

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

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	€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
Promotional communication	
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



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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



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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



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I Totem display

An eye-catching totem pole with strong branding and many promotional communication possibilities will stand out in the DIY outlet. The so-called totem display is exactly that. It can be located anywhere near the paint aisle, or at other relevant places.

The offered pre-deco products don't need to be in promotion themselves. This is not an up-selling tool but more focused on facilitating repurchases and reminding shoppers about their latent need for more universal filler products.

It can easily be replenished from the top with one or two different products at a time.

The totem displays have one large tube for additional promotional communication posters.



Information

Supplier	
HDL Display, Zandfort 17, 4631 RK Hoogerheide, Netherlands, www.hl-display.com, +31 164 662 660	
Price (approximately) per unit	€65 / €85 (depending on order size)
Lead time	8 weeks
Outer dimension shipping package	81 x 33 x 117 cm
Outer dimension unboxed and assembled	188 x 64 cm (H x W)
Assembly guide	Yes
Weight	5.1 kg
Material	PVC and Plastics
Minimum order quantity	1 item
Content of product	144 Tubes
Promotional communication	
Supplier (brand sticker and comms card)	Kommuniko, r.steenbakkers@kommuniko.nl
Print dimensions of poster	2 posters: 58.5 cm x 76 cm

Market	Branch	Period	Offer	Result
Netherlands	Karwei	6 months	Tube Wood filler	Lift 5.9
Netherlands	Praxis	6 months	Tube Multipurpose filler	Lift 2.5
Belgium	Hubo & Brico	All year round	Tube Quick Drying filler Tube Multipurpose filler	+25%

Objective

- ♥ Make me care
- 🌀 Enjoy making your mark
- ! Remind me I need it
- 🔄 Repeat by satisfaction



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J Oil drum/BBQ







This Oil Drum BBQ Display is a commercial asset for you as well as for the store manager. The mechanism behind it drives the sales in the stores. Because it's only when the amount of product agreed upfront has been sold through the drum that the store manager will receive the matching grill. This will encourage the manager to execute the promotions well.

The looks of this item tap into the impulse-buying consumer. Many different ways of promotions are possible. But again the offered pre-deco products don't need to be in promotion themselves.

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	€85
Lead time	6 weeks
Outer dimension shipping package	60 x 87 cm = high x radius
Outer dimension unboxed and assembled	57 x 87 cm = high x radius
Assembly guide	N.A.
Weight	18 kg
Material	Metal
Minimum order quantity	1 item
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	Gamma	2 months	Tube Wood filler	Lift 2.1
Netherlands	Karwei	6 months	Tube Wood equalizer Tube Quick Drying filler	Lift 1.9 Lift 2.4

- Objective**
-  Make it easy
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 -  Repeat by satisfaction



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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

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L Cardboard tube

The cardboard tube is an easy and cheap alternative. It is a slim design which fits in every store. It can be located anywhere near the paint aisle, or at other relevant places. It's pretty stable so can be re-filled and used as a (semi-) permanent second placement.

The offered pre-deco products don't need to be in promotion themselves. This is not an up-selling tool but more focused about facilitating repurchases and reminding shoppers about their latent need for more universal filler products.



Information


Supplier

Packing Division DS Smith Packaging Deutschland Stiftung & Co. KG, Bellingerstrasse 7-9, 36043 Fulda, Germany
Contact: Guido Wollscheid, Betriebswirt IHK, Account Manager, +49 172 650 9015, guido.wollscheid@dssmith.com

Price (approximately) per unit	€31 / item (depending on order size) All cutting tools available, including. Excluding print plates.
Lead time	It comes folded and has to be set up in store by the store staff or the sales reps. You will need a 1/4 Chep palette as basis. It can hold up to 144 tubes.
Outer dimension shipping package	950 x 690 x 60 mm
Outer dimension unboxed and assembled	600 x 400 x 1,500 inclusive pallet
Assembly guide	N.A.
Weight	2,200 gr without pallet
Material	Corrugated cardboard
Minimum order quantity	300 displays = €31.05 per display 500 displays = €23.63 per display 750 displays = €19.58 per display

Market	Branch	Period	Offer	Result
Germany	N.A.			

Objective

-  Make me care
-  Enjoy making your mark
-  Remind me I need it
-  Repeat by satisfaction