

RETAIL ACTIVATION

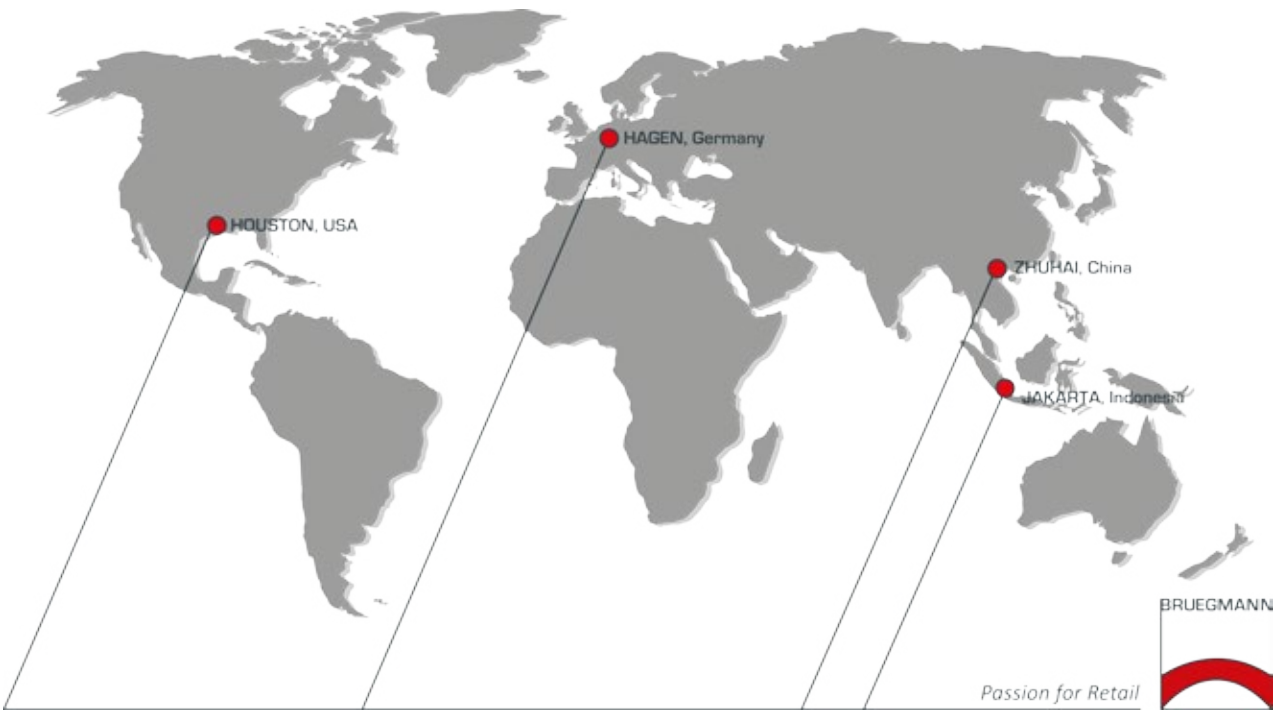
Company Overview

The Bruegmann Company was founded in 1970 near Cologne, Germany and has delivered consistent growth ever since. This growth and development has resulted in a fully global operation with the establishment of wholly owned facilities in Germany, USA, China and Indonesia.

The Bruegmann Group today designs, develops and manufactures high quality retail merchandizing products and solutions that deliver an innovative differentiation to the target markets (retailers or brands). Our products are focused on providing immediate added-value to our customers at the most important location – the shelf! By either enhancing product presentation in-store, organizing shelves or protecting products, our systems deliver improved product margins, stimulate sales and reduce labor costs.

The Bruegmann Group is a vertically integrated company will all key resources in-house. This means we are in full control from concept development, industrial design, prototyping, tooling, production, quality control to delivery.

We look forward to working together to deliver the optimum solution for your needs.



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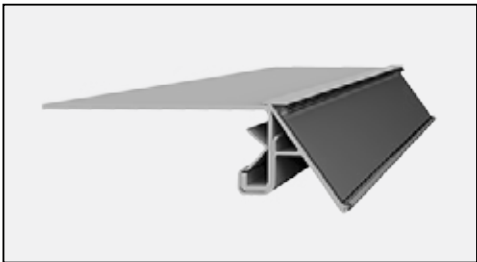
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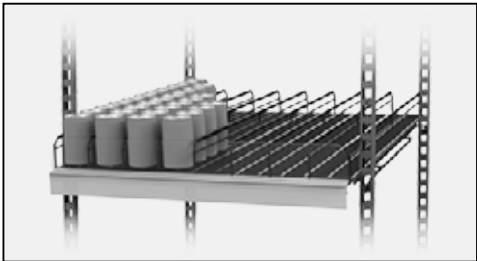
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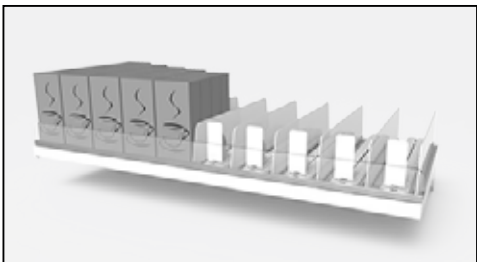
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Shelf Edge System
Category # 1000 – 2000



