

SPOSgroup

Presents

FlexRoller™

Designed to Deliver

AUTOMATIC FRONTING FOR TODAY'S RETAIL



www.sposgroup.com
02 8667 4600

SPOSgroup

heandy Creative

spos

Activate your shelf!



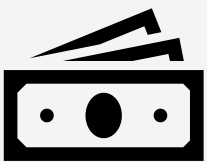
Your store shelves will remain consistently fronted



In-store presentation is crucial in order to appeal to today's sophisticated consumer. The expectations are high for companies to deliver an aesthetically appealing environment that is clean and organized.

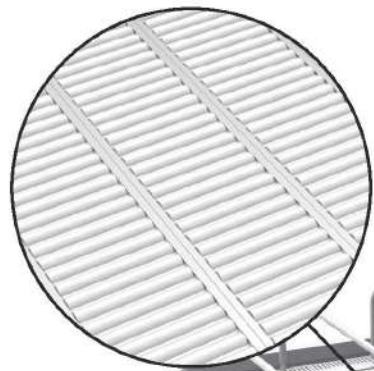


FlexRoller is installed in more than 75,000 stores worldwide, and is the leading gravity feed fronting system on the market today.

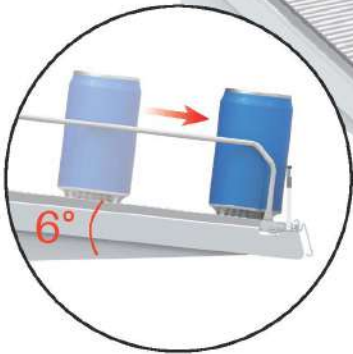


Independent testing has proven that automatic fronting results in increased sales and reduced labor costs in any part of the store - center store, walk-in cooler, reach-in cooler and custom displays.

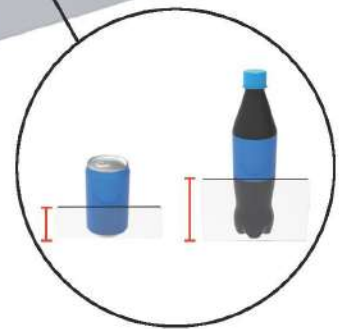
How FlexRoller Works



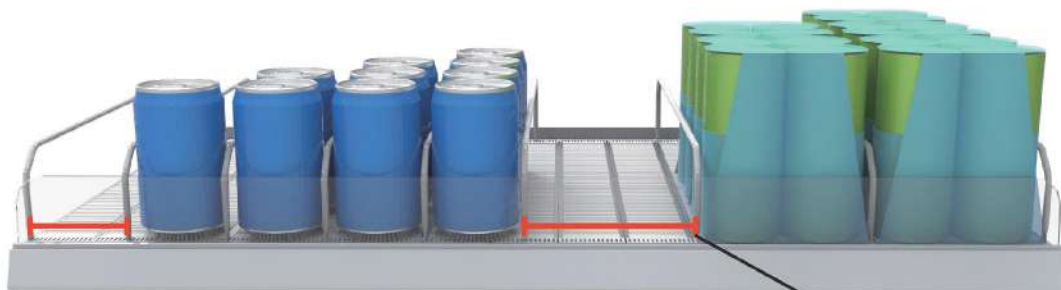
Patented rollers create frictionless surface for any packaging type



Minimal angle required to front product



Different front retainer heights available to accommodate all packaging types



Flexible lane adjustment for any packaging width



Plastic



Boxed Goods



Glass



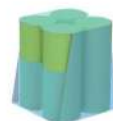
Canned Products



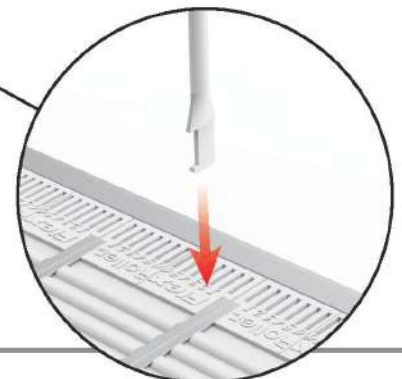
Aluminum



Tetra Pak



Multi-Packs



Why FlexRoller?



