

SideKick™ - What is it and how does it work?

MODULAR CROSS MERCHANDISING UNIT

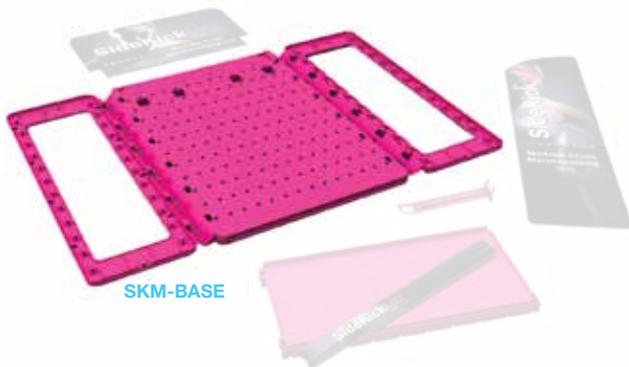
SideKick™ concept comprises of a base - which is modular to fit any type of brand. Different sized products can be presented either on shelves or hooks, or a combination of both with bulk products in trays or by gravity. In order to increase the number of products sold in a limited space, two units can be attached together. Easy to transport, to mount and to dress up!

Unit base

From flat pack to gondola end unit

Sidekick™ comes flat packed to simplify storage and reduce transport costs. No tools are required to mount the unit.

- Bend the side panels
- Attach shelves or hooks
- Insert signage kit
- Place fixing accessory at the back



RAL 9017
PMS Black
HL color S

TRAFFIC BLACK

RAL 7035
PMS 421
HL color S8

LIGHT GREY



Standard colours include grey and black. But customised colours have a stronger visual impact!

Minimum order quantity for a custom colour is 500 units.

Double unit



- Increase total amount of products displayed in a limited space by using 2 units (up to 3) mounted underneath each other using a simple connector strip.
- For security reasons when assembled units are locked in all directions.



- Shelves can be fixed of intervals of 44mm. 11 positions are found along total height.
- Standard base has holes for peg merchandising: diameter 6.5mm with a distance of 25mm between their centres.

Width	Depth	Height	Max. load
395mm	200mm	560 / 1120mm*	16kg

*Double unit.



Product presentation

DISPLAY PRODUCTS ON SHELF

- Mounted in place on the base unit with 44mm intervals
- Shelves have two different edges:
 - a 10mm integrated front riser on one side
 - a track to insert additional front riser on the other side

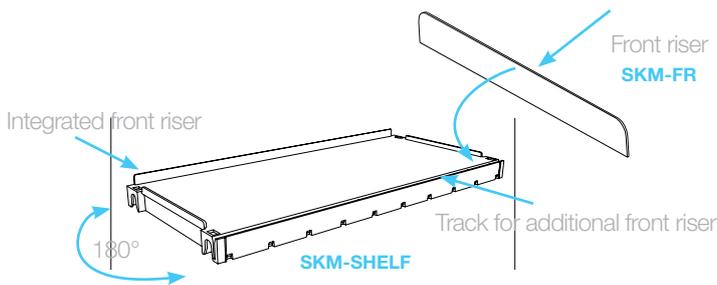
Width	Depth	Height	Max. load
360mm	160mm	20mm	8kg

Standard colours are grey and black. Minimum order quantity for custom colour is 1500 pieces.

Front riser to maintain products

- Transparent front riser with rounded corners can be added to prevent products from falling

Width	Thickness	Height	Max. load
370mm	2mm	38mm	8kg



Maximum load per unit is 16kg. It is recommended to check product sizes and quantity before merchandising.

Label holder to enhance brand message

- Many different profiles and different shapes highlight brand messages at the shelf edge.



Profile	Description	Usage
1	Hinged curved label holder	Used with 39mm printed label inserted - brand message and price labelling
2	Straight label holder	
3	Slimline™ carrier profile	Individual label holders are needed (Ref. FF)

DISPLAY PEGGED MERCHANDISE

- Hooks and shelves can be mixed using the same base.
- To gain merchandising space with pegged merchandise only, side panels are removed to allow more facing in width.

