



Total Retail Solutions

Power Zone® Sure-Set™ Self-facing System

The Power Zone® Sure-Set™ Self-facing System is the powerful result of years of in-store experience and extensive research, offering the ultimate in universal self-facing. Designed to meet the growing challenge of merchandising diverse product packaging in categories throughout the store, the Power Zone® Sure-Set™ system provides impeccable presentation on-shelf, easy installation and plan-o-gram resets, as well as significant loss prevention benefits. Take merchandising and profits to a powerful new level with FFR-DSI's Power Zone® systems!



Ultra-versatility and durability ideal for freezers/coolers, shelving and displays.



Merchandising Systems ■ Power Zone® Sure-Set™ Self-facing System

Ultimate Versatility, Perfect Presentation

One System

Merchandise products throughout your store:

- Designed to self-face a variety of package styles and sizes, from bagged to boxed
 - System can be custom-configured at store level to match any plan-o-gram, providing the myriad benefits of self-facing for products on shelf, in freezers or in displays
 - Self-faced and non-self-faced product can be displayed on the same unit by removing pusher track, allowing Power Zone® Sure-Set™ to be used as a single self-facing and shelf divider system
- Adaptable for use throughout the store in many retail categories and environments, from HBC to grocery and DIY
- Flexible system fits a variety of shelf depths

Increase Profits

Maximize your profits and reduce labor costs:

- Provides strong sell-through, keeping product visible and front and center for purchase at all times
 - Durable front fence lens offers crystal clarity, maximizing product identity
 - Low profile front rail provides 100% packaging visibility and is available in beige, white or black to blend into shelf, providing a seamless look throughout the store
- Delivers essential in-store labor savings
 - Simple front fence installation with fastener attachment
 - Quick and easy plan-o-gram resets with adjustable divider
 - Hands-free facing with automatically advanced product
 - Optional Inventory Control Unit keeps product forward at desired depth, controlling inventory on-shelf
 - One universal system can be used throughout the entire store

Prevent Loss

Reduce theft with a proven solution:

- Loss prevention at retail is a \$36 billion issue requiring proven, powerful merchandising solutions
- In a recent study, FFR-DSI's Power Zone® systems helped a major retailer reduce inventory shrink by up to 95% in key product categories*
- Power Zone® Sure-Set™ reduces theft and minimizes profit loss with specially-designed features
 - Complete system is a strong theft deterrent
 - Front fence and dividers discourage costly "shelf-sweeping" theft, minimizing product loss
 - Self-facing dispensing and optional canopy eliminates "wipe outs" by requiring single-product removal

**Based on a 9-month study conducted by a major drug store chain.*





Before:

- Products not visible to customers
- Disorganization makes shopping and stocking difficult
- Excess inventory on shelves



After:

- Billboard products for appealing presentation, ensuring full-time visibility for customers
- Organize products for easy shopping, product identification, and stocking
- Decrease shelved inventory, minimizing inventory investment and maximizing turns and freshness

Use one system throughout the store:



Gondola Shelving



Warehouse Shelving



Open-Face Cooler



Freezer



Merchandise narrow and wide product side-by-side



Use multiple pushers for heavy or large products



Mix and match to best suit your plan-o-gram

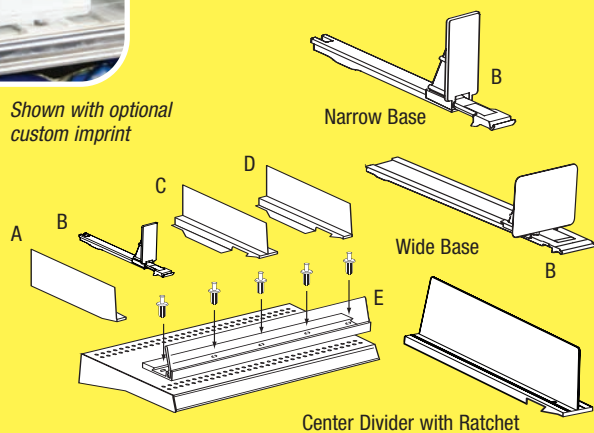


Ensure optimal push with adjustable track alignment

Power Zone® Sure-Set™ Self-facing System



Shown with optional
custom imprint



Patented
Patent Pending

See Above System Components

- A. Left End Divider
- B. Track Assembly
- C. Center Divider
- D. Right End Divider
- E. Front Fence / Rail

