

Creative Spotlight-Shelf Display Systems



Marketing Impact has Introduced a Battery-Operated Time-Delay Security System. The Time-Delay Security System offers retailers the ability to protect high-value and high-theft merchandise by eliminating the threat of shelf sweeping. The system is easily shopped by customers without assistance from a store associate. A Customer simply lifts the handle to access the associated product. The lift will flip-up one product and then locks down all other handles for 30 seconds. This process prevents mass product sweeping and urges customers to shop products with intention. The Time-Delay Security System also keeps the merchandiser full of neatly-arranged and front-faced products. Outfitted with metal and PETG, the Time-Delay Security System is sure to remain durable on store shelves. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Focus Display Group has introduced the E-Lite flashing shelf sign. The sign, which is easily attached to the display shelving is programmed for flashing or static presentation. The battery operated signage makes it easy to change promotional messaging. The plastic housing is available in custom colors. The unit is 8"W x 3"H x .5"D. For more information, contact Focus Display Group, 11956 Bernardo Plaza Drive, San Diego, CA 92128; www.focusdisplay.com.



Testrite's LED Charisma SEG Shelf Edge display, is a three-sided fabric lightbox that grabs shoppers' attention at the shelf level. Designed to attach to existing Gondola end cap shelving, LED Charisma SEG Shelf Edge display can sit right above the merchandise they're promoting. SEG Graphics make it easy to update messages. This adds big impact to existing fixtures. For more information, contact Testrite Visual, 216 South Newman Street, Hackensack NJ 07601; www.testrite.com.



siffron's Kwik-Set Slow-Feed Pushers are designed to face fragile and/or stacked product on a shelf, such as wine, baby food, or tea. Slow-Feed Pushers use a special spring dampener to decelerate the pusher and make merchandise move forward at a much slower pace than standard pusher systems. The Power Zone® Kwik-Set™ Self-facing System is flexible to accommodate the widest range of product shapes and sizes. They are available in two spring strengths, for light or heavy products. For more information, contact siffron, 8181 Darrow Rd., Twinsburg, OH 44087; www.siffron.com.



Darko Inc., offers ShopperAccess, the next generation retail theft display security system designed to provide secure access to valuable merchandise. This keyless, wireless and configurable system uses cloud-based analytics and systems monitoring. Shoppers simply use their mobile phones to scan a QR code. The QR code will generate a random PIN to access the merchandise. Physical keys or internet connections are not necessary. For more information, contact Darko, 26401 Richmond Rd., Bedford Heights, OH 44146; www.darkoinc.com.



Wi-Charge, the leader in long-range wireless power solutions, has developed the larger Wi-Spot 7". The new Wi-Spots are 100% larger than the previous 5" displays, with higher resolution, and support a broader number of content management system (CMS) capabilities. The Wi-Spot 7" displays are designed with versatility in mind and can be installed on a variety of store shelf faces, telescoping floor posts, and glass and metal fixtures using a number of mounting clips and backings. The Wi-Spot 7" runs on minimal power while eliminating the need to ship signage to stores. For more information, contact Wi-Charge, 2310 N. Henderson Avenue, Dallas, TX 75206; www.wi-charge.com.



A major supermarket was spending too much time straightening and stocking their coffee display. A test was conducted with the Trion WonderBar system that resulted in a consistently nicer looking display that freed store personnel to attend to other duties. The supermarket achieved an added bonus of adding SKUs in the same section. Sales for coffee increased and labor in the area was saved. WonderBar was successfully rolled out in center store coffee at all store locations. For more information, contact Trion Industries, 297 Laird Street, Wilkes-Barre PA 18702; www.triononline.com.



Marketing Impact's Divide & Slide Snap Tracks allow all types of bottles to be easily shoppable on a slanted shelf. The Slide-In Tracks reduce friction and enhance the products ability to slide along the shelf to make product easily shoppable. Our pusher system can be incorporated into the system to transform flat shelves into self-managing retail displays. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.