Validated Sales Lift

Proven sales increase of up to 8% due to consistent product visibility.



Eliminate Manual Fronting

Boost operational efficiencies by eliminating the need for employees to organize shelves throughout the day.



Gain Facings

Gain up to 20 facings in a 10-door cold-vault set by utilizing adjustable dividers, thus maximizing the horizontal space.



Faster Restocking Time

With products continuously fronted, out of stocks can be immediately identified and replenished with reduced touches.



Outperforms Other Systems

Versatility, durability, consistent performance - just some of the ways FlexRoller outperforms other merchandising systems.




Planogram Flexibility

Dividers can be adjusted to automatically front all product sizes and packaging types.



No Risk Investment

With a 5-year warranty, FlexRoller is a solution that will front products for years to come.



"I love FlexRoller! My facilities associates love it. Actually anyone who stocks the cold box loves it.

Since its installation, our sales have gone up, our presentation is always full and clean! The rollers are a no brainer!"

**- GENERAL MANAGER AT TOP-10
C-STORE CHAIN**

Applications

Automatic fronting for any category

Walk-In Cooler



Reach-In Cooler



Center Store

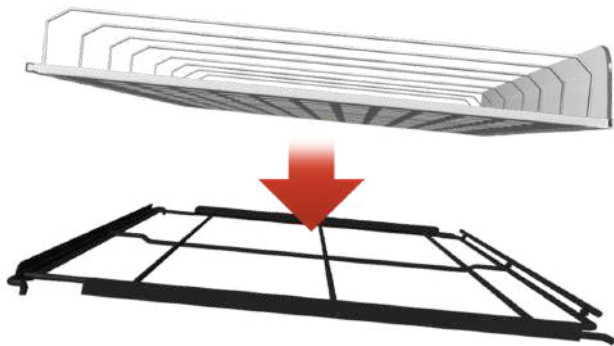


Custom Displays



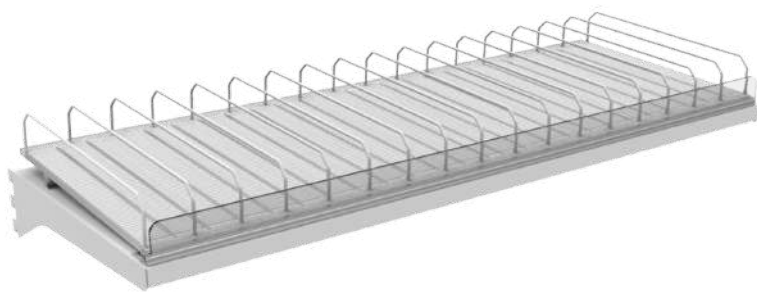
FlexRoller Types

Shelf dimensions are available in any size



Layover

The Layover FlexRoller sits on top of the existing substrate shelf (4-6 degree angle required). The Layover is produced to the exact size needed to fully optimize the usable shelf space.



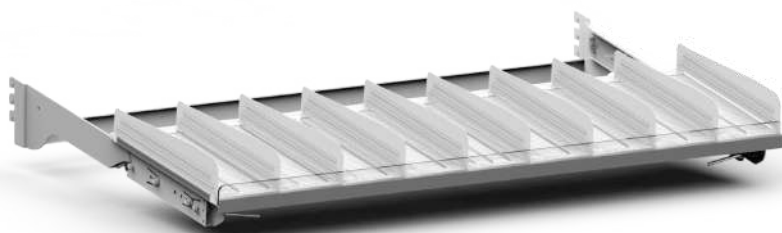
Riser

The Riser FlexRoller sits on top of the existing flat substrate shelving and includes a support leg to create the necessary angle for optimal fronting.



Gondola

The Gondola FlexRoller integrates rollers within a gondola frame and is designed to replace the existing flat shelf. The gondola frame creates the perfect angle for fronting, and is produced to fit your gondola uprights.