Features & Benefits

- System can be custom-configured at store level to match any plan-o-gram, providing the myriad benefits of self-facing for products on shelf, in freezers, or in displays
- Single track width can be used individually or in pairs to accommodate a variety of package styles and sizes, as well as simplify in-store set-up and product ordering
- Wide Base style available for wide or heavier product
- Wide Base style with Narrow Paddle for narrow, heavy or hard to push product
- Optional Trackless™ Pusher or Telescopic Divider available to adjust for multiple shelf depths
- Optional Paddle Extenders now available to accommodate nearly any package shape or style
- Dividers and tracks slide into place using the front fence track, and are fully adjustable
- Unique “ratcheting” feature on wide base center dividers holds position, yet allows easy repositioning without removing product or lifting the divider to reset
- Low profile front rail provides 100% package visibility
- Accommodates most retail gondola shelving, freezer shelves, warehouse racking and other flat surfaces
- Attaches to shelving with fasteners, screws, or with optional adhesive
- Injection-molded system provides superior quality
- Entire system serves as a strong theft deterrent
- Inventory issues are obvious at a glance; quick and easy re-stocking saves labor cost

Specifications

- Fits shelves 10" to 22" deep
- Fits product 1 1/2" W and wider (multiple tracks per facing can be used for wider product)
- Clip-on pusher paddles are 1 1/8" W (narrow base) or 5" W (wide base)
- Dividers are 2 3/4", 4" or 5 1/2" H
- Front Fence is 1 1/4", 1 3/4", 2 1/2", or 4 1/4" H; Front Rail is 1/2" H
- Springs are stainless steel, variable force
- Optional Paddle Extender available for larger packages
- Optional Inventory Control Unit available to limit inventory on-shelf
- Optional loss prevention canopy available to protect product on top shelf
- Beige or white high-impact plastic
- Custom sizes and colors can be made to order

Fit-to-size Installation

Power Zone® Sure-Set™ installs on-shelf in minutes with its easy, clip-on design. Retailers simply fasten, set, load and go.



- ① **Fasten...** Front Fence to shelf with fastener.



- ② **Set...** Divider to width of product and center Pusher Track within facing.



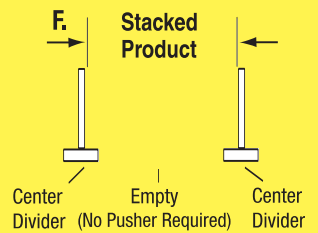
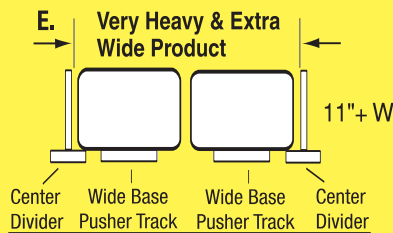
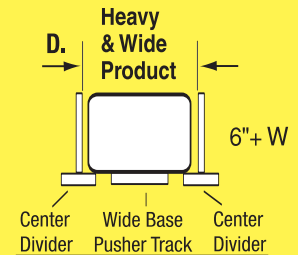
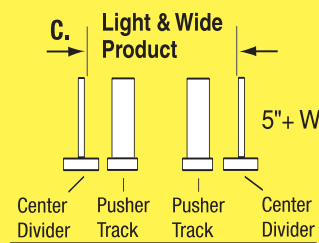
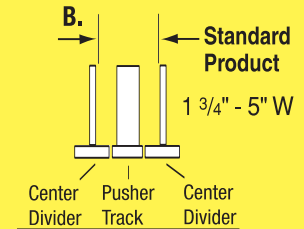
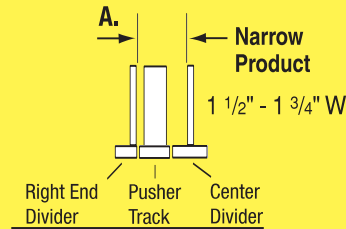
- ③ **Load...** Nearly any-size product fits easily into adjustable tracks.



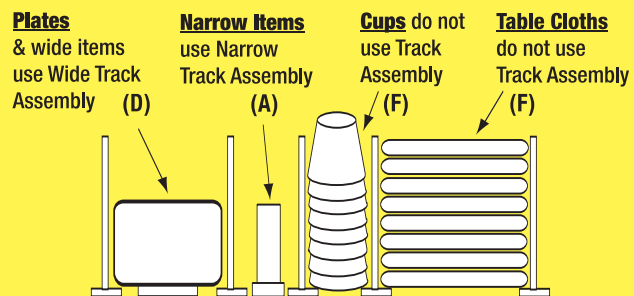
- ④ **Go...** Set your store to maximize your merchandising impact and profits.

