



**Roller Track™**  
Full range visibility

**Technical sheet**

# Maintain good stock rotation

Improved product visibility and lower maintenance!



## Increasing profitability

Roller Track™ is an unique, low maintenance gravity feed system. It offers full range visibility to shoppers while saving labour cost to retailers. The system allows products to be fronted via gravity or with the help of pushers as they are taken from the shelf.

## Roller Track™ never sleeps - 24 hours a day - 7 days a week

Roller Track™ is a set of rollers that when placed on the shelf, makes the product roll to the shelf front. The rollers can be used as individual tracks or together as a sheet, covering the full shelf surface.



Having a good visibility on product is proven to drive sales. \*76% of buying decisions are made in store - among them, \*\* 90% are made in sight.

\*Popai 2012 - \*\* Price search in the Retail Grocery market – Urbany, Dickson and Kalapurakal.



# ...and improve product display

## Well stocked shelves at all times

Adjustable dividers are available to segment each product, no special equipment is needed when making changes.

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

### Benefits:

- 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%

**-39%\***

time saving in  
remerchandising

\* Source: HL internal store trial in dairy, pasta and beverage departments combined

### Recommended solution for:

- Beverages
- Dairy products
- Beer, wine and spirits
- Grocery (soups, pasta)
- Home care products
- Coloration
- Non food products



• Roller Track™ will not only improve your bottom line by boosting the category sales – it will also minimise time spent remerchandising.

• 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.

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	Products remain in the right place

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



Scan to read more and watch product video!



**Roller Track™** - What is it and how does it work?

# Introduction

IMPROVED VISIBILITY - LESS  
MAINTENANCE

**Roller Track™ delivers full visibility of products and allows the shopper to make their choice quick and easy. The added benefit to retailers is gravity front facing, low maintenance and 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 roll to the front of the shelf.

## CONTENT

This document will guide you through this range:

- Rollers for product fronting
- Front stop
- Customised front riser
- Gravity feed
- Automatic feeding with pusher
- Product segmentation
- Cleaning
- Warranty



# Rollers for product fronting

## SHEETS

### Full shelf surface

- Ready-assembled sheet
- Easy to install on existing shelves



1 SHEET



2 SHEET WITH PLATE (RT-HL P SHEET)



No.	Description	Width in mm	Depth in mm
1.	Sheet	From 251 up to 1328	From 275 up to 1000
2.	Sheet w. plate	From 251 up to 1328	From 275 up to 790



Sheets and loose tracks are grey + anodized aluminium as standard. They can be ordered in black, depending on units requested.

## LOOSE TRACKS

### For test, specific requirements or combination

- Can be assembled /mixed into specific sheet with a strip in metal placed in front and at the back or by using Optimal™ front & back rail
- Facilitate feeding of heavy products (like a rail)



3 RTSO



4 RTDO



5 RTSO P



6 RTDO P

No.	Description	Width in mm	Depth in mm
3	Single track	41	282, 387, 485, 548, 772, 982
4	Double track	80.4	282, 387, 485, 548, 772, 982
5	Single w. plate	41	282, 387, 485, 548, 772
6	Double w. plate	80.4	282, 387, 485, 548, 772



Use **gliding plate** for glass bottles and heavy products to avoid roller breakage.

# Front riser

## PRODUCT FRONT RISER

- Keep the goods from falling out of the shelf
- Height and thickness depends on product size and type
- Suitable for printed graphics and shape customisation
- Standard solution is slidable front

## SHEET FIXATION ON SHELF

- The Roller Track™ front profile is used for stopping the sheets from gliding off the shelf
- The front profile can be used on both inclined and flat shelving



If there is no existing ridge at the front of the shelf, use the RollerTrack™ Front profile.



3 RT-STRIP SLIDABLE



No.	Product name	Description	Thickness (mm)	Height (mm)
1.0	OPT-FR slidable	Front riser, compatible w. RT-strip slidable	4 and 5	63, 79
1.1	OPT-FR	Front riser, compatible w. RTO-strip	3	63, 79
2.	RTF	Front profile	-	16
3.0	RT-strip slidable	Aluminium rail, compatible w. OPT-FR slidable	-	-
3.1	RTO-strip	Aluminium rail, compatible w. OPT-FR	-	-

# Customised front riser

## ENHANCE BRAND VISIBILITY AND STRUCTURE THE OFFER

- Communicate products benefits to customers
- Printed insert strips
- Customisable front face (shape and print)



# Gravity feed

## ANGLE PROVIDER

- Angle providers are used to create an angle when mouting the tracks/sheet to a flat shelf
- Placed underneath the sheet
- Different models depending on weight on shelf, depth of shelf
- Different angles can be achieved by taping the angle adaptor at different distances from the edge of the sheet



1 RT-AA



2 RT-AA80



3 RT-AP37

No.	Product name	Description	Compatible	Height	Width
1.	RT-AA	For standard shelf (< 540 mm)	RT-HL, RT-L, RT	30 mm	Same as the rollers
2.	RT-AA80	For deep shelf (> 540 mm)	RT-HL, RT-L, RT	80 mm	Same as the rollers
3.	RT-AP37	For heavy products on shelf	RT-L, RT	75 mm	Use only 3 or 4 pcs per shelf

## COMBINATION WITH OPTIMAL™+ MERCHANDISING SOLUTION

- Loose tracks can be attached to the Optimal™+ front and back rail.
- Gravity feed installation works with loose tracks and T dividers



# Product fronting with pusher

- Front face products with pushers
- Roller Track™ sheets are used as gliding plates



1 RTZ-V2 (METAL)



2 RTZ-MINI (METAL)



3 RTZ-X (ANODIZED ALUMINIUM)



Improve RTZ-divider grip with **RTZ clip**.  
Fix the clip either at the front only, or both at the front and the back.

