

# Winning Instore | Second Placement tools

## K (Counter) Displays



One of the most common ways to get extra attention for your products is an 'ordinary' display. In the pre-deco key markets we find many successful examples. Available in lots of different shapes, sizes and constructions. A relatively cheap but very strong display is the counter top display because it can be located at the tinting counter.

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 €18 (depending on order size)

Lead time 6 weeks

Outer dimension shipping package 41 x 33 x 20 cm (H x W X B)

Outer dimension unboxed and assembled 39 x 32 x 18 cm (H x W X B)

Assembly guide N.A.

Weight 1.8 kg

Material Metal

Minimum order quantity 1 item

#### Promotional communication

Supplier (brand sticker and comms card) Kommuniko, r.steenbakkers@kommuniko.nl

Print dimensions of card 32 cm x 35 cm

Market	Branch	Period	Offer	Result
Netherlands	Gamma	3 months	Tube Wood filler	Lift 2.4
			Tube Wood equalizer	Lift 2
			Filling knife	Lift 2

### Objective



Make me care



Enjoy making your mark



Remind me I need it



Repeat by satisfaction