



## Branding and segmentation

Brandline™ - The easiest way to bring your brand to life

# Brand your shelf...



Reinforce your brand  
visibility where it matters  
the most: on shelf



## The easiest system for reinforcing brand visibility

Brandline™ provides new possibilities from a variety of standard solutions and accessories.

Our team of experts worked with major FMCG players to develop a segmentation system which is both robust enough for the harshest retail environments but with the flexibility to change with each store layout.

## Extending the message area

Communicate your brand values and product benefits on the shelf where it matters the most to the store and consumer.



Especially adapted for H&B, Drugstores and Pharmacies, Brandline™ maximizes the message area while covering a minimum of product behind.





# ...and show product benefits to consumers

## Securely fitted communication accessories

### Create a unique branding solution using a 'shelf ready' system

Select from a collection of shelf liners and highlighters to create effective shelf and brand segmentation to reinforce messages and reassure shoppers by creating positive disruption and campaign triggers.

- Structure your offer and maintain an attractive display with a range or merchandising solutions
- Securely fit perpendicular signage as well as accessories
- Robust retail proof solution



|                                    |  |
|------------------------------------|--|
| Robust retail proof system         | Brandline™ can be securely fitted to the shelf             |
| Segmentation for shelves and hooks | Shelf liners can be installed using a range of accessories |

|  |   |
|--|---|
| Budget to premium solutions available        | Brandline is compatible with our Ad'Lite™ LED lighting solution |
| Develop brand recognition and sales in-store | Segmentation helps shoppers with their purchasing decisions     |

## A proven solution for increasing sales

### Brandline™ is the perfect solution within categories where product understanding is a key factor to develop sales.

It has been proven that, in the retail environment, clear segmentation aids customers in their purchasing decisions and drives sales.



# Shelf segmentation made easy...



Brandline™ enables you to design premium shelf edge communication especially effective when combined with lighting.

## ...with the most effective and flexible on-shelf communication system



## Improve brand awareness and develop brand presence in-store



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