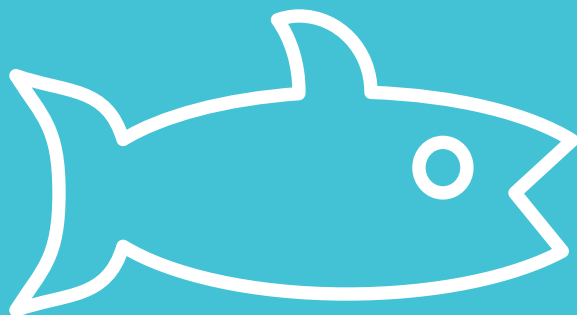
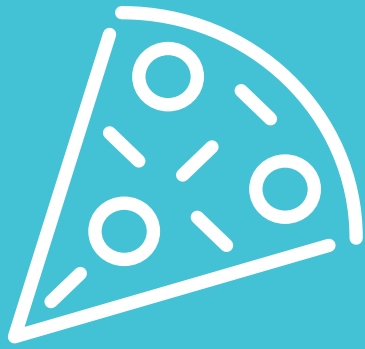




Increase
sales the
cool way!

THE PERFECT
**FROZEN FOOD
PRESENTATION**

POS[®]TUNING
a Vofhenrich company



Make. Shopping. Simply. Better.

The perfect **FROZEN FOOD PRESENTATION**

Did you know that, statistically speaking, every shopper visits the frozen food section? The customer reach of frozen products is 98%*. This means that almost every household in Germany buys frozen products.

This impressive figure is a strong argument for focusing on your frozen food department. But what exactly is the secret to perfect product presentation? It's quite simple! Activate your shoppers. Create an overview and organisation and avoid out-of-stock situations. Tidy shelves and products that are easy to reach, even in freezers, invite customers to buy.

Take up the challenge of this special category. No matter if it's a vertical (cabinet) or horizontal (chest) presentation: With an automated frozen food category, you'll not only increase sales in a very cool way – with shorter door opening times, you'll also save energy and do something for the environment. You'll be surprised just how hot ice cream can be!

*Source: Deutsches Tiefkühlinstitut e.V.

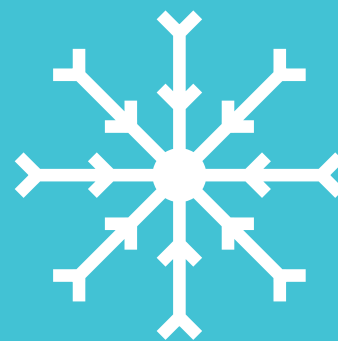
... for the freezer cabinet

A clearly arranged and tidy freezer cabinet can even be a visual highlight. Have a look at our examples.

... for the freezer chest

Do you have a problem with your freezer chest? Your freezer needn't mutate into a rummage table.

Let the following pages inspire you!







HOW “HOT” CAN ICE CREAM GET?

FREEZER CABINETS

More overview and
orientation for shoppers
– **Increase your sales with
our solutions for
your freezer cabinet!**

There's more to your freezer cabinet than you think!

Whether it's ice cream, fruit, vegetables,
pizza or fruit – make use of this platform for
the perfectly planned frozen food presentation.

**Your freezer
cabinet can do
more too!**

THE ALL-ROUNDER

PUSHER SYSTEM POS-T C130 AND CHANNELS

Suitable for frozen pizza, frozen meat and fish, ice cream, multipacks, frozen fruit and vegetables and herbs

THE BENEFITS FOR YOU:

- Perfect visibility of all products
- Optimal shopper orientation
- Less shelf maintenance work
- Energy savings thanks to shorter door opening times

Perfect presentation for bagged goods!

