



SideKick™  
Modular cross merchandising  
unit

# Increase your sales...



Strengthen your brand visibility on gondola ends



## Maximum visibility in a limited space

Whether you want to enhance your presence on the gondola end or create a strong visual brand impact it is vital to catch the consumer's attention. SideKick™ is a shelf-ready solution to create that differentiation in-store.

## A range of modular cross merchandising units

designed to withstand the wear and tear of high traffic areas. Perfectly adapted for the retail environment, SideKick™, is easy to transport, install and dress up.



SideKick™ comes flat packed for ease of transportation and storage, saving costs on both. Using the enclosed instructions it mounts in seconds without the need for any tools.



# ...and boost impulse purchases

## Cross merchandising made easy

### A flexible unit for every type of product and purchasing requirement

SideKick™ is a modular system that can be fitted to gondola ends with a bracket. The unit can be used as a permanent fixture for multiple promotions or to support new product launches. SideKick™ can also display shelves and hooks for pegged merchandise.

- In addition to the standard gondola end mounting, SideKick™ has numerous other fixing options available, on glass shelves with suction cups for example.
- Ample graphic options allow great branding opportunities and signage can be easily replaced to reflect changes in the promotion.



Adjustable and ready-for-use unit	A full range of accessories adapt to most product configurations, with hooks, shelves or bulk product combinations.
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Easy to brand	Ample graphic options.
Easy to transport and store	Comes flat-packed
Robust with high capacity	Ideal for retail environments. Max. weight 16kg.

## Additional sales in limited retail spaces

**Cross merchandising units maximises your selling space. Used in the right way they are proven to increase the effectiveness of sales promotions by up to five times.**

For retailers it is also an opportunity to improve visibility of products compared to standard shelf settings, gaining an additional revenue stream.



# Visibility and flexibility ...



SideKick™ enables you to create additional sales in limited retail space. Its components have been designed for easy replacement when rebranding so promotional messages can be switched in a few seconds for each campaign.

... the perfect tool for new products launches



Stimulate **impulse sales** and highlight **brand presence** in-store