FlexRoller
Category # 3000



Shelf Management
Category # 4000



Loss Prevention
Category # 5000



Foodservice Products
Category # 6000

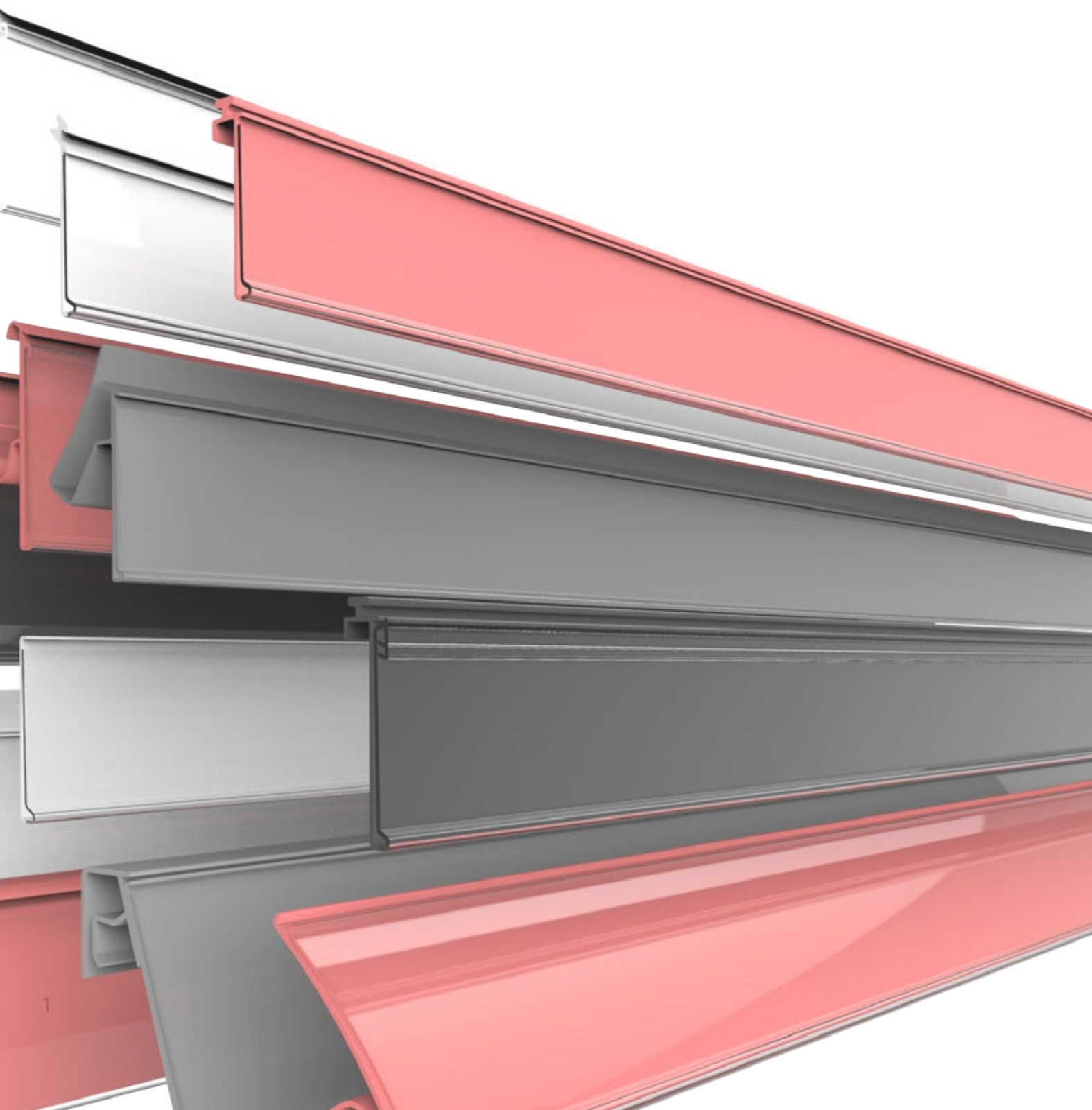


SignReady
Category # 7000

InfoStrip™

Designed to Inform

The Bruegmann Company is a leading global manufacturer of shelf-edge extrusion products. In-house tooling departments provide customized profile solutions for any shelf application. Shelf edge strips are an effective selling tool in any retail store by capturing shopper attention and delivering relevant persuasive messages to shoppers.



Shelf Edge System

Category # 1000 – 2000



Overview

- The Bruegmann Company is a leading global manufacturer of shelf-edge extrusion products. In-house tooling departments provide customized profile solutions for any shelf application
- Shelf edge strips are an effective selling tool in any retail store

Features

- Deliver sku pricing and persuasive selling messages to shoppers
- Clear windows allow interchangeability of pricing labels and graphic strips

Results

- Ensure accurate pricing of product
- Manage category packout – using different color inserts
- Showcase new products or special offers
- Maintain planogram compliance
- Increase operational efficiency for inventory control and restocking



Shelf-edge extrusions are a core competency of the Bruegmann Group and we have the experience of designing and manufacturing various different profiles to suit any retail application including:

- Supermarket/Hypermarket gondola shelves
- Open or closed coolers
- Wire shelves
- Peghook merchandising

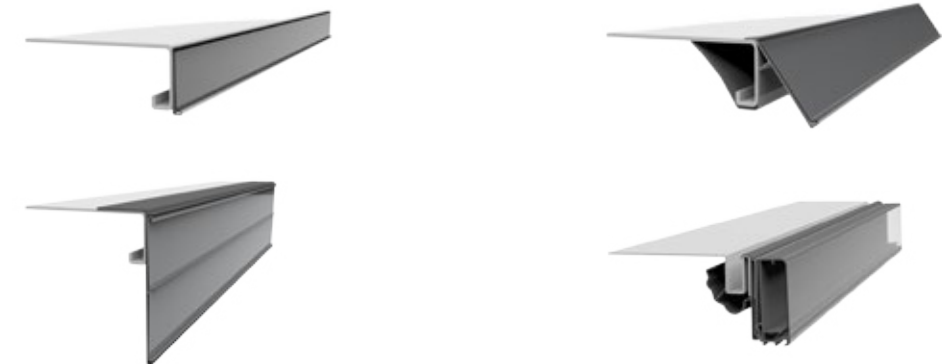
Our profile designs include the attachment options:

- Adhesive
- Magnetic
- Clip-on
- Snap-on
- Hinged

The quality of the manufacturing is guaranteed by:

- Using high UV-stabilized raw material
- All production to ISO code
- Sophisticated accelerated testing equipment
- In-house tooling of all profiles
- Selective choice of raw material to suit your application
- Production locations in USA, Germany, China and Indonesia

