

Beverage Merchandising Update



Testrite Steel Fold-Out Merchandisers

Testrite Visual has introduced new steel branded fold-out merchandisers, which are strong enough to hold the great weight required for beverage displays. Starting from a patented European design, these steel merchandisers ship flat, are deeply branded, and are designed to be reused and restocked again and again. "This product has proven itself in the European market," says Testrite President, Jeffrey Rubin, "and we are excited to help brands design revolutionary new merchandising displays." For more information, contact Testrite Visual, 216 South Newman, Hackensack NJ 07601; www.testrite.com



LED Lenticular Back Lite Display

Focus Display Group has introduced a LED Lenticular Back Lite display for in-store and on-premise locations. The custom snap lock frame makes it easy to change and update graphics. The LED Back lite enhances the lenticular graphic movement to attract attention. For more information, contact Focus Display Group, 11956 Bernardo Plaza DR, San Diego, CA 92128; www.focus-display.com.



Stock Permanent Beverage Displays

Midway promotes brand awareness in retail arenas for all types of beverage clients', from RTD Cocktails and Singles to mocktails and cannabis concoctions to grab-and-go natural energizers and health-conscious waters. From stock displays to customized creations, Midway can provide merchandising solutions. All Midway Displays racks are designed using top-grade USA materials that knockdown and pack small to reduce freight & warehousing costs. For more information, contact Midway Displays, 6554 S. Austin Ave., Bedford Park, IL 60638; www.midway-displays.com.



Martini & Rossi Vespa Display

This Martini & Rossi Vespa Display is a tribute to the essence of Italy, beautifully encapsulating the soul of Martini & Rossi and the timeless Vespa motobike. The base of the display is made of metal with vacuum formed plastic wheels and covers. By attracting attention and increasing foot traffic to the display, it aims to drive conversions and increase revenue for the brand. This display was created by The MRL Group, 511 SE 5th Ave., Fort Lauderdale FL 33301; themrlgroup.com.



Lighting System For Beverage Displays

Lighting for Impact has launched a new "Q-Channel" line of innovative retail shelf lighting that's engineered to enhance shopper engagement at the point of purchase. The shelf lighting system illuminates both up and down from the shelf edge and installs in just seconds. Designed using a durable PVC extrusion, the Q-Channel features COB (Chip-on-Board) technology to achieve continuous light output equal to 84 diodes per foot, without the common diode pattern. The channel is compatible with all standard gondola shelving and major pusher tray systems. The Q-Channel installs simply and locks into place on the shelf's existing price rail in seconds with no tools required. The Q channel has its own front-facing ID rail for traditional price tags and signage. For more information, visit www.lightingforimpact.com.



Giant Inflatable Beverage Displays

Good To Grow asked for a helium display replica of their kids juice bottles to use in parades and special promotional events. This inflatable, featuring a package with a character from "Paw Patrol," attracts the attention of kids and their families. This inflatable as created by Air Brands, Inc., 6470 Wyoming St. Unit 2024 Dearborn, MI 48126; www.airbrandsmarketing.com.



Knob Creek & Smithy Rack

The Knob Creek & Smithy Rack was developed, rendered, and manufactured by Heritage Sign & Display. This custom 72" tall rack is constructed of lumber with a MDF backer and has an asymmetrical design to bring interest to the unit. Each rack features two "locking" acrylic boxes for bottles to be displayed and not shopped. Knob Creek and Smithy Ironware have partnered together so these racks also feature two hooks to hang cast iron skillets on for display purposes only. 4CP digital high-resolution printing of brand graphics is on the backer and kick-plate. This rack is shipped fully assembled. For more information, contact Heritage Sign & Display, 344 Industrial DR., Nesquehoning, PA 18240; www.popsigns.com.



Kwickload® For Cooler Beverage Pusher System

The Kwickload® for Cooler allows for quick and easy beverage restocking and rotation. Made from ABS plastic, Kwickload for Cooler's unique durability suits any type of beverage. With a clear front fence to maintain brand visibility and ensure ease of product selection, the built-in pusher system keeps products front-faced. Additionally, the Kwickload for Cooler is suited for flexible retail spaces as it's easy to install, remove and adjust. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.