

The dawn of a new
presentation era

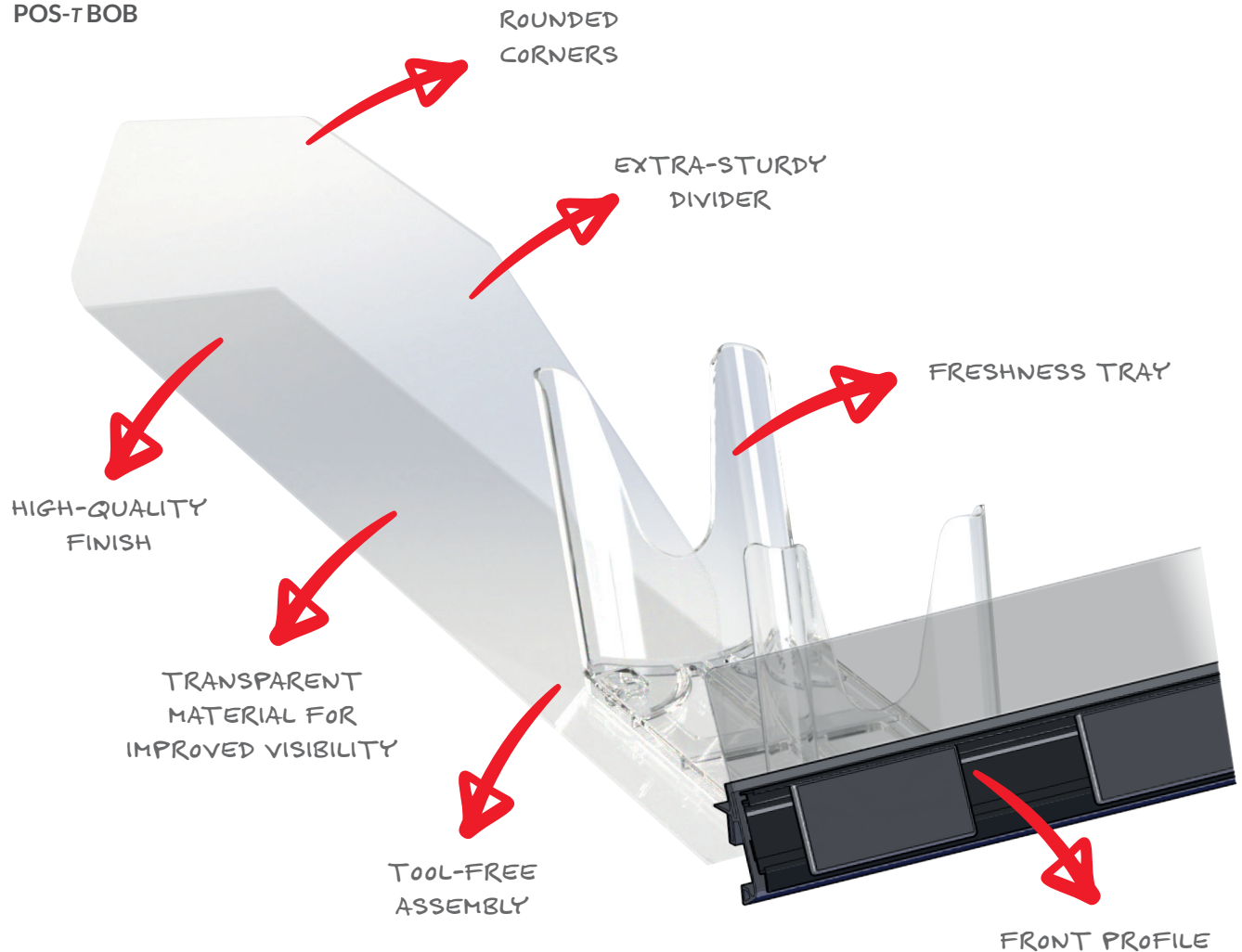
POS-T BOB



NEW
OPTIMISED
FRESHNESS
TRAY

POSTUNING[®]
a Voßhenrich company

POS-T BOB



WELCOME TO A NEW ERA

WITH THE NEW POS-T BOB, NOTHING IS LEFT TO CHANCE

Presentation in the fresh category is a challenge. Different pack sizes across a wide product range need to be displayed in a way that is both attractive and clearly organised within the chilled shelf. Products must be easy to see and, above all, easy to reach – because they usually have a short shelf life and should sell quickly.