Pull-Out

The Pull-Out FlexRoller allows the roller tray of the shelf to extend out like a drawer, which is ideal for back loading product lanes in tight vertical spaces. The tray extends with the release of handle brakes located underneath the FlexRoller tray, and is easily returned to original position when fully stocked.

FlexRoller Accessories


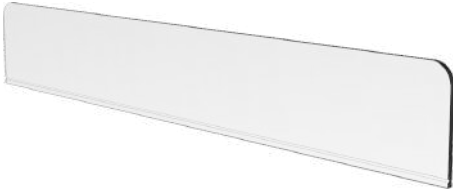


Customizable options to make FlexRoller work for your store

Dividers

<p>Wire Divider</p> 	<p>Description</p> <ul style="list-style-type: none"> • Economical option for center store or cooler applications • Recommended for FlexRoller depths up to 30" • Standard height: 2.75"; Custom heights available • Color options available • Powder coated or zinc plated for cooler application <p>Application Examples</p> <ul style="list-style-type: none"> • Single and multi-pack displays for walk-in cooler shelving up to 30" deep • Canned goods category in center store shelving up to 30" deep
<p>Reinforced Wire Divider</p> 	<p>Description</p> <ul style="list-style-type: none"> • Reinforced wire dividers add needed rigidity for deeper shelf applications • Recommended for FlexRoller depths over 30" • Standard height: 2.75"; Custom heights available • Color options available • Powder coated or zinc plated for cooler application <p>Application Examples</p> <ul style="list-style-type: none"> • Single and multipack displays for walk-in coolers, FlexRoller deeper than 30" • Multipack cases of water on warehouse racks deeper than 30"
<p>Flat Metal Divider</p> 	<p>Description</p> <ul style="list-style-type: none"> • Flat metal dividers help to optimize on-shelf horizontal space • Recommended for FlexRoller depths up to 30" • Standard height: 2.75"; Custom heights available • Color options available • Powder coated or zinc plated for cooler application <p>Application Examples</p> <ul style="list-style-type: none"> • Hair coloring packaging in the Center Store • Single serve beverage for reach-in cooler shelving up to 30" deep
<p>Easy Fit Divider</p> 	<p>Description</p> <ul style="list-style-type: none"> • 'Easy Fit' can be incorporated into any of the FlexRoller divider types • Allows for easy installation when the back of the FlexRoller shelf is inaccessible • Recommended for FlexRoller depths up to 30" • Standard height: 2.75"; Custom heights available • Color options available • Powder coated or zinc plated for cooler application • Compatible with 'Easy Fit' FlexRoller only <p>Application Examples</p> <ul style="list-style-type: none"> • Single serve beverage for reach-in cooler shelving up to 30" deep • 2 Liter soda bottles on top shelf gondola

FlexRoller Accessories Continued

Pusher Dividers & Retainers

<p>Controlled Pusher Divider</p> 	<p>Description</p> <ul style="list-style-type: none"> Controlled Pusher Divider adds stability and reduces the opportunity for tall products to tip forward Can be applied to angled or flat FlexRoller applications Controlled pusher action to gently front product to the shelf edge Recommended for FlexRoller depths up to 30" Standard height: 2.75"; Custom heights available Color options available Powder coated or zinc plated for cooler application <p>Application Examples</p> <ul style="list-style-type: none"> Boxed pizza merchandised in a standing position Double stacked ice cream pints on freezer shelving
<p>Clear Retainer</p> 	<p>Description</p> <ul style="list-style-type: none"> Clear retainer is used at the front or back of the FlexRoller to retain product Allows for easy visibility of all product Impact resistant Custom heights available Logos can be screen printed or engraved onto retainer <p>Application Examples</p> <p>Standard heights:</p> <ul style="list-style-type: none"> Short - 1.375": 6-pack and 12-pack cans Alt. Medium - 3": 16oz cans and 20oz bottles Medium - 3.5": 16 oz cans and 20oz bottles Tall - 4.375": 1L bottles Extra Tall - 5.375": 2L bottles
<p>Branded Retainer</p> 	<p>Description</p> <ul style="list-style-type: none"> Used at the front of the FlexRoller to retain product Brand logos can be screen printed or engraved onto retainer Allows for easy visibility of all product Impact resistant Custom heights available Color options available <p>Application Examples</p> <ul style="list-style-type: none"> Same dimensions as 'Clear Retainer' Brand logo used to highlight product on the shelf
<p>Back Wire Retainer</p> 	<p>Description</p> <ul style="list-style-type: none"> Wire Retainer used at the back of the FlexRoller to ensure product is retained Standard height: 2.75"; Custom heights available Color options available Powder coated or zinc plated for cooler application <p>Application Examples</p> <ul style="list-style-type: none"> Installed at the back of the Walk-In Cooler FlexRollers Used universally for multi-packs, singles, etc.

