



**Keeping products
visible at all times**

Roller Track™ – full range visibility

save labour cost

Increase
your
category
sales...



Maintenance free gravity feed system



...and improve the product display

Well stocked shelves at all times

Maintaining good stock rotation

Roller Track™ is a proven system that will save labour costs and improve your stock rotation. The system moves products to the front of the shelf as they are selected so keeping a consistent stock display.

Roller Track™ will not only improve your bottom line by boosting the category sales – it will also minimise time spent re-merchandising. The rollers are self cleaning and remove any dust as they rotate.

Units can be washed in warm water to remove remains of any loose product or broken packs. Adjustable dividers are available to segment each product so that no special equipment is needed when making changes.

Roller Track™ is especially suited to dairy products, beverages and heavy products as it can be used for a variety of packages that have flat bases.

- Easy to install, use and maintain
- Possible to install directly on flat shelving without losing space
- Easy to re-merchandise
- Perfect for back-loaded coolers.
- For back fed coolers, tests show a reduction in refill time of over 20%



Improved shopability	Display is neat and full of product
Easy access to products	Products are moved to the shelf edge every time
Price & product always match up	Price matches product

Increased sales	Shelves look fully stocked all the time
Reduce labour cost	Reduced time spent maintaining a tidy shelf
Improved stock rotation	Major reduction in hours spent refilling or front facing products

Improved visibility, less maintenance

Roller Track™ delivers full visibility of products and allows the consumer to make their choice quick and easy. The added benefit to the store is empty facings are immediately detectable for refill.

Quick and easy to install

Roller Track™ is a shelf ready unit that can be installed directly on to the shelf fixture. The roll-fed system simplifies stock replenishment whether filling from the front or rear. It can be supplied as individual tracks or assembled sheets of any size and is easy to transport and mount.

Used with an angle mount the sheet is placed on the shelf creating enough gravity to allow products to naturally fall to the front of the shelf.



The Roller Track™ system is manufactured to a high standard and robust enough for all retail environments. We are so confident of it's ability we have given it a 5 year warranty.



A proven track record

According to recent reports from AC Nielsen and HUI studies installing Roller Track™ within a category can give between 3-5% sales increase.*

- Sales increase of 6-8% in the 11 week test period
- Sales increase of 20% during peak hours
- Major reduction in number of hours spent on re-merchandising
- Improves the working environment for store employees
- Improves product presentation and invites consumers to buy

* Data provided from a study in Norway 2008 by AC Nielsen.

+20%



Boost your product presentation



International studies show that stores lose 10% of their sales due to out of stocks, and add to customer dissatisfaction.

Improve stock rotation and increase sales



Roller Track™ provides an attractive fixture and delivers product to the shelf edge at all times



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