



Merchandising®

Power Zone® Sure-Set™ Self-facing System

Case Study – Challenge:

FFR Merchandising was challenged with providing an efficient and cost effective solution to merchandise frozen products, increase product accessibility for the customer, reduce labor and increase sales.

Solution:

FFR's Power Zone® Sure-Set™ Self-facing System.

Result:

Sales data was collected from multiple test and control stores with similar demographics over an extended test period. Compared to the control stores, the test stores with Power Zone® Sure-Set™ experienced approximately 7% increase in sales.

Indexed to the Control Stores, the Test Stores Averaged:

- 7 points higher in \$ Sales than Control Stores.

Labor Savings:

- Though not recorded for this test, conditioning (facing) time has been reduced in similar categories by 67%.

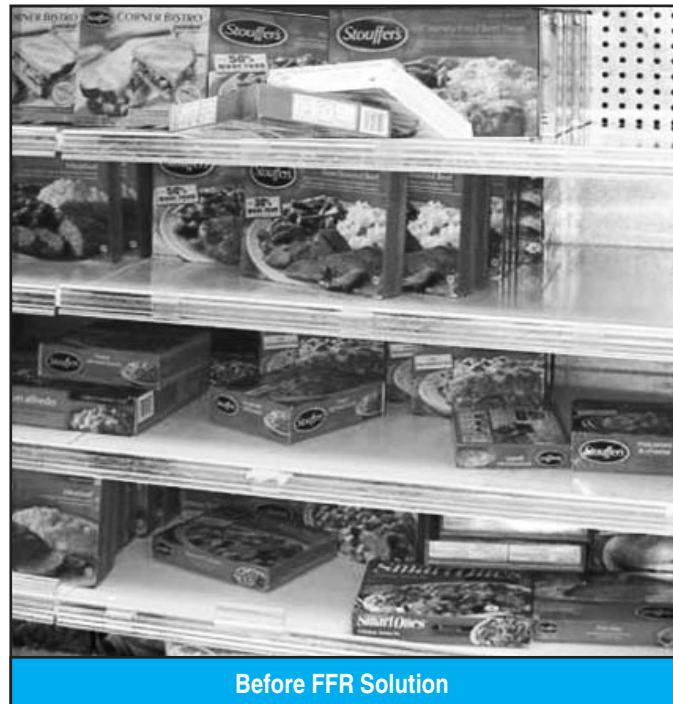
Energy Savings:

- Although difficult to document, energy savings can be realized through decreased conditioning (facing) time in frozen sections.

Sales Impact:

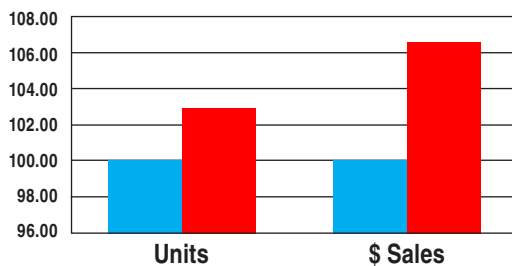
- ROI was less than 5 months.*

* Factoring only sales increase.



Test Store Data Indexed to Control Store Data

■ 20 Week Control Store ■ 20 Week Test Store



* ROI will vary with the number of shelves installed, risk factors at the installed sites, store sales levels, previous merchandising methods, labor rates and current store maintenance practices.

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