Gondola Shelf



Profile for Wire Shelves



Hook Display



Glass Shelf

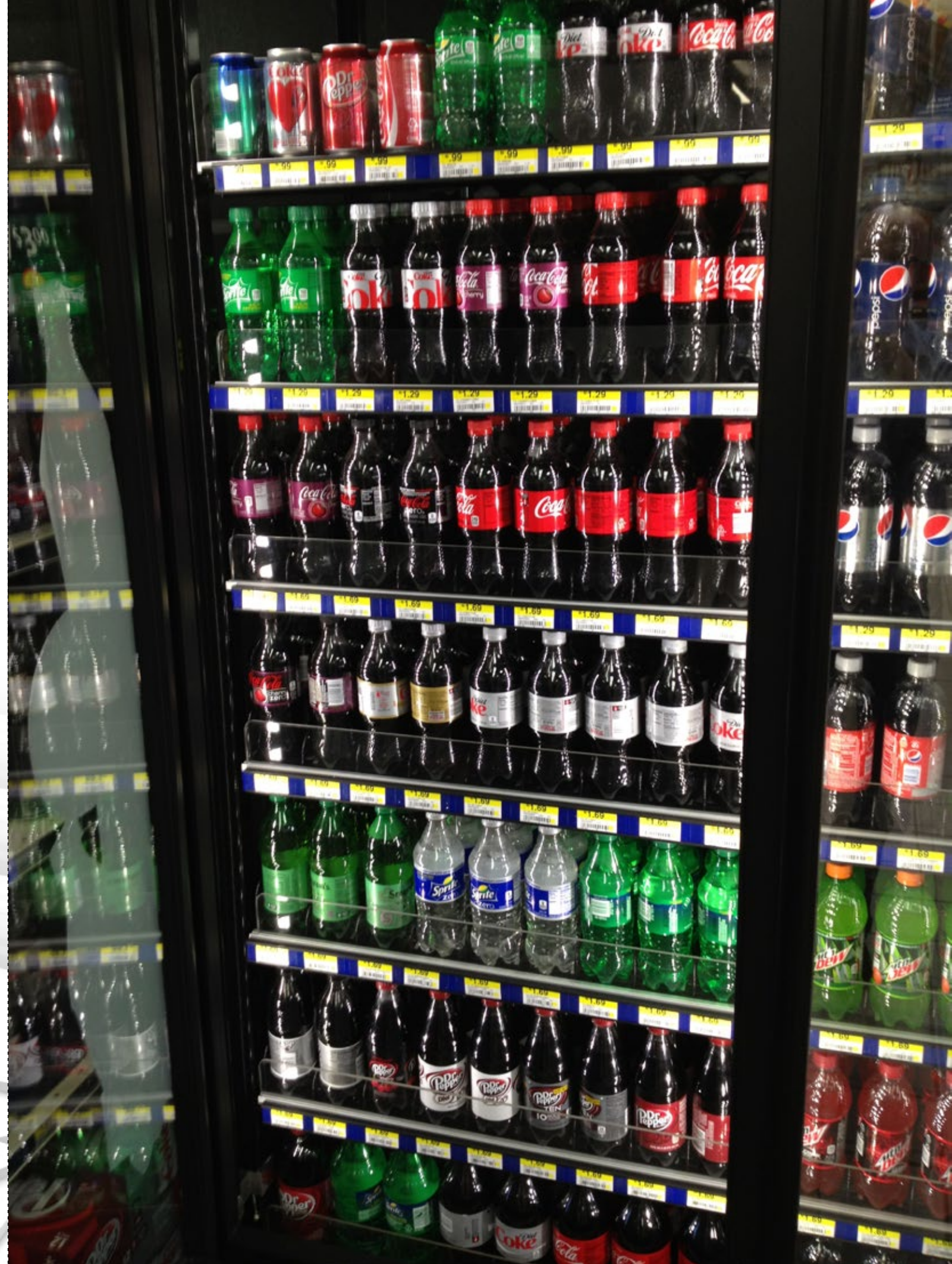
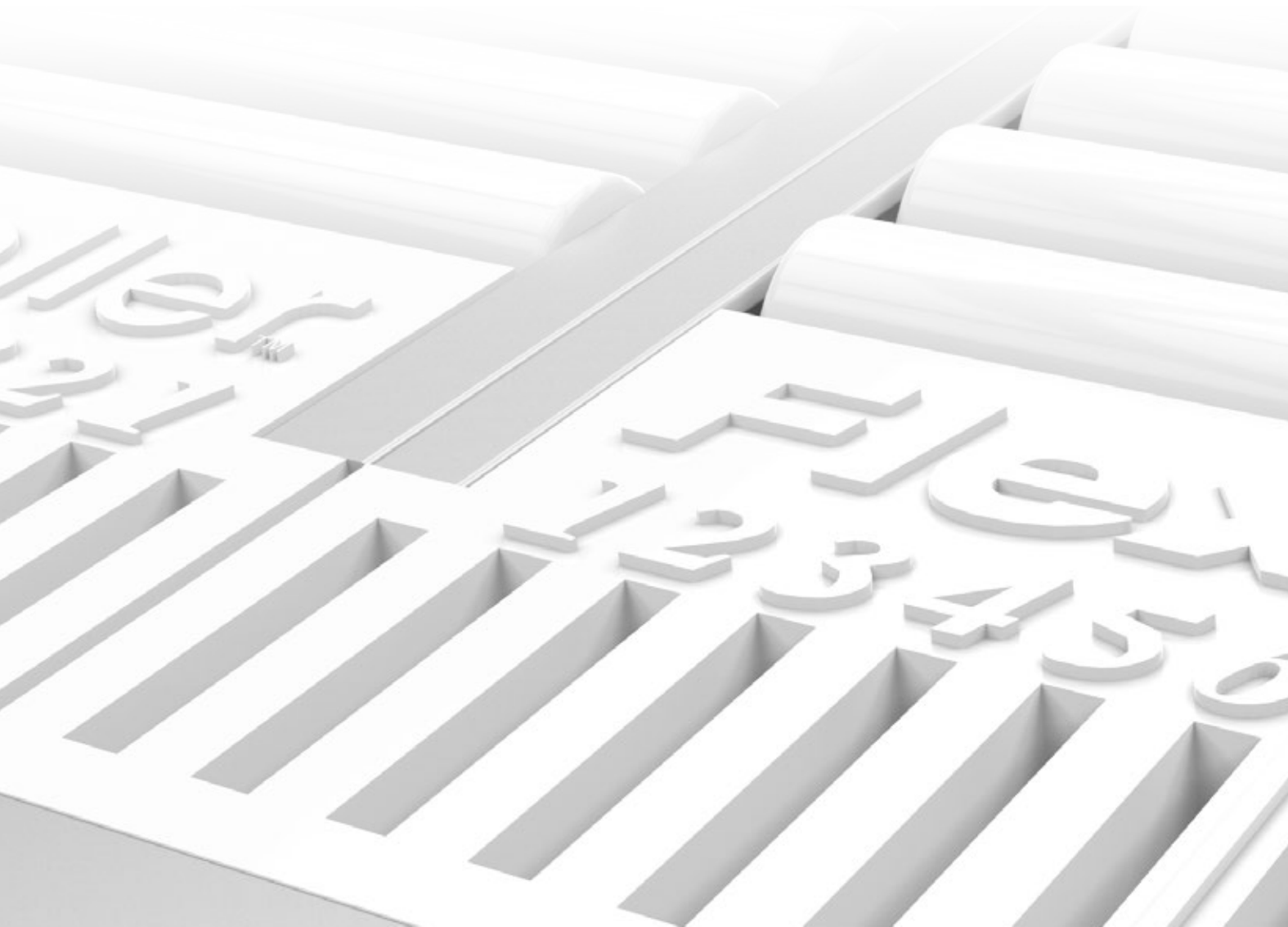


FlexRoller™

Designed to Deliver

FlexRoller is a universal shelf management system that delivers a wide range of tangible benefits to retailers, products and shoppers. It keeps products of all sizes and weight always front-faced on gondola shelving in all channels. The FlexRoller system carries a 5-year limited warranty and the main benefits are:

- Sales lift in all categories
- Easy to shop the products on the shelf
- Labor savings related to shelf maintenance and re-stocking
- Enhanced presentation of products on the shelf
- Space management is easy due to flexible lane adjustment
- Planogram compliance is easy to implement



FlexRoller

Designed to Deliver

Overview

FlexRoller shelves are customized to suit any application:

- Grocery/Supermarket – ambient shelves
- Convenience Stores – cold vaults and open chillers
- Suited for all package types

Features

- Products are always fronted to the shelf edge
- Lane dividers are easily adjusted to suit any package type
- FlexRoller shelves will last a minimum of 5 years in the marketplace
- Activation of top and bottom shelf
- Shopper marketing where it needs to be – at the shelf
- Fits to many product categories

Results

- Sales increase delivered through improved product presentation
- Labor savings because less time is needed to restock or organize a category
- Planogram compliance is achieved by quick and easy divider changes to fit any shelf configuration



Sales Lift

Retailer scanner data confirms that FlexRoller installed stores outperformed control stores by 6%.

Measured sales by month for current vs prior year.

Product fronting labor savings

FlexRoller saves up to 2 hours per day per store.