Configurations to Fit Various Consumer Product Sizes

- A. Narrow Product** – 1 1/2" to 1 3/4" W: use Right End Divider with Pusher Track & Center Divider
- B. Standard Product** – 1 3/4" to 5" W: use 2 Center Dividers with Pusher Track
- C. Light & Wide Product** – greater than 5" W: use 2 Pusher Tracks between Center Dividers
- D. Heavy & Wide Product** – greater than 6" W: use Wide Base Pusher Track and Center Dividers
- E. Very Heavy & Extra Wide Product** – greater than 11" W: use 2 Wide Base Pusher Tracks and Center Dividers
- F. Stacked Product** – no Pusher required



Example:



For additional security add FFR-DSI's P.O.P. Security™ Invisi-Shield™ System

Power Zone® Sure-Set™ Self-facing System

Choose:

1. Front Fence
2. Track Assemblies
(Pusher Paddle & Base)
3. Center Dividers
4. End Dividers
(Left & Right)
5. Fasteners
6. Optional Accessories
(Paddle Extenders)

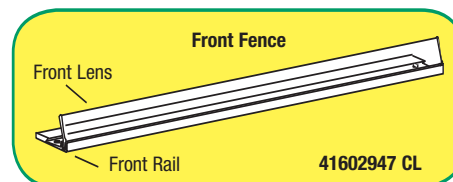
Specifications

- Fits shelves 10" to 22" deep
- Fits products 1 ½" W and wider (multiple tracks per facing can be used for wider product)
- Pusher paddles are 1 ⅛" W (Narrow Base), 2 ¾" W, or 5" W (Wide Base)
- Dividers are 2 ¾", 4" and 5 ½" H
- Front Fence is 1 ¼", 1 ¾", 2 ½" or 4 ¼" H
- Springs are stainless steel, variable force
- Optional loss prevention canopy available to protect product on top shelf
- Beige, white, or black high-impact plastic
- Custom sizes and colors can be made to order

Front Fence

Item No.	Height	Color (C)	Length (L)
41602947 CL	1 ¼"	White (3), Beige (0) or Black (2)	30" (3), 36" (1), 48" (2)
41653854 CL	1 ¾"	White (3), Beige (0) or Black (2)	30" (3), 36" (1), 48" (2)
41640530 CL	2 ½"	White (3), Beige (0) or Black (2)	30" (3), 36" (1), 48" (2)
41635099 CL	4 ¼"	White (3), Beige (0) or Black (2)	30" (3), 36" (1), 48" (2)

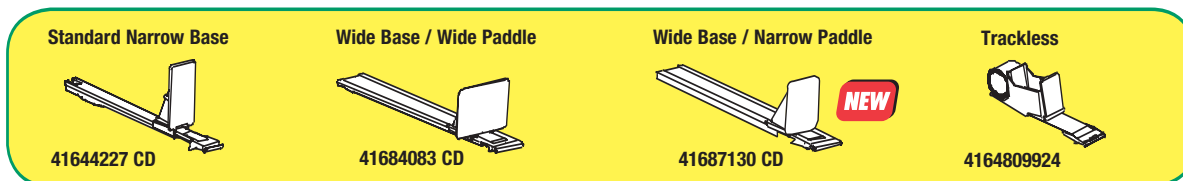
*To determine the item number, replace "C" with the corresponding Color value, and "L" with the Length value.
For example, the 1 ¼" H x 30" L Front Fence in White is 4160294733.



Track Assembly (Pusher Paddle & Base)

Item No.	Style	Paddle Size	Color (C)	Shelf Depth (D)
41644227 CD	Standard Narrow Base	1 ⅛" W x 2 ½" H	White (3), Beige (0) or Black (2)	10" (0), 12" (1), 14" (2), 16" (3), 18" (4), 20" (5), 22" (6)
41684083 CD	Wide Base / Wide Paddle	5" W x 4" H	White (3), Beige (0) or Black (2)	18" (4), 22" (6)
41687130 CD	Wide Base / Narrow Paddle	2 ¾" W x 4" H	White (3), Beige (0) or Black (2)	18" (4), 22" (6)
4164809924	Trackless	1 ⅛" W x 2 ⅝" H	Black (2)	10"-18" (4)