FlexRoller Case Study

Let the Numbers Speak for Themselves



Over an 8-month period, we tracked the impact FlexRoller had on cold-vault beverage sales and labor. This study consisted of a store from a C-Store chain with 300+ locations. The results are significant!

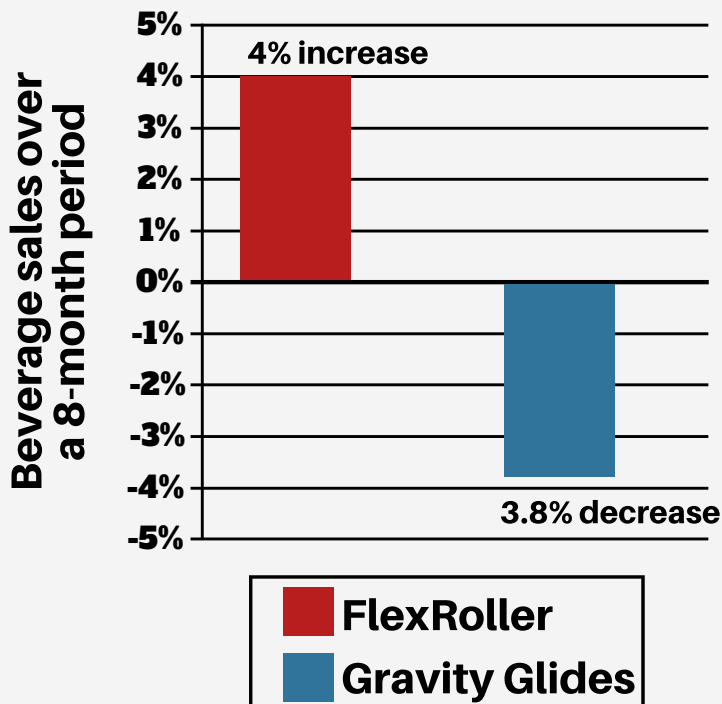
**FlexRoller
increased
sales by:**

7.8%

**FlexRoller
saves on
labor by:**

**1.5 hours
per day**

**FlexRoller vs.
Gravity Glides**



**Here's what C-Store managers
had to say:**

- Manual fronting is eliminated
- Restocking is faster and more efficient
- No need to push products forward before stocking
- Easier and quicker to notice out-of-stock and low-stock lanes
- Easier for "shorter" store associates to restock



C21/FlexRoller System

Merchandising & Activation

The C21/FlexRoller is our 'premium' Dynamic Shelving System which delivers space (vertical & horizontal), range (more shelves) and inventory optimisation. Perfect presentation, significant labour savings and fast planogram resets.

ROLLING OUT INNOVATION.

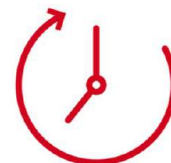
Dynamic Shelving that delivers Space, Range, Inventory & Cost Optimisation