Labor time required for fronting and fixing the shelves

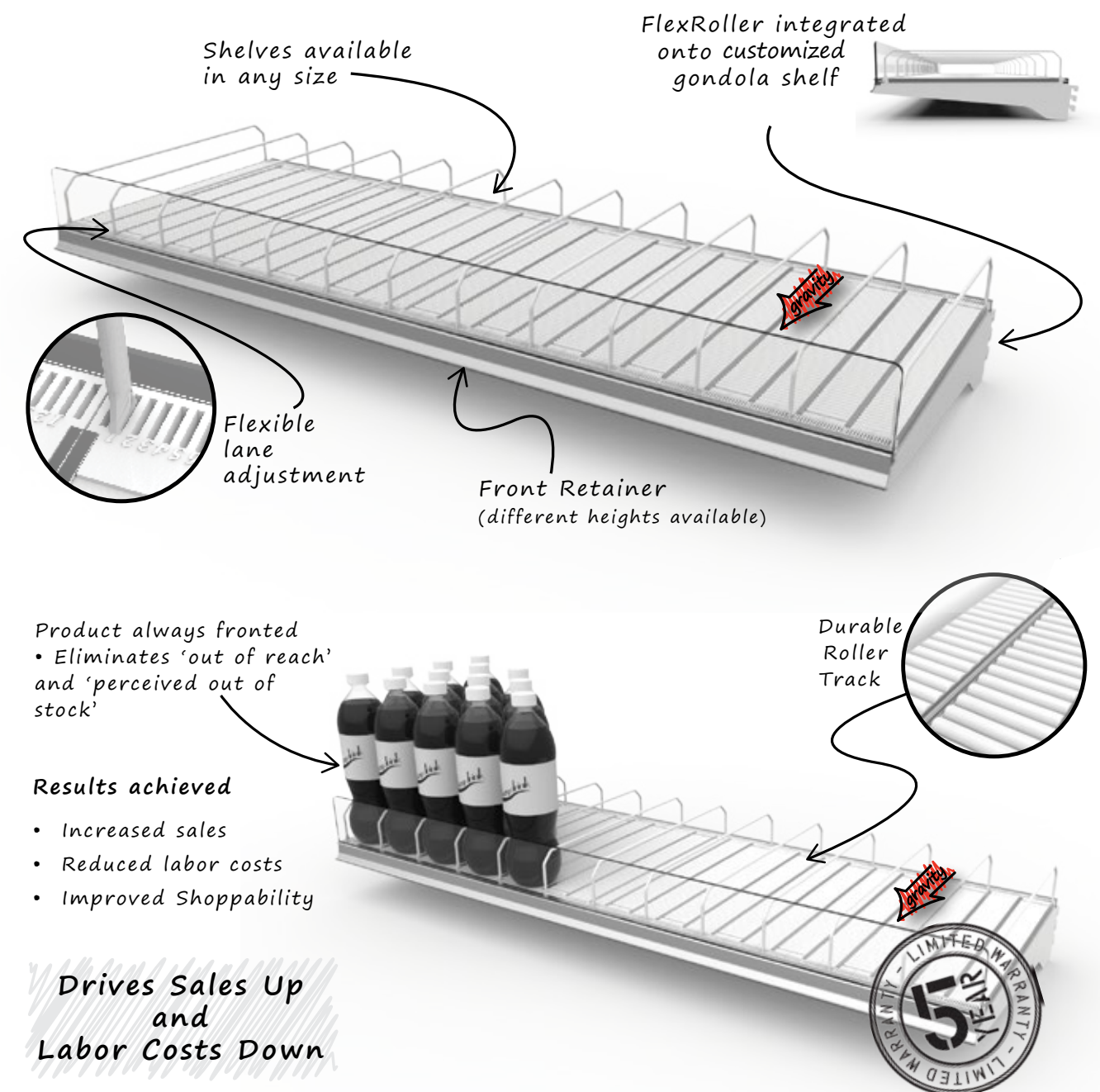
Store Manager Feedback

Positive feedback from test locations.

"Saves time"

"No risk investment"

"Superior product"



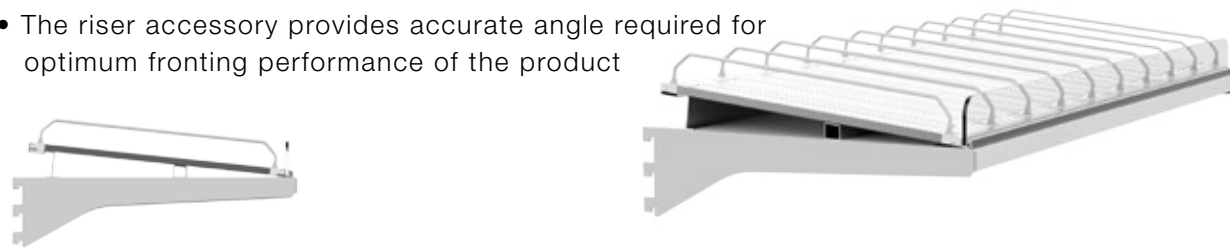
Layover Glide

- The FlexRoller Layover glide installs on existing gondola or wire shelves
- A min of 3 degree angle is required for optimum performance of fronting product on the FlexRoller tray. Depending on product packaging details, a steeper angle (to 6 degrees) might be required



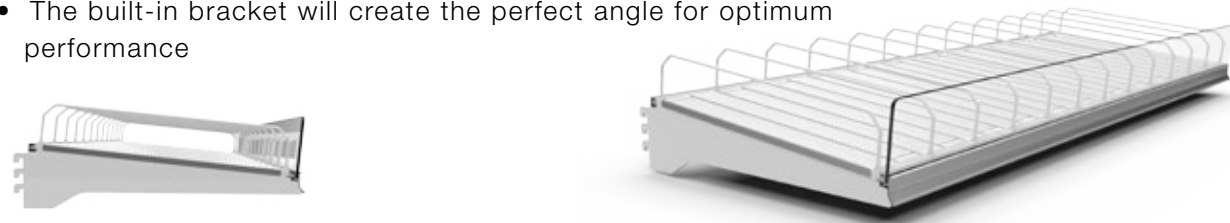
Layover with Riser Glide

- The FlexRoller with Riser glide installs on existing flat gondola shelves
- The riser accessory provides accurate angle required for optimum fronting performance of the product



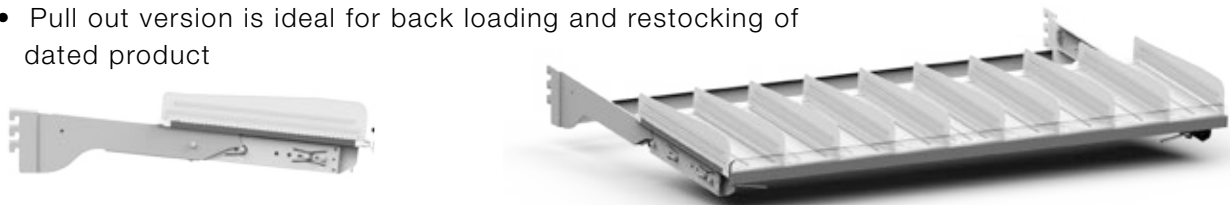
Gondola Shelf

- The FlexRoller Gondola shelf is customized to integrate into existing retailer gondola uprights.
- The built-in bracket will create the perfect angle for optimum performance



Pull out Angle Shelf

- The FlexRoller Pull out Angle shelf designed for smaller sku merchandizing that requires maximum packout in a tight vertical space
- The tray pulls out by releasing the brake handles. Easily returns to original position when fully stocked
- Pull out version is ideal for back loading and restocking of dated product



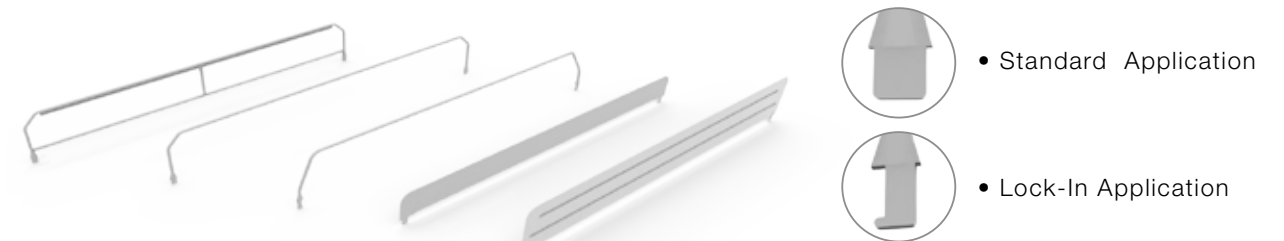
Pull out Straight Shelf

- It is designed for smaller sku merchandizing that requires maximum packout in a tight vertical space
- Pull out version is ideal for back loading and restocking of dated product



