



Customised Shelf Trays

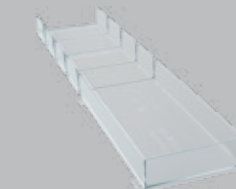
▲ PRODUCT LAUNCH ▲ SHELF BRANDING

BRAND*man* ^{HL}

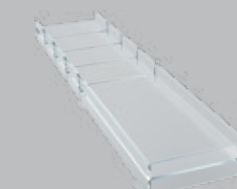
Bring your **brand** to life

CLASSICAL SHELF TRAYS

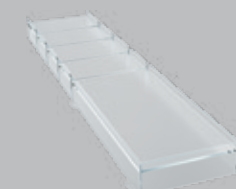
TRAY TYPES



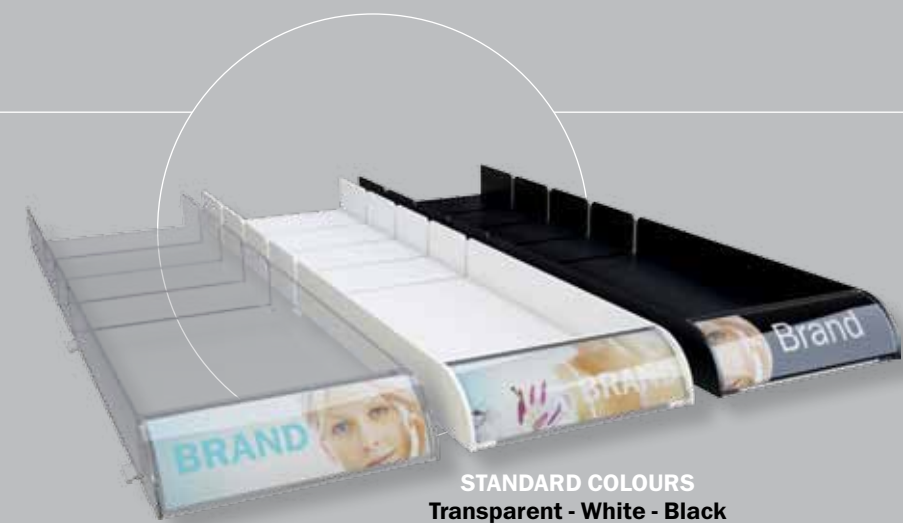
S STANDARD
Shelf tray with normal floor.
For tall and mid-sized products.



M RAISED FLOOR 10 MM
Shelf tray with semi-raised floor
Tray floor level raised 10 mm.
For mid-sized products.



R RAISED FLOOR 20 MM
Shelf tray with raised floor
Tray floor level raised 20 mm.
For small products.



STANDARD COLOURS
Transparent - White - Black

WALL OPTIONS



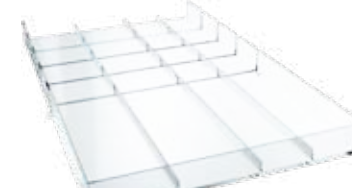
TW TWO WALL
Two-wall tray
Classic tray with walls on both sides.



OW ONE WALL
One-wall tray
Single wall tray to gain shelf space.



NO WALL
No-wall tray
Standard tray without walls.



D MULTI FACE
Multi-Face tray
For two or more product facings in one organiser.



T TUBE
Multi-Face tray
For tubes and other products that requires special internal partitions.



SPECIFIC COLOUR

TRAYS ACCESSORIES

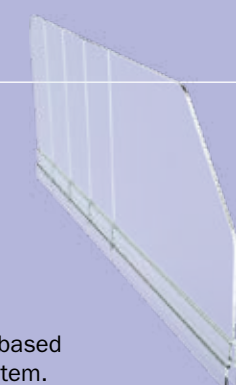
PRODUCT PRESENTATION



REC RECLINER
Recliner Tray
For thin products, blister packs.



P PUSHER
Pusher Tray
An integrated spring-based product feeding system.



EXTRA WALLS
To keep stackable or very light items neatly in line.



LEAFLET POCKET
Allows the placement of leaflets next to a particular product.



INFO SCROLL
Makes more information available to consumers.

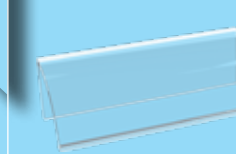


FRAGRANCE TESTER
Fragrance marketing of your specific product right at POP.

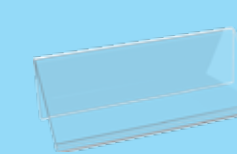
COMMUNICATION SUPPORT

FRONT OPTIONS

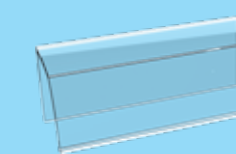
PRE-TOOLED FRONT



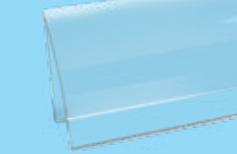
RF
Pre-tooled round front
Height 32,5 mm.



SF
Pre-tooled straight front
Height 32,5 mm.



DF
Pre-tooled squared front
Height 23 mm +16 mm on top.



RF45
Pre-tooled high front
Height 45 mm.

CUSTOMISED FRONTS



CUSTOMISED SHAPED FRONT
Unique design. Raised surfaces possible.



PRINTED FRONT
To secure brand visibility.



HAIR COLOURANT FRONT
Unique design for hair colourants. Other accessories possible.

MODULAR MERCHANDISING UNIT

DOUBLE DECKER



DD DOUBLE DECKER 1
Double decker off-set
A space-efficient system for the shelf or counter tops. Top level is off set.



DD DOUBLE DECKER 2
Double decker straight
A space-efficient system for the shelf or counter tops. Double your shelf space. Both levels are equally deep.



FLEX WALL
Flexible and modular merchandising unit. Ready-to-shelf unit adjustable to your planogram.

BRAND YOUR SHELF

- Control your shelf space
- Develop Brand awareness
- Strengthen your brand visibility

Keep the reserved space neat and organised helping consumers to select the right variant of your brand.



TECHNICAL INFO

Material

Environmental friendly recyclable polystyrene.

Length

400 mm (can easily be shortened by breaking-off at perforations to 350, 300, 250 and 200 mm). Long versions up to 600 mm are also available for some formats).

Width

Available in all sizes in between 40-300 mm (internal width) in increments of 2,5 mm.

Colours

Standard colours: black, white and transparent. A large selection of special colours is also available at a surcharge.



BRANDMAN^{HL}

Bring your brand to life

HL Display's innovative solutions focusing our proven competence in primary and secondary placement of branded products for the retail industry.