Copyright © SPOS Group



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



C21™/FlexRoller™
ROLLING OUT INNOVATION
SPOSgroup

FlexRoller FS System

Merchandising & Activation

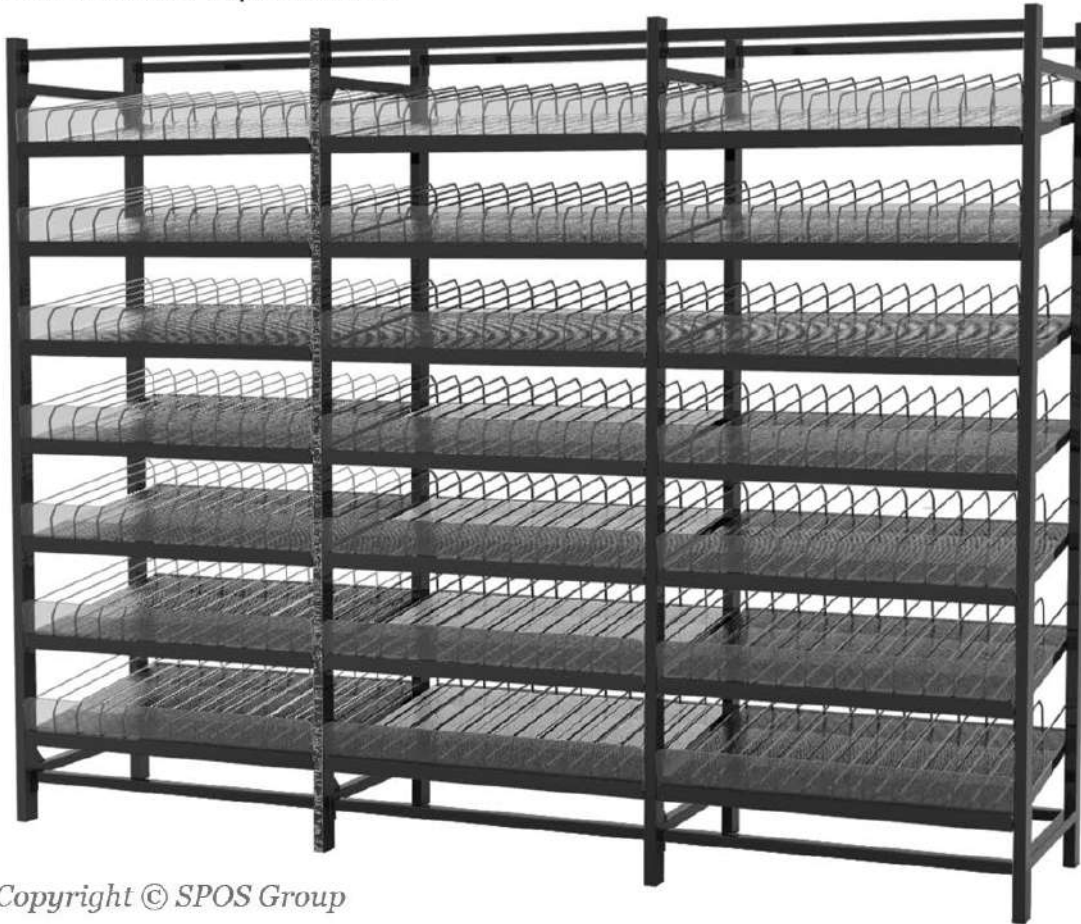
FlexRoller FS is our more 'cost effective' Fridge Merchandising System which perfect product presentation. Space optimisation (horizontal & vertical), range (more shelves) and labour savings.

**ROLLING OUT
INNOVATION.**

FlexRoller FS
ROLLING OUT INNOVATION
SPOSgroup

The System that delivers Space, Range, Labour, Inventory & Sales Optimisation.

- **Self Fronting** Roller Shelves that suit **All Product Types**
- Compressed Notch Spacing to **Optimise Vertical Space**
- Narrow Divider increments to **Optimise Horizontal Space**
- **Front and Rear Replenishment**



Copyright © SPOS Group



Freestanding (FS) Custom Fixture that eliminates vertical and horizontal space inefficiencies. Combined with **Self Fronting Roller Shelves (FlexRoller)** which have a proven track record of driving sales, space and operational efficiency.



**1.5 HOURS SAVED PER
DAY**



**20+ MORE
FACINGS**



6-8% SALES INCREASE



Leading Retail Solutions



in@SPOS & iCandy Creative