Dividers

- Depending on product type and packaging, we will recommend the optimum selection of dividers (flat metal or round wire options)



Bulk Rack

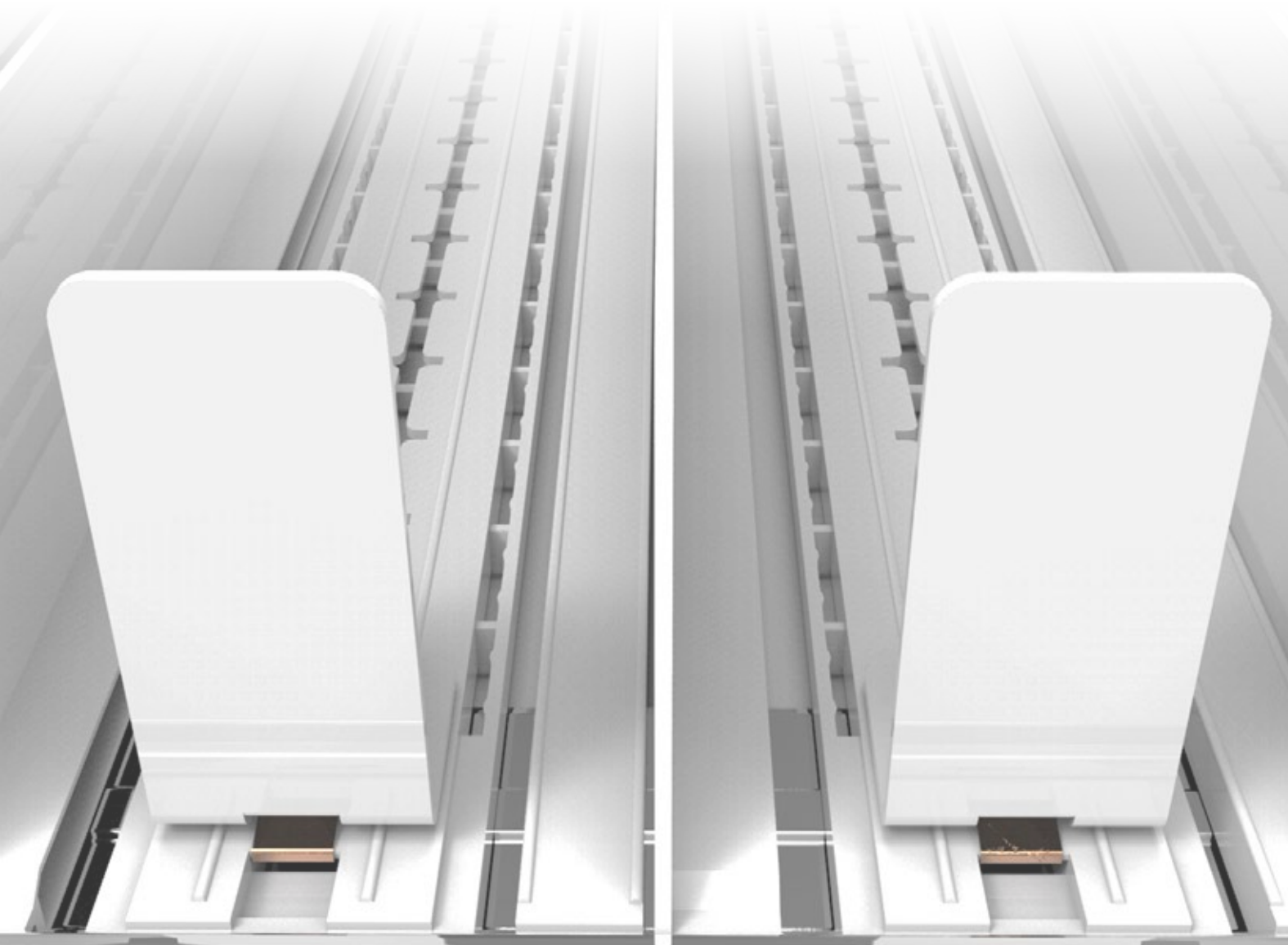
- The Bulk Rack integrates FlexRoller lanes to front-face any large product (e.g. beverage multi-packs)
- Lanes are adjustable and attach to a sturdy main frame structure
- When assembled and installed, the individual lanes can be restocked from the front or back of the main structure.
- The bulk rack is easy to install, very sturdy and will front face product for an extended time in the marketplace



ProShelf™

Designed to Organize

Shelf management systems increase sales and reduce retailer labor costs. Spring driven pusher systems keep product fronted at the shelf edge at all times so retailers sell to the last unit on the shelf. Well planned shelves (with individual lanes) deliver a more efficient packout of any category. Shoppers prefer shopping where the products are easy to see, easy to identify and easy to reach.



Shelf Management

Category # 4000

ProShelf
Designed to Organize

Overview

- Spring driven pusher systems keep products at the shelf edge all the times. This makes shopping easy for customers and saves retailers time to restock and keep the shelf organized. The shelf is fronted to the last unit!
- Retail case studies prove that a well merchandised shelf drives additional sales. If shoppers see it and find it, they buy it!

Features

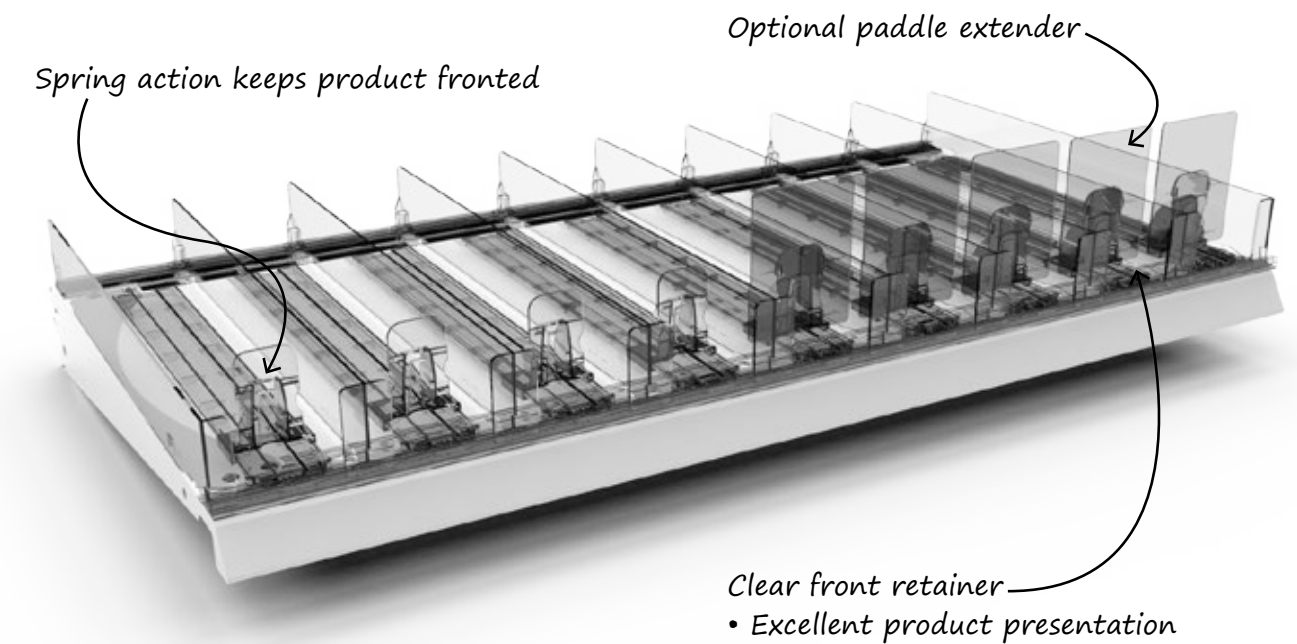
- Bruegmann pushers are made from durable plastic
- The variable-force springs, will last for many years on the shelf
- Installation is quick and easy (no tools required) and lane adjustability will suit any sized package