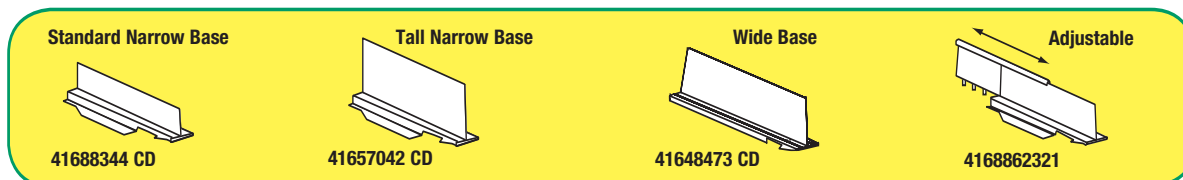
*To determine the item number, replace "C" with the corresponding Color value, and "D" with the Shelf Depth value.
For example, the Track with a 1 ⅛" W Paddle, in Beige, for a 12" deep shelf is 4164422701.



Center Divider

Item No.	Style	Height	Base Width	Color (C)	Shelf Depth (D)
41688344 CD	Standard Narrow Base	2 ¾"	1"	White (3), Beige (0) or Black (2)	10" (0), 12" (1), 14" (2), 16" (3), 18" (4), 20" (5), 22" (6)
41657042 CD	Tall Narrow Base	5 ½"	1 ¼"	White (3), Beige (0) or Black (2)	16" (3)
41648473 CD	Wide Base	4"	3"	White (3), Beige (0) or Black (2)	16" (4), 20"-22" (6)
4168862321	Adjustable	2 ¾"	1"	Black (2)	12"-18" (1)

*To determine the item number, replace "C" with the corresponding Color value, and "D" with the Shelf Depth value.
For example, the 5 ½" H Center Divider in Beige, for a 20" deep shelf is 4165704205.



Left End Divider

Item No.	Style	Height	Base Width	Color (C)	Shelf Depth (D)
41695396 CD	Standard Narrow Base	2 ¾"	½"	White (3), Beige (0) or Black (2)	10" (0), 12" (1), 14" (2), 16" (3), 18" (4), 20" (5), 22" (6)
41638201 CD	Metal, Tall Narrow Base	5 ½"	¾"	White (3), Beige (0) or Black (2)	16" (3)
41632038 CD	Wide Base	4"	1 ½"	White (3), Beige (0) or Black (2)	16"-18" (4), 20"-22" (6)

*To determine the item number, replace "C" with the corresponding Color value, and "D" with the Shelf Depth value.
For example, the 4" H Left End Divider in White, for a 22" deep shelf is 4163203836.



*This divider is metal and universal. It can be used as a left or right end.

Right End Divider

Item No.	Style	Height	Base Width	Color (C)	Shelf Depth (D)
41675195 CD	Standard Narrow Base	2 3/4"	1/2"	White (3), Beige (0) or Black (2)	10" (0), 12" (1), 14" (2), 16" (3), 18" (4), 20" (5), 22" (6)
41638201 CD	Metal, Tall Narrow Base	5 1/2"	3/4"	White (3), Beige (0) or Black (2)	16" (3)
41678460 CD	Wide Base	4"	1 1/2"	White (3), Beige (0) or Black (2)	16"-18" (4), 20"-22" (6)

*To determine the item number, replace "C" with the corresponding Color value, and "D" with the Shelf Depth value.

For example, the 2 3/4" H Right End Divider in Beige, for a 22" deep shelf is 4167519506.



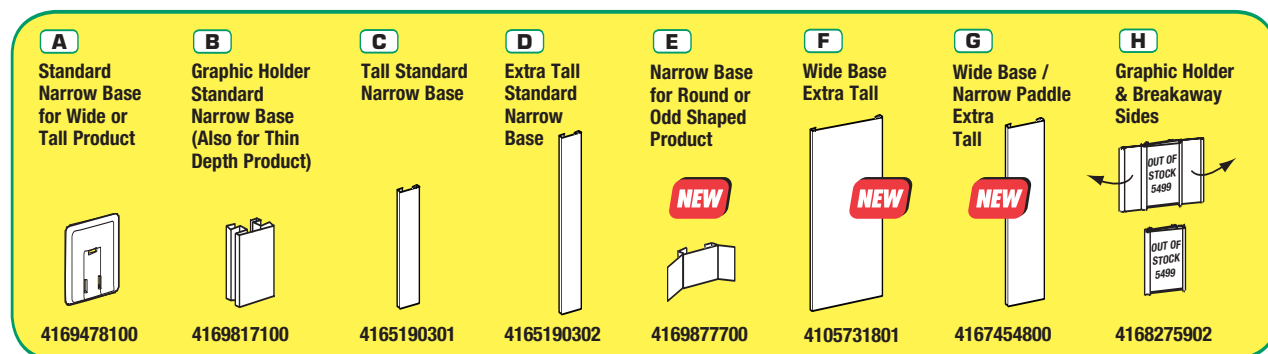
Fastener

Item No.	Capacity	Style	Color
8509317101	1/4"	Standard	Natural
4169292201	7/8"	For Wire	Metal

* Recommend five standard fasteners for 36" L fences and longer; two fasteners for 30" L and shorter. Wire adapter is sold 2/bag with screws.

