



Merchandising®

P.O.P. Security™ Invisi-Shield® System

Case Study – Challenge:

A major chain drug retailer recently challenged FFR Merchandising to deliver a category merchandising solution for baby formula that reduced shoplifting without reducing sales, product facings or stocking capacity.

Solution:

FFR's P.O.P. Security™ Invisi-Shield® System combined with Power Zone® Self-facing System.

Result:

Utilizing exactly the same amount of space as previously dedicated to the baby formula category, FFR's solution was able to increase facings by 121%, while maintaining crystal-clear visibility to the products for ease of shopping.

Increase Retail Area:

- Eliminating the fixed serpentine approach previously used in this category allowed for increased capacity.
- FFR's Power Zone® Self-facing Systems allowed for maximum vertical and horizontal density.
- Product capacity can be further improved by increasing shelf depth.

Labor Savings:

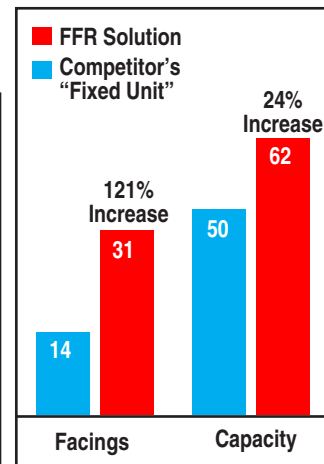
- The additional facings expand plan-o-gram flexibility for easier product updates.
- FFR's P.O.P. Security™ Invisi-Shield® System, with Power Zone® Self-facing System makes identifying out-of-stocks easy at glance.

Sales Impact:

- The Self-facing System coupled with crystal-clear Invisi-Shield® panels ensures consumer product is always visible and appealing to shoppers.
- System secures baby formula, while allowing customer access to product for purchase.
- Past studies indicate Power Zone® reduced shrink up to 95% in key product categories.
- A major retailer installed Power Zone® and Invisi-Shield® in one of their highest loss stores for eight weeks. The result was a mere 2 can loss, while formula sales increased 25%.



	Competitor's "Fixed Unit"	FFR Solution	FFR Advantage
*In the same amount of space			
	Plan-o-gram*	2 shelves	3 shelves +1 full shelf
Units per shelf	7 units	9-12 units	+2-5 units
Facings - 25.9 oz. can	6	9	+17 facings
Facings - 12.9/16 oz. can	8	22	121% increase in facings
TOTAL Facings	14	31	
Capacity - 25.9 oz. can	18	18	+12 products
Capacity - 12.9/16 oz. can	32	44	24% increase in capacity
TOTAL Capacity (12" shelf)	50	62	An increase in shelf depth increases capacity



* 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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