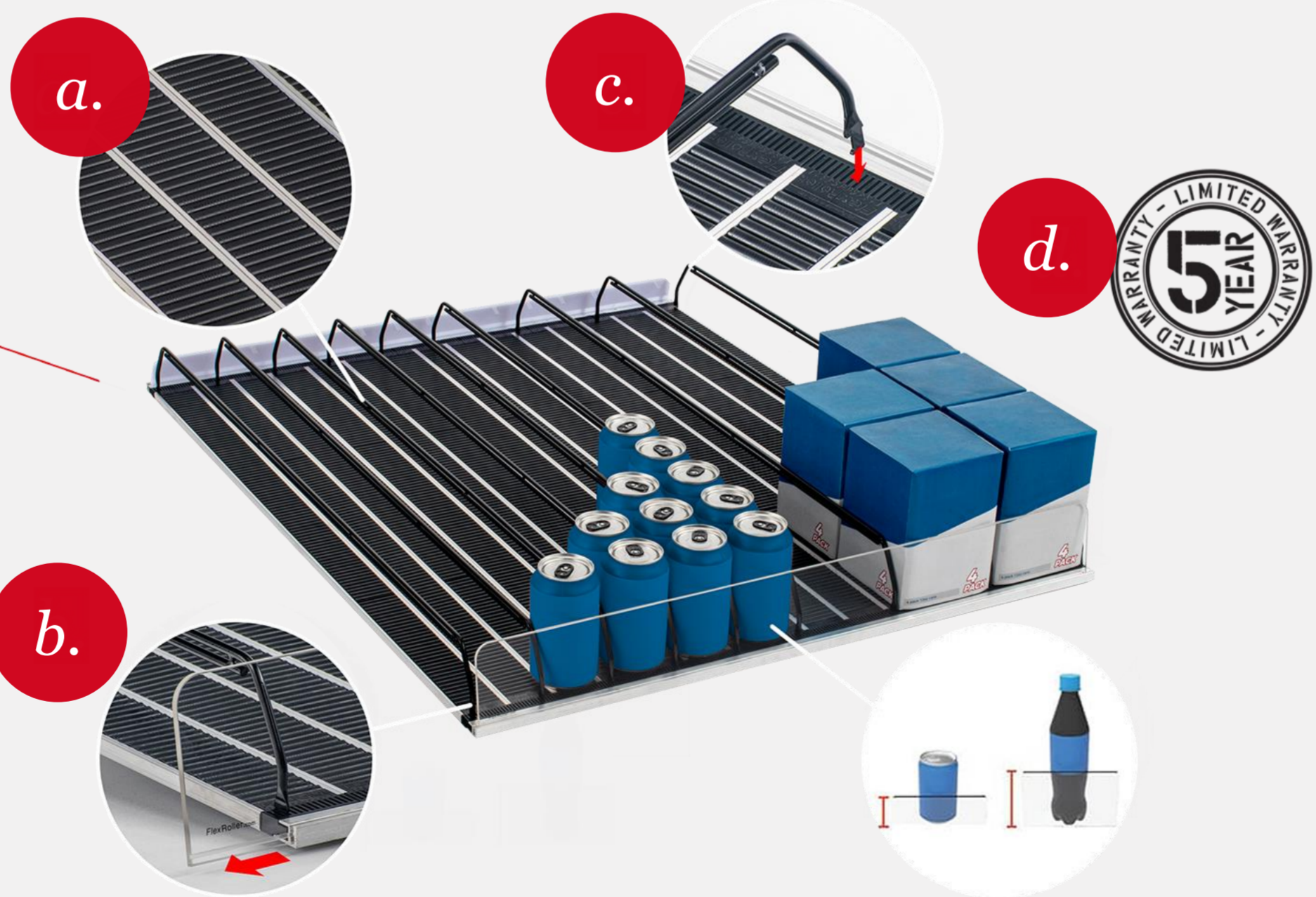
- a. *Easy-activating, spring-loaded levers for raising and lowering shelf*
- b. *Dual-action pin mechanism ensures shelf adjustments are done evenly*
- c. *Structural crossbars provide maximum shelf strength – eliminating bowing and warping*
- d. *Uprights are numbered for easy reference when adjusting shelves*
- e. *Vertical slots are closely spaced – allowing tighter resets, cutting down on wasted vertical space*
- f. *Uprights are recessed from the front of the shelf to create a more seamless look*



FLEXROLLER WHAT IS DYNAMIC SHELVING?



