

Facer Shelf Management System



What is Facer?

Facer Shelf Management System is the solution for maintaining high-maintenance categories, keeping product at the front of the shelf where it is most visible. With one movement, a Facer frame can pull an entire row of product to the front of the shelf, saving time on re-stocking, counting and facing up product.



Facer Shelf Management System



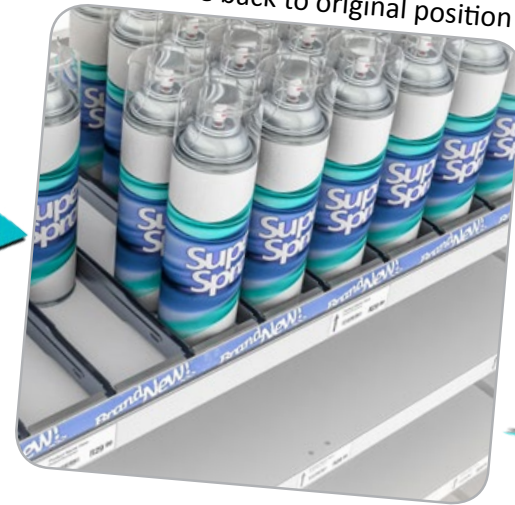
Lift up a frame



Pull frame forward to restore facing



Push frame back to original position



Before



Facings need to be restored. Product is not optimally placed to encourage impulse buying.

After



Facings are restored in seconds. Product is neatly presented and easily shoppable.

How Does Facer Work?

Facer Shelf Management System



Is it complicated?

The Facer system consists of only three parts:

1. Branding riser (holds branded strip inserts)
2. End caps (hold branded POS cards)
3. Facer frames



Branded Strip Insert



Branded POS Card

1) Branding Riser

2) End Caps

3) Facer Frame

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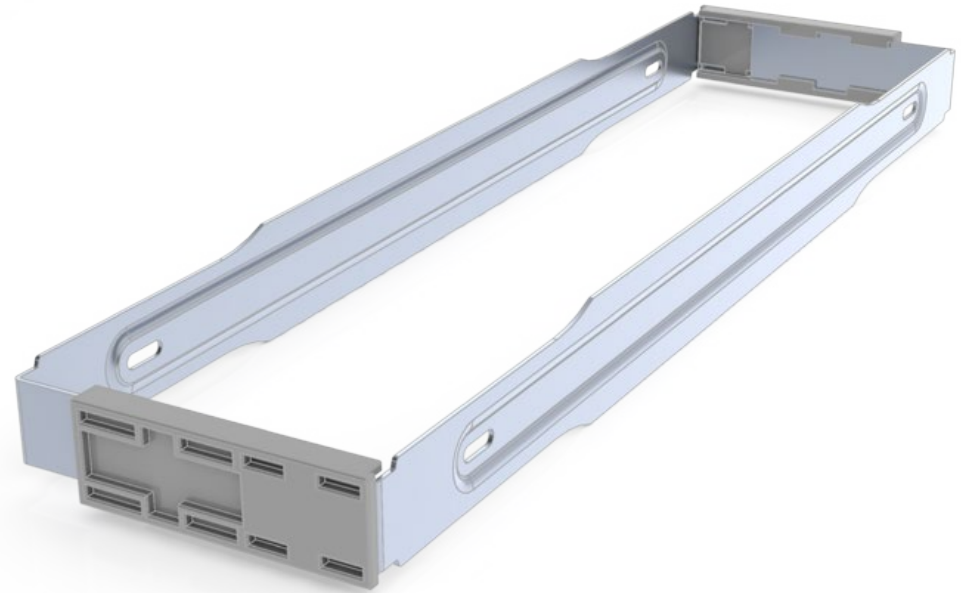
Is Facer Versatile?

Product Width:

Innovative, easily-adjustable slider-frames expand and contract to accommodate a wide variety of products.

Shelf Depth:

Facer slider-frames are also available in various fixed lengths.



Slider-frames are available in two sizes, accommodating product widths ranging 47-70mm and 68-110mm



The following fixed lengths are available:

- 355mm
- 395mm
- 400mm

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Where do I need Facer?

Facer ensures that shelf maintenance is made easier when merchandising product on a shelf in a high-maintenance area that is frequently used for promotions. Facer is ideal for presenting promotional branded POS cards/strip inserts and assisting with category management, while neatly presenting product with full front facings to improve sales.



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Where do I need Facer?

Facer discourages over-stocking and prevents breakages caused by moving items forward from the back of the shelf in the conventional manner. Facer therefore provides the additional benefit of making breakable product much easier to merchandise.



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