Width	Depth	Height	Max. load
395mm	18mm	560 / 1120mm*	16kg

*Double unit



FLIPSTICK-D 150 MM

*Other hooks on request



SKM-P-KIT

MIX PRODUCTS ON SHELVES AND HOOKS

- Flexibility allows any type of products to be displayed in the same unit.
- An efficient solution for range presentation.



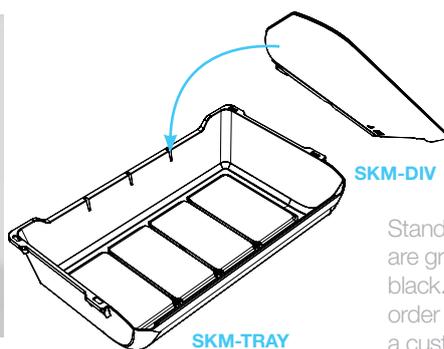
BULK PRODUCTS WITH TRAYS

Improve product shopability

- Trays are mounted in the same base with side panels.
- 3 pre-defined positions allow the display to have shorter bays for a better product presentation



SKM-B-KIT



SKM-DIV

Standard colours are grey and black. Minimum order quantity for a custom colour is 1500 units.

Division	N° of bays	Tray width (mm)	Tray height (mm)	Tray depth (mm)	Max. load
-	1	355	85	205	8 kg
1	2	175	85	205	8 kg
2	3	2 x 105 + 1 x 130	85	205	8 kg
3	4	2 x 105 + 2 x 60	85	205	8 kg



BULK PRODUCTS WITH GRAVITY FEED

Improve product visibility

- Bulk products are proven to develop impulse buying - especially at gondola ends.



SKM-G-KIT



SKM-GD-KIT

A centre divider guides products.

Fill volume	Fill width	Fill height	Fill depth	Grab opening
32 liters	1 x 360 or 2 x 180mm	520mm	170mm	360 x 105mm



Dress the display

- Communicate promotions next to the products.
- Enhance brand visibility and messaging.
- Ideal solution for efficient products launches.
- Signage is easily inserted and updated.

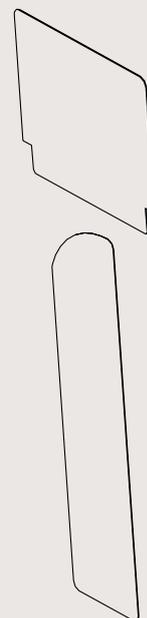
SIGNAGE KIT



- Signage kit consists of top signs, side-panels and paper label.

Signage type	Dimension	Material
Top sign	380 x 250mm	Plastic or cardboard 0.7 > 2mm specific cutting shape
Flat rectangle aisle sign left/right model	170 x 550mm	Plastic or cardboard 0.7 > 1.5mm
Curved aisle sign left/right model	190 x 550mm	Plastic or cardboard 0.7 > 1.5mm specific holes position
Flat rectangle aisle sign with specific shape on top left and right model	170 x 648mm	Plastic or cardboard 0.7 > 1.5mm
Paper insert	39 x 355mm	PVC 0.2mm / paper 250g

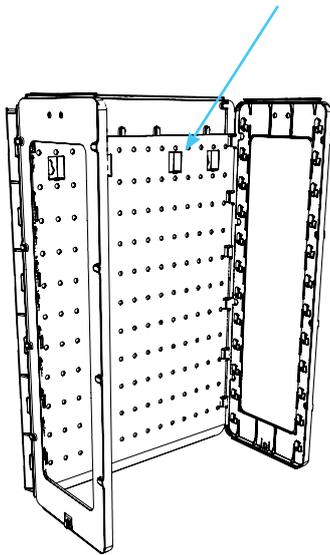
SKM-SIGN-KIT



Fixation

MOUNTING DEVICES

- The cross merchandising unit can be installed in many different store situations: on gondola ends, on top of shelf, or on a pallet.
- Installation is made without any tools using the holes at the back.