Results

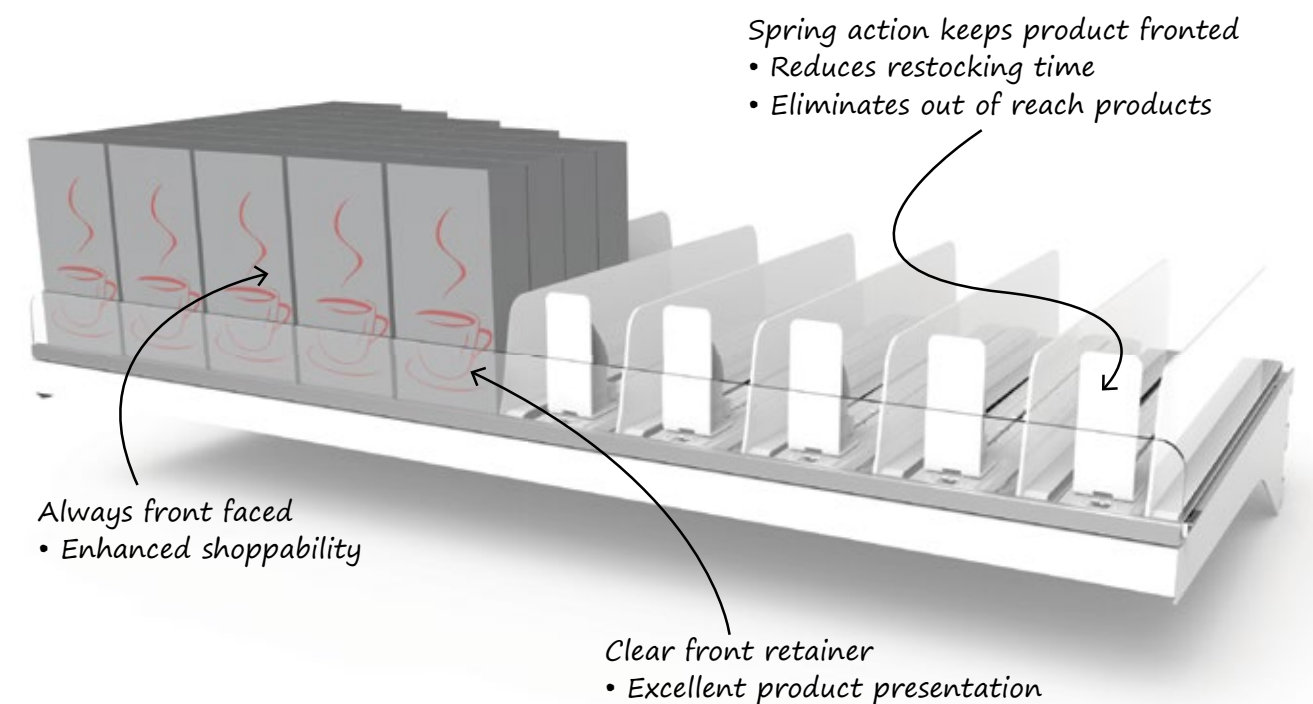
- Reduced restocking time
- Elimination of fronting time
- Easier for shoppers to locate merchandise (increases sales)
- Reduces shrinkage by minimizing the ability to sweep shelves



Clear Pusher

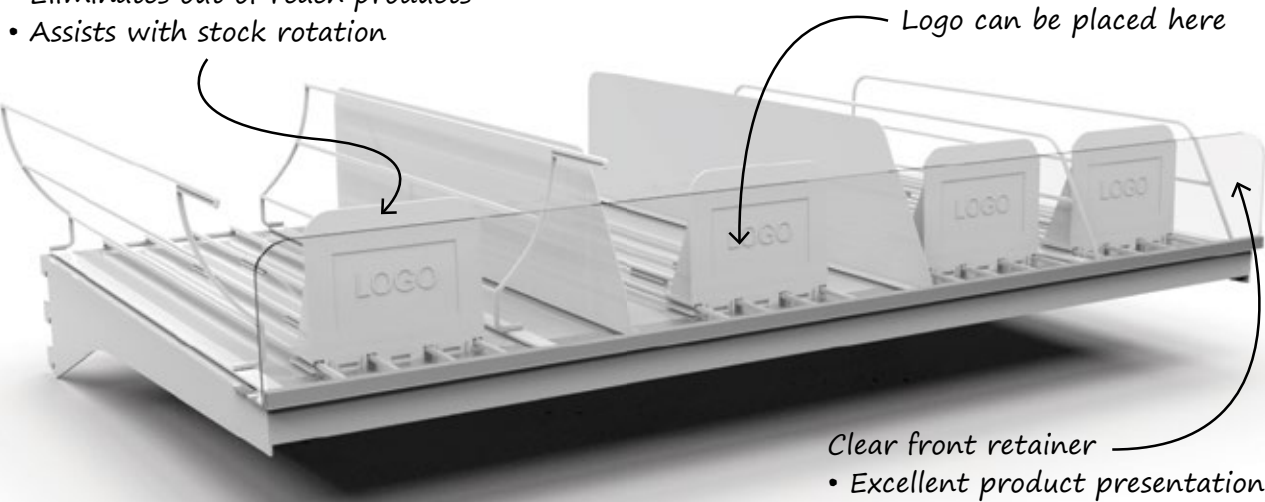


Premium Pusher



Freezer Pusher

- Spring action keeps product fronted
- Reduces restocking time
 - Eliminates out of reach products
 - Assists with stock rotation

