

CASE STUDY

[NEXT] 2.0 Pusher Trays

challenge

The Pride Store Convenience store, an 18 location chain based in the greater Chicago area, was looking for new options to improve in-store merchandising, especially around center stores. siffron delivered a solution to allow for increases in product placement for center store due to space optimization.

solution

siffron® NEXT™ 2.0 Pusher Trays

results

Following the installation of NEXT™ 2.0 in the center-store, performance was analyzed by comparing pre- and post-installation timeframes. The results demonstrated clear operational and sales benefits:

Based on 8ft section of Salty Snacks:

- 7 additional facing slots created with NEXT™ 2.0 installed - **10.61%** increase
- Potential gain of incremental Revenue per facing in the set \$179.40 (7 x 179.40 = **\$1,255.80**)

Based on 3ft section of Salty Snacks:

- 1 additional facing slots created with NEXT™ 2.0 installed - **4.35%** increase
- Potential gain of incremental Revenue per facing in the set **\$179.40**

Based on 8ft section of Salty Snacks:

- 9 additional facing slots created with NEXT™ 2.0 installed - **8.5%** increase
- Potential gain of incremental Revenue per facing in the set \$179.40 (7 x 179.40 = **\$1,614.60**)

Contact your siffron representative for a complementary NEXT 2.0 analysis, custom-tailored for your retail environment and store metrics.



AFTER - NEXT™ Pusher Trays



BEFORE - Peg Hooks

STORE TEST RESULTS*

PRODUCT FACINGS



13% INCREASE

INCREASE REVENUE



\$3,049.80