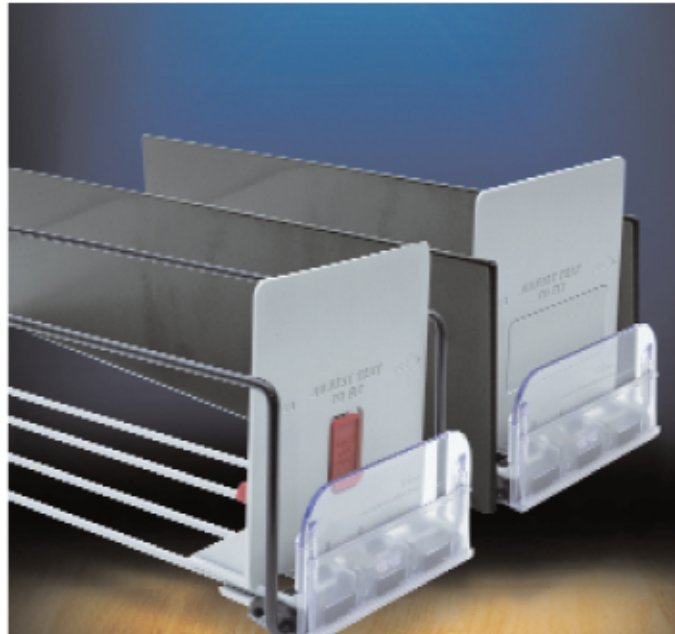


Creative Spotlight-Shelf Display Systems



Trion's patented Wonder Bar and tray system can boost sales in a freezer, cooler and a center store setting. Trion's WonderBar® Merchandising System is designed and manufactured with the most innovative accessories to increase facings, maximize visibility, enhance package billboarding, ensure product rotation and reduce shrinkage. Easy to install and adjust, this complete merchandising system also ensures quick restocking. All of Trion's products are made in Northeastern Pennsylvania, USA. For more information, contact Trion, 297 Laird Street, Wilkes-Barre, PA 18702; www.triononline.com.



Focus America has introduced a Shelf LED Edge Lite Reflector Tray Scrolling Bar. Designed with reflective high lumens led lites to reflect and highlight merchandised bottles and other consumer products. The LED scrolling sign can display product pricing, messaging and other promotional messages. The led panel edge lites and the front scrolling sign are battery powered. The unit is available in many colors to compliment brand images. For more information, contact Focus America Group, 11956 Bernardo Plaza Drive, San Diego, CA 92128; www.focusdisplay.com.



Hankscraft's LCD shelf talkers and aisle blades engage consumers and encourage them to purchase. These units are fully enclosed and come with mounting arms for easy installation onto most retail shelving units. Their bright LCD screens are powered by 8 "AA" or "D" cell batteries in a convenient clip that hides discretely under the shelf. Video content is triggered via motion sensor or push button; a 30-second video can be activated up to 7,000 times on one set of batteries. Custom graphics can be added to the housing to compliment your content. For more information, contact Hankscraft, 300 Wengel Drive, Reedsburg, WI 53959; www.hankscraftpop.com.



Dairy Farmers of Canada promotes Canadian milk products and encourages healthy eating habits. As part of a whole project for in store education, a variety of items were manufactured by Proprint Services Inc., of Toronto and shipped to stores across the country. These in store materials including shelf wobblers, Basewrap, posters, displays, cling vinyl, shelf talkers, and bunker signs were able to educate and steer consumers to the products on shelves. For more information, contact Proprint Services, 5621 Finch Ave. East, Toronto, Ontario, Canada, M1B 2T9; www.proprintservices.com.



The new Kinetic Shelf from Southern Imperial makes shopping easy by providing a simple product facing and customizable shelf planning solution for retailers. Featuring an ultra-slick, high-density polyethylene (HPDE) surface, the Kinetic Shelf maintains low friction to ensure merchandise stays properly faced and accessible to customers. Shelf channels snap into the shelf at the front and back with no additional components or fasteners, and can be aligned to meet varying sizes of merchandise. For more information, contact Southern Imperial, 1400 Eddy Avenue, Rockford, IL 61103; www.southernimperial.com.



The MATS (Merchandising Anti Theft System) is a two in one total shelf solution. It can function as a Anti Sweep/Anti Theft deterrent solution as well as a front of shelf management system. The MATS (OVERLAY Merchandising Solution) is an evolution from the MATS (Merchandising Anti Theft System) using some of the same simple componentry designed in the MATS (Anti-Theft) solution to produce a gravity pusher front of shelf facing merchandising solution. It is designed to be labour saving instore and keeps all products front of shelf and perfectly visible and shoppable for the consumer. It's a NEW alternative to the current pusher systems with less breakable replaceable parts. It allows far easier to change stock facings and product sizes by simply adding and removing weights from the caddies, this compared with needing to completely replace a spring pusher to achieve the required strength and roller shelf systems. The design helps maintaining maximum facings with minimal space loss, is labour saving to install and re-planogram due to minimal components, is cost effective compared to other on shelf merchandising solutions, ensures stock rotation in categories requiring this, easier to fill than conventional pusher systems, less breakages of component, can come in parts to be assembled onsite or kitted to size The MATS Overlay Merchandising Solution was created by iDesign Group PTY LTD., Sydney, Australia; www.idesigngroup.com.



Marketing Impact Limited developed a shelf-mounted display concept to promote Twinings' line of premium large leaf bagged teas. The triangular outer acrylic case echos the shape of the tea bag and a vac-formed tea cup protrudes from the back, adding to the display's sense of realism. The display's shape also allows it to be viewed from all sides without interfering with aisle traffic. For more information, contact Marketing Impact Limited, 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Outwater Plastic's Low Voltage Power Track Lighting Systems are perfect for standard Gondola Shelves and can accommodate lights such as t-5 sunrays, premium low voltage single, double or triple ribbons and more. The Track Lighting System also comes equipped with magnets that can help to neatly hide any wiring in order to create a seamless and illuminated look. The system can be easily installed without the need for heavy duty tools or professional electricians, saving money on premium labor costs. Power Track Lighting Systems come in 6 ft. black or white pieces and can be easily cut to any size. For more information, contact Outwater Plastics Industries, 24 River Road, P.O. Box 500, Bogota, NJ 07603; www.outwater.com.