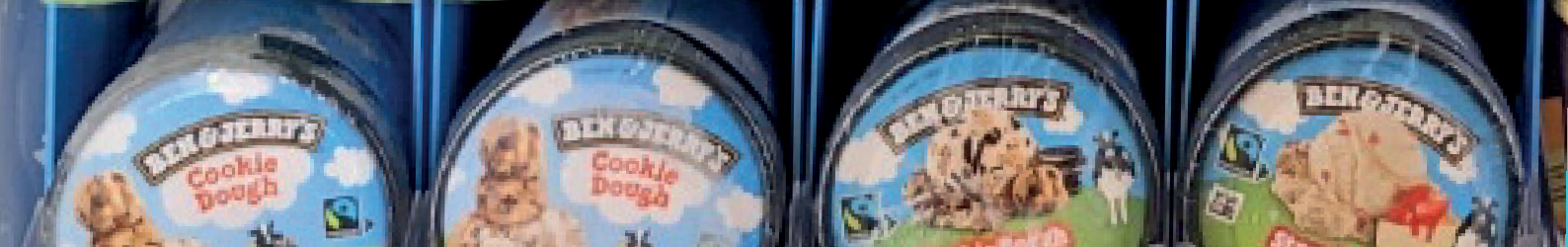
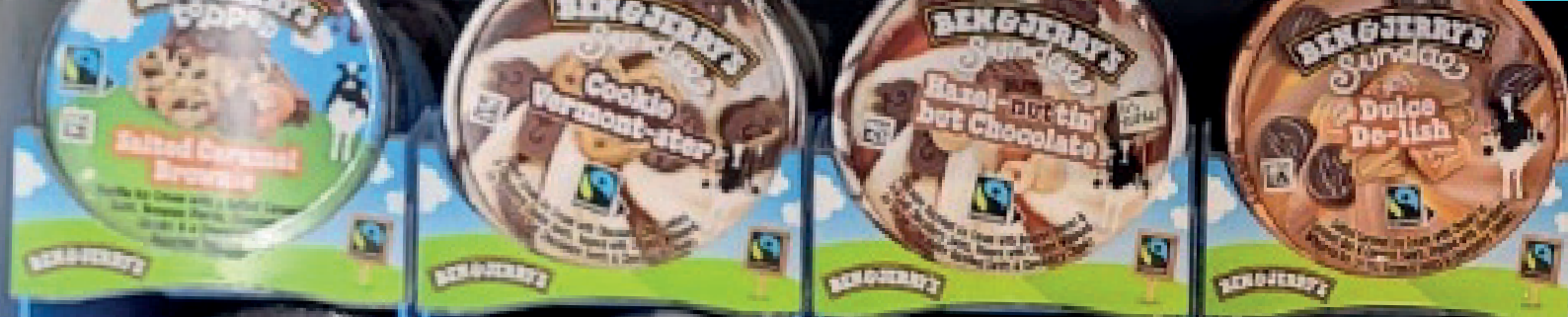




- **Only 3 components***
required for installation
- **Ultra-stable system**
- withstands high pressure when filling
- **Easy installation**
- **Can also be used for very wide products**

* for POS-T C130

**Saves energy
consumption!**



HOT FOR ICE CREAM

THE DOUBLE-DECKER PRESENTATION FOR CONICAL ICE CREAM TUBS

Whether a shopper spontaneously decides to make a purchase in the frozen category depends not only on the placement of the chest or cabinet in the store. Whether the products have been strategically placed is also a decisive factor.

An appealing product presentation, whether vertically or horizontally, can positively influence the shopper's impulse to buy. A proper overview and organisation entices people to buy more quickly. Unusual presentation solutions, such as a horizontal double-decker presentation of ice-cream tubs, can catch the eye and persuade shoppers to make a purchase in a matter of milliseconds.

A well-structured brand overview and organisation triggers the customer's reflex to reach for the products, meaning that not only planned purchases but also unplanned products end up in the shopping trolley. Make sure you get the best spots.

- **Visual highlight**
- **Perfect brand structuring**
- **Improved product differentiation**
- **Permanent front display**
- **Simple removal**
- **Easy accessibility**
- **Better stocking of goods**





A 16% sales increase

in the test markets with Pizza-Lift compared to the control markets without Pizza-Lift system!



COME OUT OF THE DEPTHS!

FREEZER CHESTS

It's easier to sell highly visible products that are always within easy reach.

**This is the way
to boost your sales!**

The times when the freezer chest was a rummage table are over. With the systems from POS TUNING, you can make optimal use of the space in the freezer and present virtually all your products perfectly.

**This is
how perfect
product
placement
works!**



**For round
or square
packages
and bags!**

THE HELPERS

LIFT SYSTEMS FROM POS TUNING

Suitable for frozen pizza, ice cream,
frozen meat and fish, chips, frozen
fruit and vegetables and herbs.