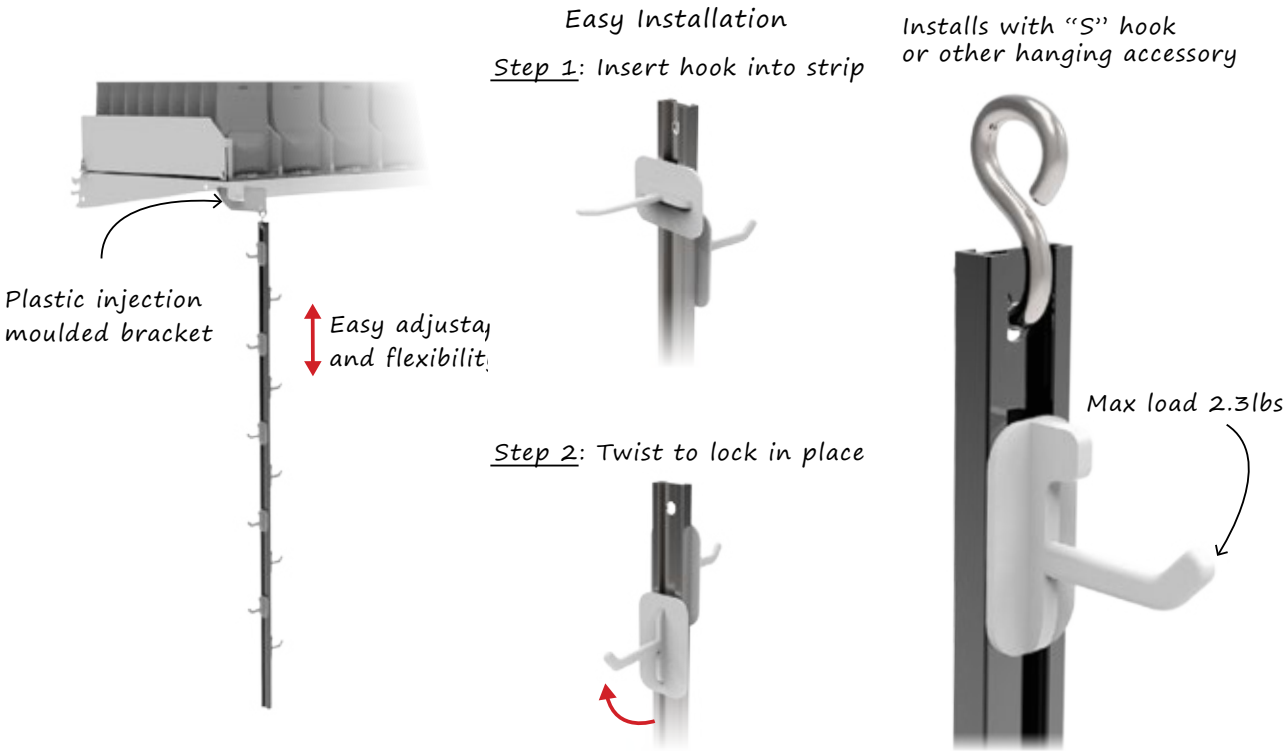


EnviroGlide



ImpulseStrip

ImpulseStrip



CanRoller

CanRoller



SweepStop™

Designed to Protect

Retailers need to take a proactive approach to combat theft by implementing on-shelf products/systems that deter or prevent shoplifting. Reducing theft is a top priority for all retailers. The Bruegmann Company has developed a range of high quality solutions for key categories.



SweepStop

Designed to Protect

Overview

- Reducing shrinkage continues to be a high priority for all retailers
- Retailers are taking a proactive approach to combat theft by implementing (amongst others) on-shelf systems that deter or prevent shoplifting

Features

- The Bruegmann Company has developed a range of high quality solutions that do not interfere with the shopping process
- Our innovative solutions introduce a 2-handed shopping process that has proven to be successful in all channels.

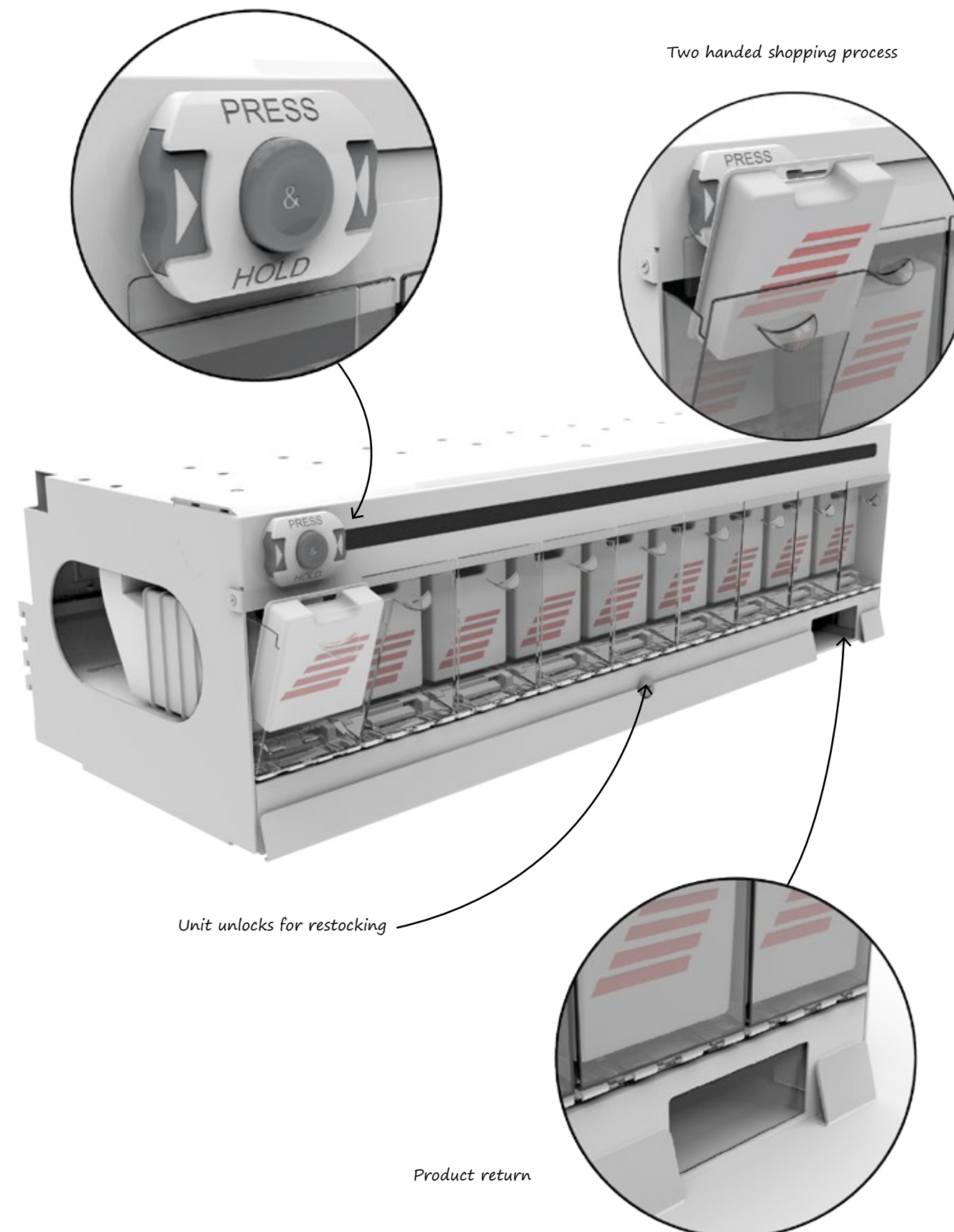
Results

- The Bruegmann loss prevention range of products protects retailer margin and profit.
- The products prevent 'sweeping' of many products at the same time