With conventional presentation, products tend to topple over or remain stuck at the back of the shelf. This results in an untidy appearance and higher write-offs.

With the new, innovative presentation solution from POS TUNING, these problems are a thing of the past: the **POS-T BOB** ensures attractive

product presentation and order in the chilled cabinet thanks to its freshness tray.

Quick to install and immediately ready for use: the system is suitable for any standard shelf – the front profiles are simply slid onto the existing clips.

Both shoppers and staff benefit from this solution. Improved product accessibility and an appealing look boost purchase impulses – and ultimately increase sales.



TAKE A CLOSER LOOK

THE POS-T BOB IN COMPARISON

Our goal is to support our customers in meeting their wishes and requirements in the best possible way – and to develop solutions together that are not only especially easy to use in daily operations, but also take sustainable aspects into account.

With the **POS-T BOB**, sustainability is a particular advantage. This product has been designed so that the investment pays off not only in terms of time and cost efficiency, but also with regard to reducing the carbon footprint.

We are not afraid of comparisons – here we have summarised the advantages over other comparable products:

Theme	POS-T BOB	Competing products
COST EFFICIENCY	Savings on initial investment: The refrigerated unit can be used immediately, including the shelves supplied by the manufacturer. Avoidance of storage costs: By using the existing shelf boards, there is no need to keep additional stock in storage.	Acrylic shelves must be purchased separately at €120 each. Storage costs increase, as the refrigerated unit's original shelves cannot be used and must be stored.
SUSTAINABILITY	Reduced resource waste: The existing shelves are used directly instead of being replaced with additional plastic shelves. Energy efficiency maintained: The energy efficiency class specified by the refrigerated unit manufacturer is preserved, as the supplied shelves can be used.	Additional shelves must be supplied separately. Production and delivery increase the carbon footprint. Energy efficiency compromised: Using acrylic shelves means the energy efficiency class can no longer be guaranteed.
SIMPLE SETUP	Quick, tool-free installation on existing shelves.	New acrylic shelves must be installed afterwards, which is time-consuming. A metal framework needs to be fitted inside the refrigerated unit to accommodate them.
DESIGN AND VISIBILITY	Information on product packaging is easier to see, as visibility is significantly improved. Anthracite-coloured shelves give the display a more premium appearance. The shelf dividers are designed so that no gap appears at the front panel, increasing the stability and security of product placement.	Product visibility is limited due to an ESL label or price tag rail positioned in front of the products. The transparent plastic shelves make the shelf appearance look less organised. A gap exists at the front of the shelf between the dividers and the front panel, where products can get caught or jammed.

POS-T BOB

INSTALL, STOCK, AND READY TO GO!

POS-T BOB TAKES YOU TO THE FRONT!



QUICK AND EASY TO INSTALL:

The **POS-T BOB** is designed to be installed and used in no time, without any tools or additional aids, on the pre-installed shelves of the refrigerated unit. The front profile simply slides directly onto the existing shelf clips.

The only requirement: The shelves in the refrigerated unit must be angled.

For implementing different planograms, the freshness trays can be easily moved to the desired position.



SO MUCH CLARITY AND ORDER - IT MAKES YOU WANT MORE:

The freshness shelf impresses with its exceptionally clear and organised appearance. For shoppers, grabbing products is much easier, and items can be purchased immediately without long searching times.

