

Winning Instore | Second Placement tools

H Shelf wings



Normally you can find promotions at the gondola end in all retail stores. These spots draw extra attention from the consumers passing by. The shelf wings are developed to literally wing those promotions. You can populate the shelf wings with Wood filler when, for example, trim paints are displayed at the gondola end.

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.

Information	
Supplier	
Janus Metaal BV, Nieuwe Atelierstraat, 5056 DZ Tilburg, Netherlands, +31 13 543 4279	
Contact: Koen Janus, info@janusmetaal.nl, www.janusmetaal.nl	
Price (approximately) per unit	€45
Lead time	6 weeks
Outer dimension shipping package	112 x 40 x 22 cm
Outer dimension unboxed and assembled	110 x 38 x 20 cm
Assembly guide	
Weight	6.8 kg
Material	Metal
Minimum order quantity	1 item
Number of hooks	16 - 20 (depends on packaging size)
Promotional communication	
Supplier (brand sticker and comms card)	Productcards Kommuniko, r.steenbakkers@kommuniko.nl PVC sleeves for product cards Print Point Displays: www.printpointdisplays.com Contact person: Jasper Zuidwijk + 31 (0)6 133 021 78
Print dimensions of card	10.5 cm x 14.8 cm

Market	Branch	Period	Offer	Result
Netherlands	Praxis	6 months	Tube Wood filler	Lift 1.9
			Tube Wood equalizer	Lift 3
			Filling knife	Lift 3

Objective

- ♥ Make me care
- 😊 Make it easy
- 🌀 Enjoy making your mark
- ! Remind me I need it
- 🔨 Right product for right task

