

Impulse QueueLane™

Maximize the effectiveness of
your retail real estate



siffron™
always on

Impulse QueueLane™



Control Store Traffic



Increase Impulse Sales



Less Perceived Wait Time



Customizable Configurations



Base Configuration



The base kit of the Impulse QueueLane™ consists of two stanchions with pedestal bases and a single merchandise grid.

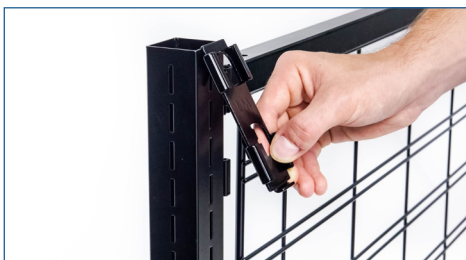
Control traffic and maximize impulse sales!

The new Impulse QueueLane™ from siffron combines retail displays with queuing management in a sleek, effective system for retailers to revitalize their front end. Impulse QueueLane™ transforms customer lines into retail opportunities by offering more display space to showcase point-of-purchase impulse items or special product promotions. Retailers can make their checkout counters work for their bottom line by increasing sales and controlling store traffic.

- ◆ Increase sales of point-of-purchase items
- ◆ Entice customers waiting in line
- ◆ Control store traffic
- ◆ Highly configurable to suit any retail environment
- ◆ Easy to assemble; no tools required

Impulse QueueLane™ Setup

1: Install brackets at even points on stanchions.



2: Lock center grids into stanchions on corresponding brackets in grid.



3: Add additional stanchions and centerpieces as needed.



Grid Options and Accessories

Along with the basic starter grid and expansion panels, siffron offers other optional kits and configurations, along with many accessories to accommodate a variety of merchandise.



Double Grid Panel

Dual sided wire grid fencing. Ideal for displaying product on both sides. Graphic insert can be placed in between grids.



Wire Shelf Panel

Tiered wire basket shelves for displaying a range of merchandise. Can be used with wire basket end caps for added display space.



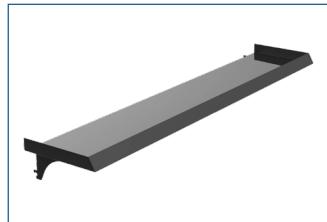
Floor Mount Base

Optional floor mounting stanchion available instead of pedestal base. Allows stanchions to be secured to the floor for permanent display.



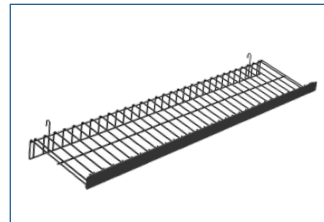
Top Shelf

Wire shelf installs on top of the grid to create additional merchandising space.



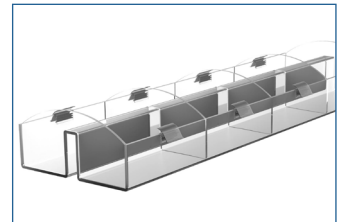
Metal Shelf

Mounts on wire grid to merchandise products. Has front lip for price marking and sign placement.



Wire Shelf

Mounts on wire grid to merchandise products. Has front lip for price marking and sign placement.



Acrylic Bin Saddle

Plastic display bins sit on top of the grid assembly for additional merchandising space.



Display Bowls

Wire and clear plastic display bowls install on top of stanchions to showcase impulse items.



Wire Basket

Creates a merchandising end cap on the display stanchion. Ideal for use with Wire shelf panels.



Visi-Bins™

Plastic display bins for merchandising bulk items. Available in different sizes and shapes.



Hooks

Wire grid and slatwall display hooks available in scan (shown here) and stem hook versions.



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Impulse QueueLane™

Control store traffic and
maximize impulse sales!

Ordering is easy!

Phone **800.422.2547**
Fax **800.422.2502**
Web **www.siffron.com**

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