

Winning Instore | Second Placement tools

G Clipstrips

The cheapest way to focus the attention on pre-deco is using clipstrips. These plastic strips can be positioned in the paint corridor or for example in the plaster board area. Fill them with relevant products, using the eurolock, and they will outsell the regular shelf positions of these products.

The offered pre-deco products don't need to be in promotion themselves. As long as they are placed in a relevant location they will find their way to the basket.

The clipstrips have holders for additional promotional communication at the top on which additional information and/or the price can be communicated.



Information

Supplier	
Print Point Displays, IJzerweg 51, 5342 LX Oss, Netherlands, +31 (0)412 45 18 45	
Contact: Jasper Zuidwijk, www.printpointdisplays.com	
Price (approximately) per unit	€3.65
Lead time	6 weeks
Outer dimension shipping package	128 x 14.8 cm (H x W)
Outer dimension unboxed and assembled	130 x 15 cm (incl. 3 pos cards and S-hook)
Assembly guide	N.A.
Weight	0.1 kg
Material	PVC
Minimum order quantity	1,800
Content of product	12-14 products
Promotional communication	
Supplier (brand sticker and comms card)	Komuniko, r.steenbakkers@komuniko.nl
Print dimensions of side card	10.5 cm x 14.8 cm

Market	Branch	Period	Offer	Result
Netherlands	Karwei	6 months	Tube Grout refresher white	Lift 2.4
Netherlands	Praxis	6 months	Tube Quick Drying filler	Lift 2.6

Objective

-  Make it easy
-  Remind me I need it
-  Right product for right task

