



Merchandising®

Power Zone® FlexRoller™ Self-facing System

Case Study – Challenge:

In an effort to address the growing trend in the beverage category, FFR Merchandising was challenged with providing a durable cost effective solution to front face product that reduced labor costs and improved flexibility.

Solution:

FFR's Power Zone® FlexRoller™ Self-facing System

Result:

Scanner data analysis, time and motion studies and store manager interviews proved the Power Zone® FlexRoller™ Self-facing System to be a more than effective solution. Sales in FlexRoller™ stores outperformed the sales in control stores by over 6% over a four month trial.

Sales Impact:

- Sales accelerated as high as 7.5% versus control stores.
- System self-faces product, to ensure beverages are accessible to the customer for increased sales.
- Creates an organized and easy to shop presentation with maximum visual impact.

Labor Savings:

- Time studies showed stores without Power Zone® FlexRoller™ spent 10-15 minutes each time they fronted products, 4-6 times per day. FlexRoller™ stores spent less than 10 minutes maintaining shelves each day.
- Self-facing system makes identifying out-of-stocks quick and easy.

Source: FFR research (Scanner data analysis, Time & Motion study, and Store manager interviews).

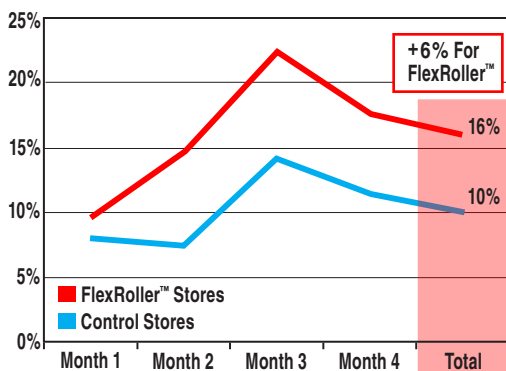


After FFR Solution

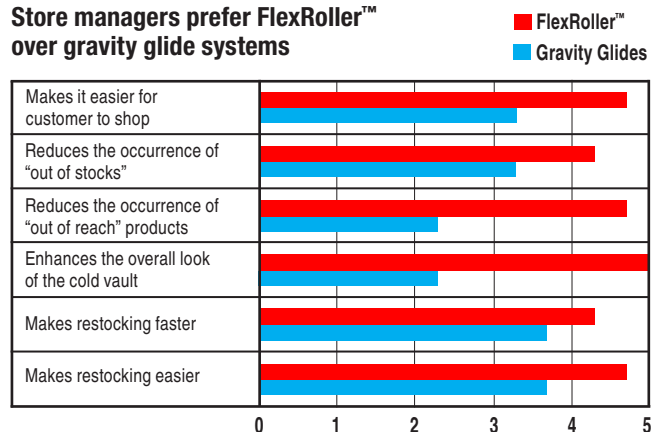


Before FFR Solution

Sales in existing FlexRoller™ stores outperformed the sales in the Control stores



Store managers prefer FlexRoller™ over gravity glide systems



* 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.

Confidential Property of FFR Merchandising, Inc: This Case Study and/or attachment(s) contains information that is confidential and/or protected by law – any dissemination, distribution, copying or communication of this document is strictly prohibited.