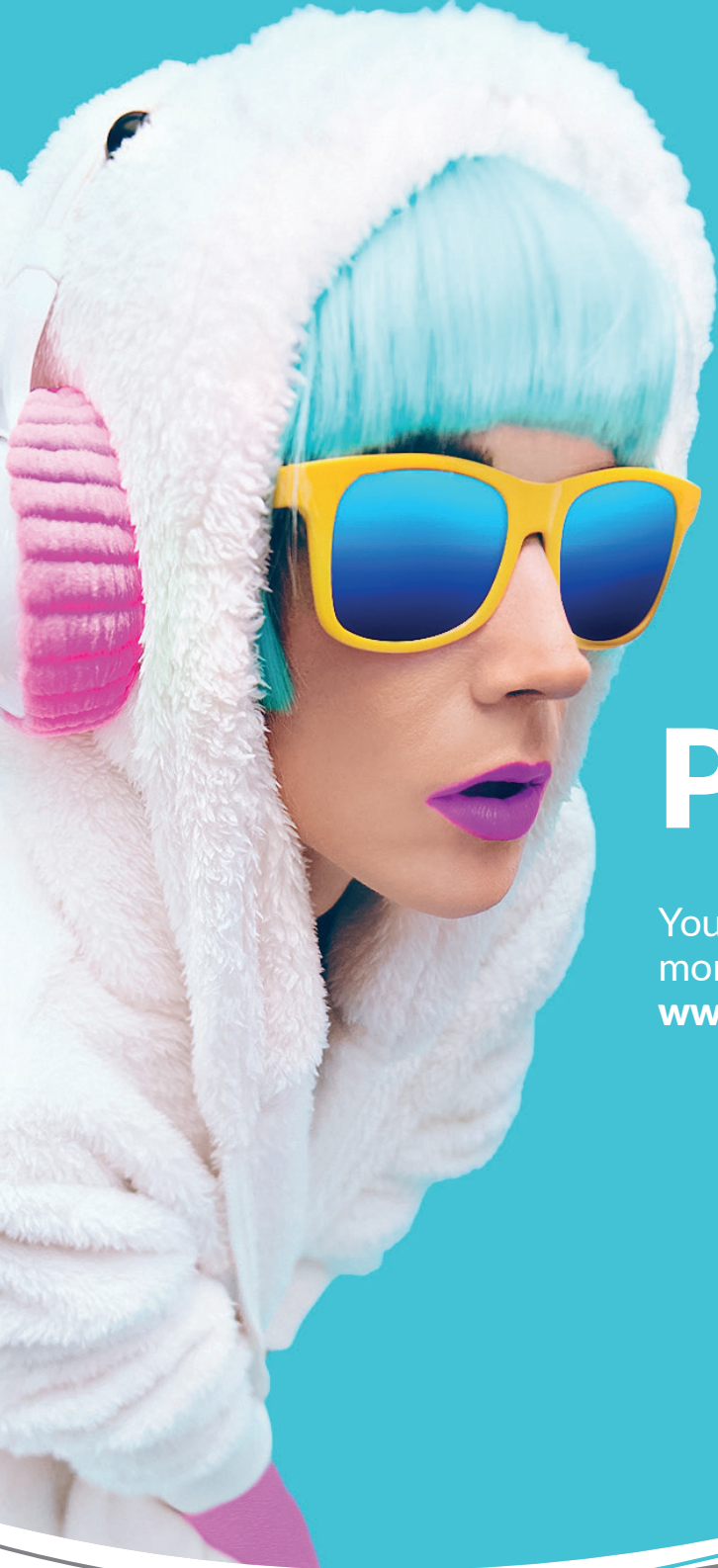
THE BENEFITS FOR YOU:

- Optimal overview for shoppers
- Perfect product removal aid
- Increase the impulse purchase rate
- Appealing product presentation

**Secure your regular spot
with individual branding.**
Ask us! We have the solution!

**Ice cream lift,
bag lift,
herb lift or
pizza lift**

POSTUNING®
a Vofßenrich company



Psssst...!

You can find
more information here:

www.postuning.com/categories/frozen-food/

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