- a. *Patented rollers create frictionless surface that fronts any package type*
- b. *Clear, interchangeable front retainer*
- c. *Divider slots for flexible lane adjustment*
- d. *Durable construction – 5-year limited warranty*
- e. *Precisely fits C21 shelf dimensions*



COMPARISON

FLEX ROLLER VS. SILICONE GLIDES

We performed independent testing to determine fronting performance for FlexRoller and Silicone Glides after various shopping cycles

Silicone Infused Glide

Initial fronting performance 65% less than FlexRoller

Additional 11% decrease in performance after 5,000 cycles

Additional 18% decrease in performance after 25,000 cycles

TetraPak and Multipacks do not front at a 6° angle

FlexRoller

Minimal performance drop after 100,000+ cycles

Fronts all types of packaging



DYNAMIC SHELVING... **THE BENEFITS**

THE BENEFITS

QUICKER PLANOGRAMS

Why only perform them once a year? Faster resets. More often.

CHANGING CONSUMER TRENDS
REQUIRE DIVERSE PRODUCT
ASSORTMENTS

MORE FREQUENT RESETS &
CUT-INS CAN BECOME A
COMPETITIVE ADVANTAGE

SPRING LEVERS ALLOW A
SINGLE USER TO REPOSITION
FULLY LOADED SHELVES

DIVIDERS ARE ADJUSTABLE TO
ACCOMMODATE PLANOGRAM
CHANGES AND CUT-INS

PLANOGRAM RESETS CAN BE
COMPLETED 85% QUICKER
COMPARED TO TRADITIONAL
SHELVING

WITH QUICK & EASY RESETS, FINE
TUNING PRODUCT ASSORTMENTS
CAN HAPPEN YEAR-ROUND



THE BENEFITS

GAIN FACINGS

What would you do with more space?

ADDITIONAL SHELVES CAN BE GAINED DUE TO C21'S EFFICIENT USE OF VERTICAL SPACE

ADJUSTABLE SHELVES AND PRODUCT LANES MAXIMIZE VERTICAL AND HORIZONTAL SPACE UTILISATION

FLEXROLLER'S ADJUSTABLE DIVIDERS MAXIMIZE UTILIZATION OF HORIZONTAL SPACE

EXTRA FACINGS ALLOW FOR:

- ADDITIONAL PACK-OUT OF FAST-MOVING ITEMS
- ADDITIONAL FLAVOUR OPTIONS
- ACCOMMODATE MULTI-PACKS
- MEETING CUSTOMER TRENDS FOR NEW PRODUCTS
- INCREASED OPPORTUNITY FOR VENDOR FUNDING

ARE YOU EFFICIENTLY USING YOUR AVAILABLE VERTICAL AND HORIZONTAL SPACE?



THE BENEFITS

A BETTER SHOPPING EXPERIENCE

A consistently fronted fridges drive sales!

SALES INCREASE BY 6-8% AS PRODUCT IS ALWAYS FRONTED

PERCEIVED OUT-OF-STOCKS ARE ELIMINATED

CUSTOMERS CAN LOCATE DESIRED PRODUCT QUICKLY

PRODUCT ON THE TOP SHELF IS ALWAYS SHOPPABLE

C21/FLEXROLLER IS THE **ONLY** SOLUTION THAT CONSISTENTLY FRONTS ALL PACKAGING TYPES:

- PLASTIC SINGLES
- ALUMINUM CANS
- GLASS BOTTLES
- MILK JUGS
- TETRA PAK
- MULTI-PACKS



THE BENEFITS

INCREASED OPERATIONAL EFFICIENCIES

Save up to 1.5 hours of labor per day.

**MANUAL FRONTING IS
ELIMINATED**

**RESTOCKING IS QUICKER
– DROP AND STOCK!**

**REALLOCATE TASK HOURS
AND LABOR TIME TO OTHER
AREAS OF THE STORE**

**LESS FREQUENT RESTOCKING
DUE TO INCREASED PACK OUT**

**C21/FLEXROLLER IS THE OPTIMUM
REFRIGERATED ENVIRONMENT SHELF
MANAGEMENT SYSTEM DESIGNED
FOR EASE-OF-USE**



LASTLY

OUR CONCLUSIONS

*The C21/FlexRoller pays for itself
within months.*

ADDS PROFITS BY:

- Gaining at Least 20 Facings in a 10-Door Setup
- Increasing Sales
- Allowing More Frequent Resets

DRIVE SALES THROUGH AN ENHANCED SHOPPING EXPERIENCE BY:

- Eliminating Perceived Out of Stock
- Ensuring Products are Always in Reach

INCREASE OPERATIONAL EFFICIENCIES BY:

- Utilizing One Merchandising Solution for all Packaging Types
- Eliminating Manual Fronting
- Faster Restocking
- 85% Faster Resets
- Less Frequently Restocking Due to Increased Pack-Out
- Allowing a Single User to Reposition Fully Loaded Shelves

FOR DISCUSSION



NEXT STEPS

- *Product Review & Pricing*
- *Store Audits*
- *ROI Assessment*
- *Trial Store*



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