Paddle Extender

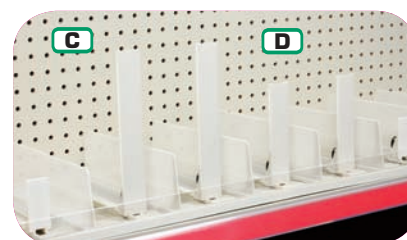
Item No.	Style	For Paddle Width	Paddle Extender Size	Color
4169478100	Wide / Tall	Standard Narrow Base - 1 1/8" W	3 1/2" W x 4" H	Clear
4169817100	Graphic Holder / Thin	Standard Narrow Base - 1 1/8" W	1 3/8" W x 2 1/2" H	Clear
4165190301	Narrow / Tall	Standard Narrow Base - 1 1/8" W	1 1/4" W x 5 1/2" H	Beige
4165190302	Extra Tall	Standard Narrow Base - 1 1/8" W	1 1/4" W x 8" H	Beige
4169877700	Round / Odd Shaped	Standard Narrow Base - 1 1/8" W	1 3/8" W x 1 1/4" H	Clear
4105731801	Wide / Extra Tall	Wide Base / Wide Paddle - 5" W	5 1/4" W x 8" H	White
4167454800	Medium / Extra Tall	Wide Base / Narrow Paddle 2 3/4" W	2 3/4" W x 8" H	Clear
4168275902	Breakaway Graphic Holder	Trackless - 1 3/8" W	4 3/4" W x 4" H	Black



Standard Narrow Base Paddle Extender



Paddle Extender/Graphic Holder



Tall Narrow Base and Extra Tall Narrow Base Paddle Extenders



Paddle Extender for Round or Odd Shaped Product



Wide Base Wide Paddle and Wide Base Narrow Paddle Extender



Adjustable Depth Trackless™ Pusher and Breakaway Graphic Holder



Total Retail Solutions

Power Zone® Self-facing Systems

Case Study – Challenge:

A major chain drug retailer challenged FFR-DSI to deliver a loss prevention solution that reduced theft, without decreasing sales or increasing labor costs.

Solution:

FFR-DSI's Power Zone® Self-facing System.

Result:

During a 9-month study conducted by the retailer, FFR-DSI's Power Zone® System reduced inventory shrink by up to 95% in key product categories. Sales remained strong and labor decreased, leading the retailer to install Power Zone® Systems chain-wide.

Theft reduction:

- Test stores reported up to **95% reduced theft** in key product categories.

Labor savings:

- Another retailers' test stores reported a labor **savings of almost \$5 million** in a single category chain-wide, due to decreased product facing, stocking and ordering time.

Sales impact:

- Products are automatically advanced, creating a product billboard and ensuring product is always visible and available for purchase.

FFr has sold over 50 million Power Zone® facings.

Contact your FFR-DSI representative for a complimentary "Power Zone® Systems ROI Analysis" custom-tailored for your retail environment and store metrics.



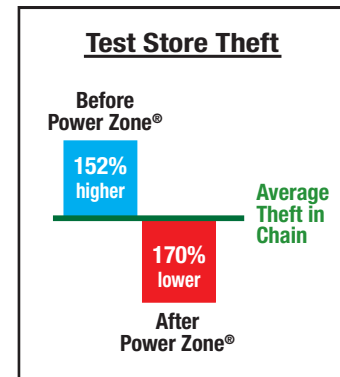
Before Power Zone® System



After Power Zone® System

Deodorant Product Category	Before Power Zone® System	After Power Zone® System	FFR-DSI Advantage
Loss Prevention Theft in Test Stores	152% Higher	170% Lower	95% theft reduction*
Labor Savings 1 store @ 1 product category	175 min./week \$1,516.67/year	60 min./week \$520.00/year	115 min./week saved \$996.67/year saved*
500 stores @ 1 product category	87,500 min./week \$758,335/year	30,000 min./week \$260,000/year	57,500 min./week saved \$498,335/year saved*

*Multiply by number of product categories throughout your store for potential store-wide savings.



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