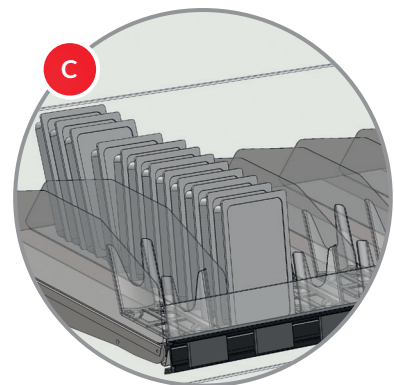
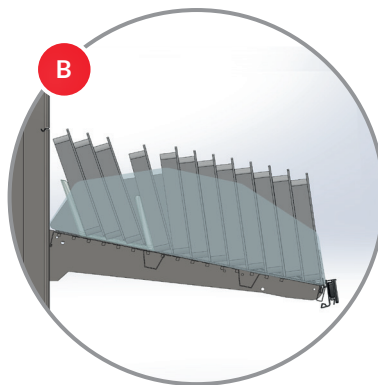
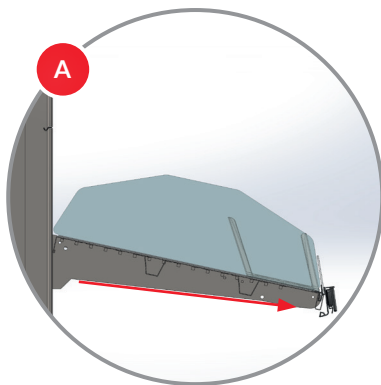
The benefits extend to store staff as well: By continuously moving products from the back to the front of the shelf, write-offs are minimised. Products with a short shelf life sell more efficiently because they are not overlooked at the back of the refrigerated unit.

Another advantage: ESL and scanning rails can be attached directly to the front profile, providing clear and modern price labelling.



SO EASY TO DO!

PRESENT YOUR FRESH PRODUCTS WITH POS-T BOB



- A** The **POS-T BOB** Freshness Tray can be installed on angled shelves in just a few simple steps:
First, slide the front profile onto the existing clips. Then insert the dividers and the freshness tray – and you're ready to start stocking.
The angled dividers ensure secure support and perfect positioning.
- B** Stocking the shelf involves two simple steps:
First, place some products in the **POS-T BOB** Freshness Tray. Then move the remaining products in front. Thanks to gravity and the weight of the products in the freshness tray, the front products are gently pushed to the shelf edge. This ensures a permanent front-facing presentation.
- C** Here you can clearly see how simple and effective the solution is. All products are securely held and cannot slide or topple over. Stocking is easier, and shelf maintenance is significantly faster.

POS-T BOB

NOTHING BUT GOOD REASONS

Our service begins long before actual product development. We focus on the issues that matter most to our customers. Our goal is to develop solutions that are sustainable and go far beyond the product itself.

Cost efficiency, material sourcing, usability, and resource conservation are just a few of the aspects we consider in all our planning and development. At every step, the customer is always at the centre of our approach.

The **POS-T BOB** therefore stands out not only for its unique functionality. The advantages of choosing the **POS-T BOB** are numerous:

**Better product visibility
and easier accessibility**

**More attractive and permanent
front-facing presentation**

**Quick and easy installation of
ESL and scanning rails on the front profile**

No additional space or shelves required

Reduced write-offs

**Savings on the purchase of acrylic shelves
and avoidance of storage costs**

**Sustainable: reduced material wear
and less resource waste**

Simple, tool-free installation



POS-T BOB

QUESTIONS? WE'RE

GET IN TOUCH WITH THE EXPERTS
– YOUR CONTACTS ARE AT YOUR SERVICE.

There are countless ways to enhance the attractiveness of the point of sale. There is no one-size-fits-all solution, but many individual ideas that perfectly suit you and your needs or objectives. We are happy to advise you on any questions you may have.



POS TUNING

– Innovations from East Westphalia-Lippe

Since 1998, the owner-managed family business based in Bad Salzuflen has stood for innovation and pioneering spirit. With the invention of the system tray, company founder Udo Voßhenrich laid the foundation for a revolution in product presentation at the point of sale over 25 years ago.

Starting as a one-man operation in a garage, POS TUNING has now grown into a company with more than 250 employees. Production takes place exclusively in Germany, and the company delivers to over 120 countries worldwide.

Managing partner Oliver Voßhenrich continuously expands the portfolio and invests in the development of digital solutions for the retail of tomorrow.



Find more information here.

**Want to
learn more?**
Contact us now.
+49 5222 36965-694
contact@postuning.com

POS TUNING GmbH
Am Zubringer 8 | 32107 Bad Salzuflen | Germany
Tel. +49 (0) 52 22 - 3 69 65-0 | Fax -20
info@postuning.com | www.postuning.com

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