## COMBINATION WITH OPTIMAL™ MERCHANDISING SOLUTION

- Individual tracks are attached to the front Optimal™ rail, and to the Optimal™ back rail.
- Pushers are inserted between individual tracks to facilitate the slide of heavy products, while the front riser prevent them from falling down.



4 RT-OP50-X



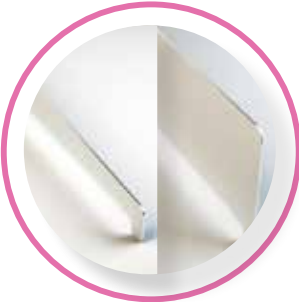
No.	Spring strength	Description	Dimension in mm	Leg tolerance	Length in mm
1.	3, 6	Pusher + metal divider	H126, W68	2 mm +/- 0,1 mm	443, 485, 541, 646, 744
2.	6, 9	Mini pusher + metal divider	H86, W48	2 mm +/- 0,1 mm	443, 485, 541, 646, 744
3.	6	Pusher + aluminium divider	H126 ,W60	-	387, 485, 548, 786
4.	3, 6, 9	Grey and white. Compatible with Optimal™ rail	W50	-	387, 485, 548



# Product segmentation

## DIVIDERS

- Guide and maintain products aligned
- Price and product match



1 RT-AVD



2 RT-AVD-WIRE



3 RT-OPT-AVD60



4 RT-OPT-AVD60T

No.	Product name	Description	Height in mm	Length in mm
1.	RT-AVD	Anodized aluminium divider	25, 80	387, 436, 485, 548, 982
2.	RT-AVD-WIRE	Steel divider	25	387, 436, 485, 548, 982
3.	RT-OPT-AVD60	Transparent - Compatible with Optimal™ rail	60	387, 485, 548
4.	RT-OPT-AVD60T	Transparent with T - Compatible with Optimal™ rail	60	387, 485, 548



# Cleaning

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## MAINTAIN FRESHNESS

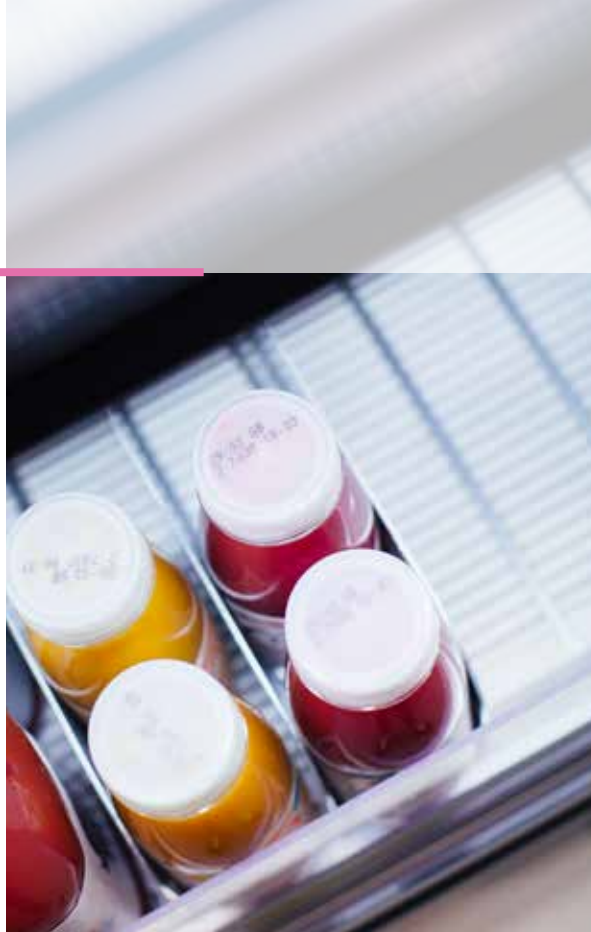
- Remove dirt by taking all the products out from the roller shelf.
- Use vacuum cleaner to remove dirt.

## REMOVE SPILLED DRINKS, YOGURT, DAIRY PRODUCTS, ALCOHOL DRINKS

- Take all the products out from the roller shelf.
- Use a detergent agent and a clean cloth to wipe the rollers.
- Dry the roller shelf with a clean, dry cloth.

## DO NOT USE

- Gasoline, volatile liquid, sandpapers or abrasive detergent.
- Not recommended to be washed in dishwasher.



# Warranty

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## 5 YEARS WARRANTY

Roller Track™ system is manufactured to a high standard and robust enough for all retail environments. It provides unequalled performance and durability. This is what makes Roller Track™ the perhaps safest investment you can make in your store.



# A unique maintenance-free gravity feed system that never sleeps

Especially suited to ready-to-go and dairy products, beverages and heavy products as it can be used for a variety of packages with flat bases.



**HL DISPLAY AB**  
Cylindervägen 18 Box 1118  
131 26 Nacka Strand  
Sweden

Tel +46 8 683 73 00  
Fax +46 8 683 73 01

[www.hl-display.com](http://www.hl-display.com)  
[info@hl-display.com](mailto:info@hl-display.com)