



# « Shelf Management Made Easy! »»

**Optimal™+** - The world's best shelf merchandising system just got better!



**Optimal™+** is an upgraded version of our merchandising solution which has been the standard within the retail business for many years. With Optimal™+ we introduce an evolution of this market leading system, which at the same time simplifies life for store personnel.

## From consumer point-of-view

Clear and attractive presentation of the offer  
Products and price labels always match up  
Contributes to a better environment

## From store point-of-view

Easy mounting  
Effortless adaptation to changes in planogram  
Saves time

# Optimal™+

## Invisible time saver

**The Optimal™ system** increases impulse buying while reducing time spent to keep the shelf in order. An invisible time saver for store employees who will experience a new way of working with ease of installation or introduction of new products and effortless adaptation to changes in the planogram.

### How does it work ?

A new patented back rail & back grip permit a new way of working.

With the new back grip, the dividers can be adjusted from the front of the shelf. No need to click the divider at the back of the shelf.

– Just hook it onto the back rail!



We design our products to be as resource-efficient as possible in every aspect of their life – design, manufacturing, transportation, in-store and at end of life. We guarantee the functionality and durability of our solutions. The new dividers contains recycled PET (R-PET) from drink bottles, contributing to a better use of our planets resources.



Suitable for...

**SPEEDING UP YOUR  
SHELF MANAGEMENT**

### Benefits

- Saves time & labour – 20% or more compared to a standard divider system.
- Works with all type of shelving
- Compatible with existing Optimal™ front solutions
- Optimal™+ contains recycled PET(R-PET)