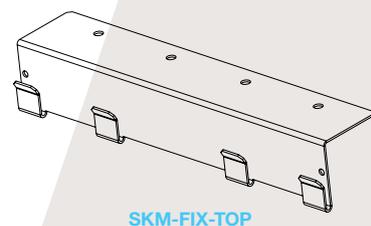
Installation on sides of gondola end

- Lift up the shelf.
- Hang the metallic support on the bracket.
- Drop the shelf into place.
- Hang the cross merchandising unit



Other installations

- On top of shelf.
- Fix to the mounting device with screws, foam tape or magnets.
- Hang the unit on to the device.



Small products version

ENHANCE EXCLUSIVE OFFERS

- This smaller version has a more premium look (glossy and translucent) - important for health and beauty brands.
- On top of that it can be used free-standing on a counter but also used hanging, for both walls or shelf edges.
- This unit is especially designed for H&B brands as well as OTC chemists, when products are small and light, that need to be displayed on two shelves.
- The unit comes flat pack but is set up in seconds.

Dimensions	Width	Height	Depth	Load
Unit	212mm	404mm	141mm	10kg
Tray (x2)	186.5mm	40mm	100mm	5kg per tray

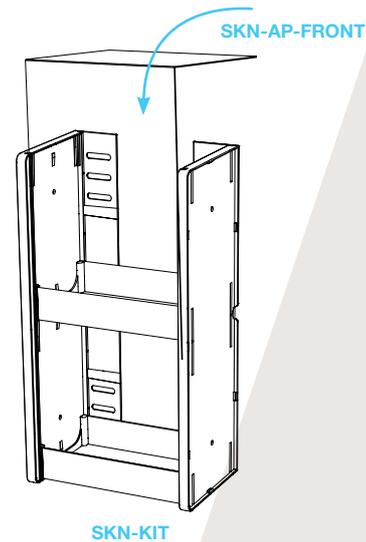
Product	-	Max. 198mm	-
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Standard is transparent. Minimum order quantity for a custom colour is 500 units.



ANTI-THEFT PROTECTION

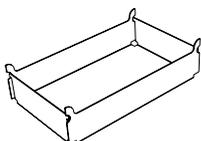
- Only available for counter presentations.
- Merchandise can only be reached through the opening in the back.



CUSTOMISE THE UNIT TO THE DESIRED WIDTH

- The bent solution is an alternative when standard injected trays don't fit product size.
- Printable and customisable in width only.
- Mounted in place with the SideKick™ Nano walls.
- Push down the shelves so they interlock with the walls.

	Width (mm)	Height (mm)	Depth (mm)
Tray	150 > 500	40	100



SKN-SHELF-HB

Maximum load per level depends on the dimension of the tray. Maximum load per unit remains 10kg.

FIXING

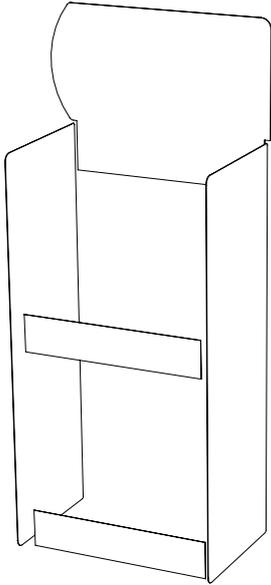
- Used on sides of gondola ends.
- Lift up the shelf.
- Hang the mounting device on the bracket.
- Drop the shelf into place.



SKN-FIX-ARM

Dress up

- Signage is inserted in seconds
- Signage consists of top sign, aisle signs and shelf stickers



Signage type	Dimension	Material
Top sign	211 x 165mm	PVC or cardboard 0.7mm specific cutting shape
Flat rectangle aisle signs left and right model	135 x 398mm	PVC or cardboard 0.7mm
Sticker for shelves	184 x 38mm	PVC 0.2mm / paper 250g



SideKick™ - Cross merchandising made easy

With the SideKick™ range there is a solution for almost any type of products or purchasing need. Used in the right way cross merchandising is proven to increase effectiveness of sales promotions and increase brand awareness.

