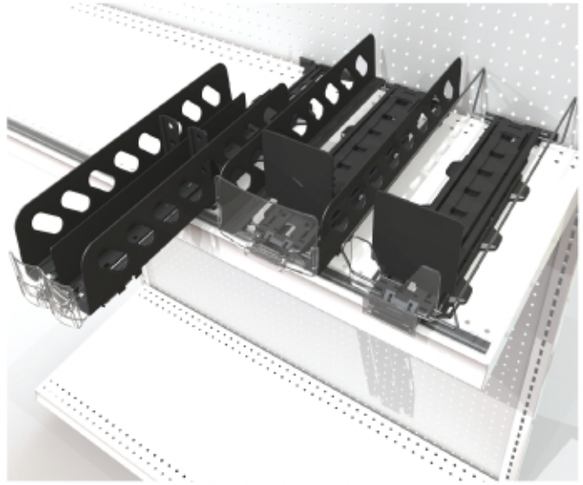
Creative Spotlight-Shelf Display Systems

Hankscraft Inc. has introduced a 5" LCD Shelf Talker. The 5" LCD is housed in a molded enclosure with two mounting arms for easy attachment to any retail shelving unit. The screen is battery powered by 8 AA or D cell batteries in a clip that will hide under the shelf. With a 30 second video, expect up to 7,000 activations by push button or motion sensor. Graphic decals for the housing are also an available option. For more information, contact Hankscraft Inc.., 300 Wengel Drive,Reedsburg WI 53959; www.hankscraftpop.com.

Blanc Display Group offers Inline Gondola and End Cap Dress-Ups to help products gain maximum in-store exposure. These dress-ups can be created with a wide variety of materials, including wood, metal and vacuum formed plastics. For more information, contact Blanc Display Group, 88 King St., Dover, NJ 07801; www.blancind.com.



Marketing Impact Limited has introduced the Shelf Mounted Kwickload ™ pusher system. The Kwickload™ expanded its boundaries and can now be mounted on top of most retail shelving. The result consists of an adjustable modular attachment piece that adapts to MIL's standard Kwikload™ and locks into the back of most shelves. This feature allows the Kwickload™ to retain all the characteristic that made it a success while adding the benefits of mounting to most depths of retail shelving. MIL is also showing Beverage Enhance, a new and revolutionary pusher system specifically designed to hold beverage enhancing products in the retail environment. What is so revolutionary about MIL's system is the ability to pull out each shelf of pushers, allowing the retailer to easily rotate and restock the product. For more information, contact Marketing Impact, Ltd., 50 Planchet Road, Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.

VKF Renzel USA Corp.'s custom shelf dividers take full advantage of its custom routing and heat-bending capabilities. With the ability to attach permanent adhesive or magnetic tape, the shelf dividers help keep shelves neat and tidy. Made in the USA from shatter-resistant PETG. For more information, contact VKF Renzel USA Corp., 1400 E. Devon Ave. Elk Grove Village, IL 60007; www.vkf-renzel.us.

One Source Specialties offers Shelf Stalkers,™ which easily attach to shelves. Adhering to the shelf with strong neodymium magnets, it can go straight from the box to the shelf without any hardware and can easily be moved and repositioned. While products in stores are often difficult to see from the ends of aisles, Shelf Stalkers ads are parallel to shoppers' line of sight. This positioning, combined with two graphic statements on each display, provides maximum exposure for brands and enables shoppers to quickly locate products. Shelf Stalkers are available in four different styles and sizes. In addition to different sizes, Shelf Stalkers are also available with LED lights that grab consumers' attention as they approach the product. Motion sensors are used to conserve energy and save battery life. For more information, contact One Source Specialties, LLC, 185 Technology Drive, Irvine, CA 92618; www.osi-creative.com.

Duco has introduced 7.0" Open Frame Low-Cost Media Players. Designed without injection-molded plastic housings, these ultra light-weight, low-profile players are ideal solutions for corrugated, semi-permanent, and custom designed at-shelf displays. Both Low-Cost (C) and Low-Cost (D) versions are battery-powered and include a speaker and battery tray. For more information, contact DUCO Technologies, 191 North Gibson Rd., Henderson, NV 89014; www.ducotech.com.

Trion offers AMT™ Adjustable Merchandising Trays. Trion's adjustable merchandising tray helps organize chaos and increase sales at the shelf. Ideal for dairy, freezer and center store, the adjustable merchandising tray is designed for yogurts, ice cream, pudding and gelatin cups, instant soup and noodle cups, tubs, bottles, and other difficult to organize products. It is available in different sizes. The Small AMT adjusts from 2 11/16" to 3 5/16." The Medium AMT adjusts from 3 5/16" to 3 15/16", and the Large AMT adjusts from 4" to 4 5/8." For more information, contact Trion, 297 Laird St., Wilkes-Barre, PA 18702; www.trionline.com.

Outwater's new line of Cable Shelving Hardware is an economical alternative to conventional, view-impeding shelving components. Outwater's Cable Shelving Hardware kit comprises top and bottom fittings, shelf stabilizers and paired complementary single or double shelf clamps that, by means of supplied high-strength 1/8" thick 304 grade stainless steel cables, can hold up to 5/16" thick glass, acrylic or polycarbonate shelves with a maximum 44 lb. load rating per shelf. The hardware is manufactured of solid brass finished in polished or satin chrome. For more information, contact Outwater Plastics Industries, 24 River Road, P.O. Box 500, Bogota, NJ 07603; www.outwater.com.