

the NEXT GENERATION

IN SHELF MANAGEMENT



Creating Compelling Sales Environments

Compelling Sales

Superior shelf systems showcase products, engage consumers and raise item velocity and turn rates.

Shelf management is the most vital part of the entire supply chain—moving products into shopping carts, generating cash and leveraging store assets.

Stores that please customers pave the way for powerful category performance. Retailers and brand marketers gain by removing distractions to shoppers' mission-critical store visits, allowing them to focus on products they seek and items they could be persuaded to buy.

Fashion and Function

The best stores create intimacy with consumers by offering what they want in settings that are both appealing and functional. These stores make it easy to buy within a pleasantly organized environment.

Detailed consumer research points out shoppers' dilemma at retail: they must fulfill their purchasing needs within a limited time. Yet they can spend two minutes on average



per shopping decision, and sometimes longer if a purchase is complex or the choices compelling.

Clearly shopping isn't frivolous for most. Nor is it relaxing or entertaining.

In their haste to move through the aisles, people can miss much of the store—and a prime retailer opportunity for incremental sales and profits goes out the door with them.

Shelf Management is Vital

Retailers and brand marketers need shelf management systems that effectively highlight categories and brands, guide people to adjacencies and maintain shelf-edge integrity, with key item descriptions and pricing information aligned and easy to read.

Shelf management is the most vital part of the entire supply chain—moving products into shopping carts, generating cash and leveraging store assets. Done well, it captivates customers and spawns incremental sales.

With no less than 70 percent of purchase decisions occurring at the shelf, consumer persuasion is always a possibility, in every aisle of every store.

The best shelf management systems draw attention to products and present each in an appropriate selling environment. They assume different characters in varied categories—from sophisticated, crystal-clear acrylics in cosmetics to pragmatic wire for spices or extruded minimum-profile dividers in center store—specific solutions appropriate to each product.



Spring Feed

Environments

Experience Trion Shelf Management

Trion shelf management and automatic feed systems are proven performers in many retail categories. For example, retail case studies show dramatic sales improvements, including:

- confectionery, a 10% to 25% increase in sales;
- pasta and rice, a 11% to 20% increase in sales;
- snack foods, a 10% to 15% increase in sales;
- prepacked salmon, a 15% to 20% increase in sales;
- soups and sauces, an 8% to 17% increase in sales;
- health and beauty care, a 5% to 18% increase in sales;
- cakes and cookies, a 6% to 10% increase in sales; and
- prepacked meat, a 5% to 15% increase in sales.

Gravity Feed

Trion systems can turn stores into destinations through memorable presentation of demanded products. Chains enhance their stores' image as well as operations by maintaining space allocations, aligning items and pricing information, facing out merchandise to induce a maximum amount of impulse sales and rotating dated materials such as vitamins, beverages, over-the-counter medicines...even pre-packaged salads.

Return on Investment in Less Than 130 Days

Savings Multiply Fast

Labor (wages and benefits)	\$15/hour
Reduced labor	5 hours/week
Labor savings per store	\$75/week
On an annual basis	\$3,900
Yearly savings in a chain of 100 stores	\$390,000

NOTE: Calculations based upon a retailer investment in a Trion Shelf Management System for a 16-foot department of 24 shelves in 100 stores. System costs for dividers, front and back rails and automatic product pushers were \$1,396 per store. One-time product cost for a 100-store chain was \$139,600. Return on investment = \$139,600 / (\$390,000/12) = 4.3 months = 129 days.

Visual Merchandising: The Eyes Have It!



Want to capture the attention of shoppers? Want to make them slow down and really

observe what's available on your selling floor?

Learn lessons from top retailers and brand marketers who create truly inviting high-profile areas in-store for bath and body boutiques, cosmetics, natural care and diabetes care merchandise, to name a few.

They position their departments as destinations loaded with leading brands, which have created these markets and earned their strong consumer followings. Food, drug and mass retailers who showcase them can compete as specialists against category killers in beauty, bath, consumer electronics and other areas.

Seamless fixtures and captivating point-of-purchase displays are the unsung heroes of these sections that help to fully engage consumers—both physically and spiritually.

Store-within-a-store destinations coordinate good shelf management with signage systems and complementary colors to give shoppers a keen sense of place. Subtle, tasteful approaches can warm and identify strategic destination centers within big-box formats.



For more information or samples call 1-800-501-5364 today.

On-line catalogs at www.trionshelfworks.com

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