

# Winning Instore | Second Placement tools

## F Pallet bridge



Promotions with paint are the traffic generators for all DIY stores. You'll find a pallet with paint in the center in the promotions area of any store. This draws maximum attention from every consumer in the market for a paint job. The pallet bridge is a POS tool that literally bridges this paint, which is not necessarily AkzoNobel branded, pallet promotion to connect pre-deco with paint.

The offered pre-deco products don't need to be in promotion themselves. As long as the paint promotion is attractive, the pre-deco products will fly off the bridge. The pallet bridge can be used with different pre-deco offers:

- ✓ draw attention to one premium product (should of course be related to the corresponding paint) for up-selling, e.g. light-weight fillers in a tube.
- ✓ full pre-deco journey range of products; put strippers, cleaners, fillers and primers on top of the bridge. This shows the wide range of our offer.

The pallet bridges have two holders for additional promotional communication cards at both sides. Additionally, the pallet bridges should be branded with stickers at the front and back.

### Information

<b>Supplier</b>	
Janus Metaal BV, Nieuwe Atelierstraat, 5056 DZ Tilburg, Netherlands, +31 13 543 4279	
<b>Contact:</b> Koen Janus, info@janusmetaal.nl, www.janusmetaal.nl	
Price (approximately) per unit	€95
Lead time	6 weeks
Outer dimension shipping package	130 x 35 x 23 cm
Outer dimension unboxed and assembled	128.5 x 33.5 x 104 cm
Assembly guide	yes
Weight	16 kg
Material	metal
Minimum order quantity	1 item
<b>Promotional communication</b>	
Supplier (brand sticker and comms card)	Komuniko, r.steenbakkers@komuniko.nl
Print dimensions of side card	30.5 x 41.4 cm

Market	Branch	Period	Offer	Result
Netherlands	Gamma	6 months	Tube Quick Drying filler	Lift 2.6
Netherlands	Praxis	12 months	Tube Quick Drying filler	Lift 2.0
			Cleaner	Lift 2.9
			Stainblock primer	Lift 1.8

### Objective

- ♥ **Make me care**
- 😊 **Make it easy**
- ! **Remind me I need it**
- 🔨 **Right product for right task**



AkzoNobel Decorative Paints