

Increase your sales...



Strenghten 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 $^{\text{TM}}$ 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.



SideKickTM 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

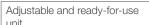
Cross merchandising made easy

A flexible unit for every type of product and purchasing requirement

SideKickTM 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. SideKickTM 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.







A full range of accessories adapt to most product configurations, with hooks, shelves or bulk product combinations.



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.











Stimulate impulse sales and highlight brand presence in-store