Razor Blade Security

Two handed shopping process



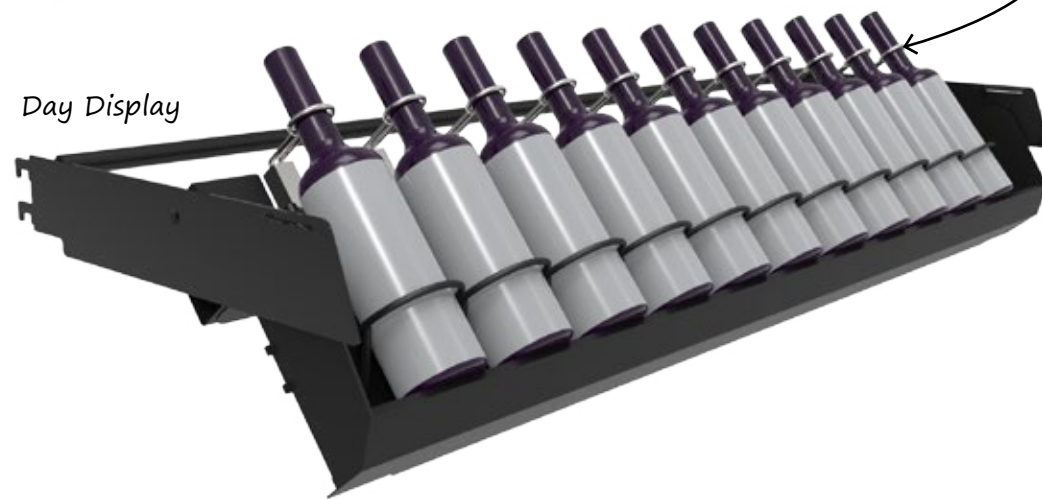
Wine Security

Night Display

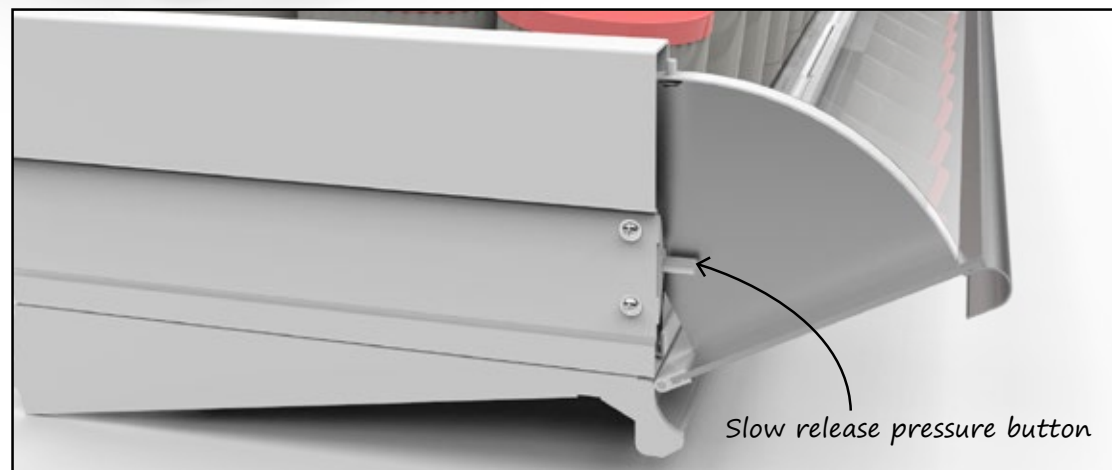
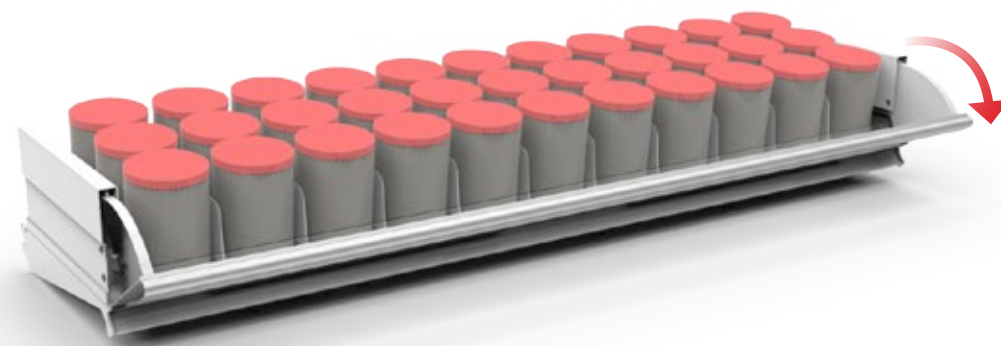


Product can only be accessed when unit is unlocked (store personnel)

Day Display

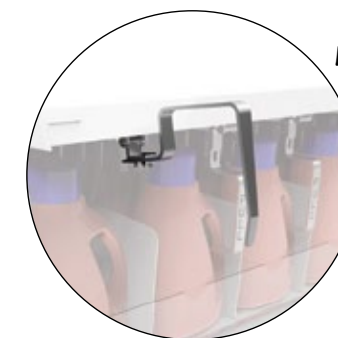


Baby Food Security

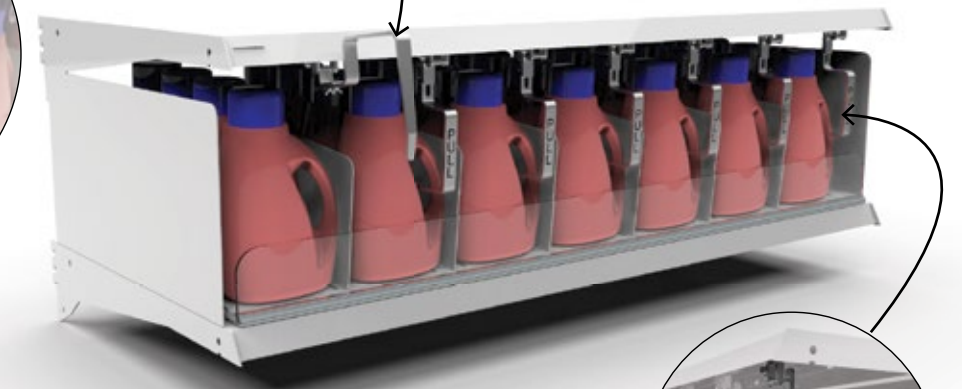


Slow release pressure button

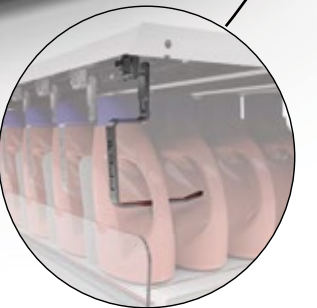
Detergent Security



Lift hook to access product

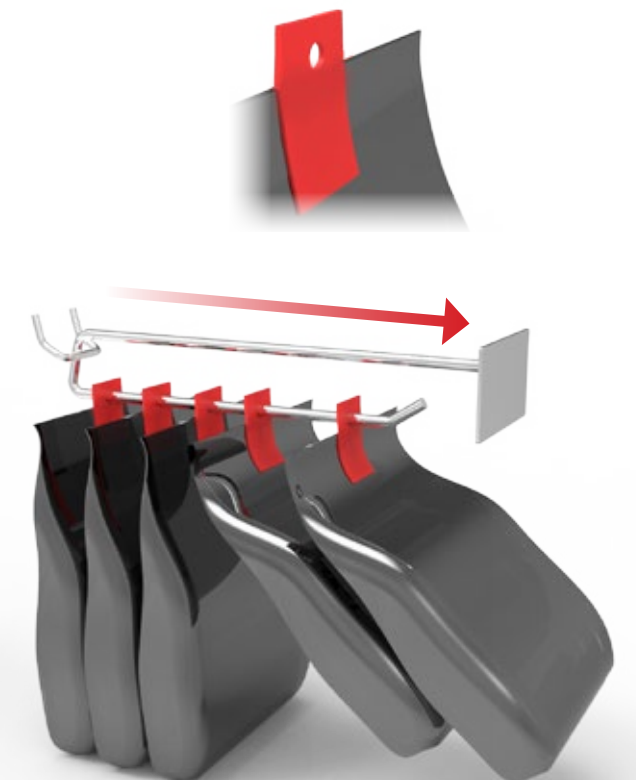


Hook passes through first and second bottle handles



Hook Stop

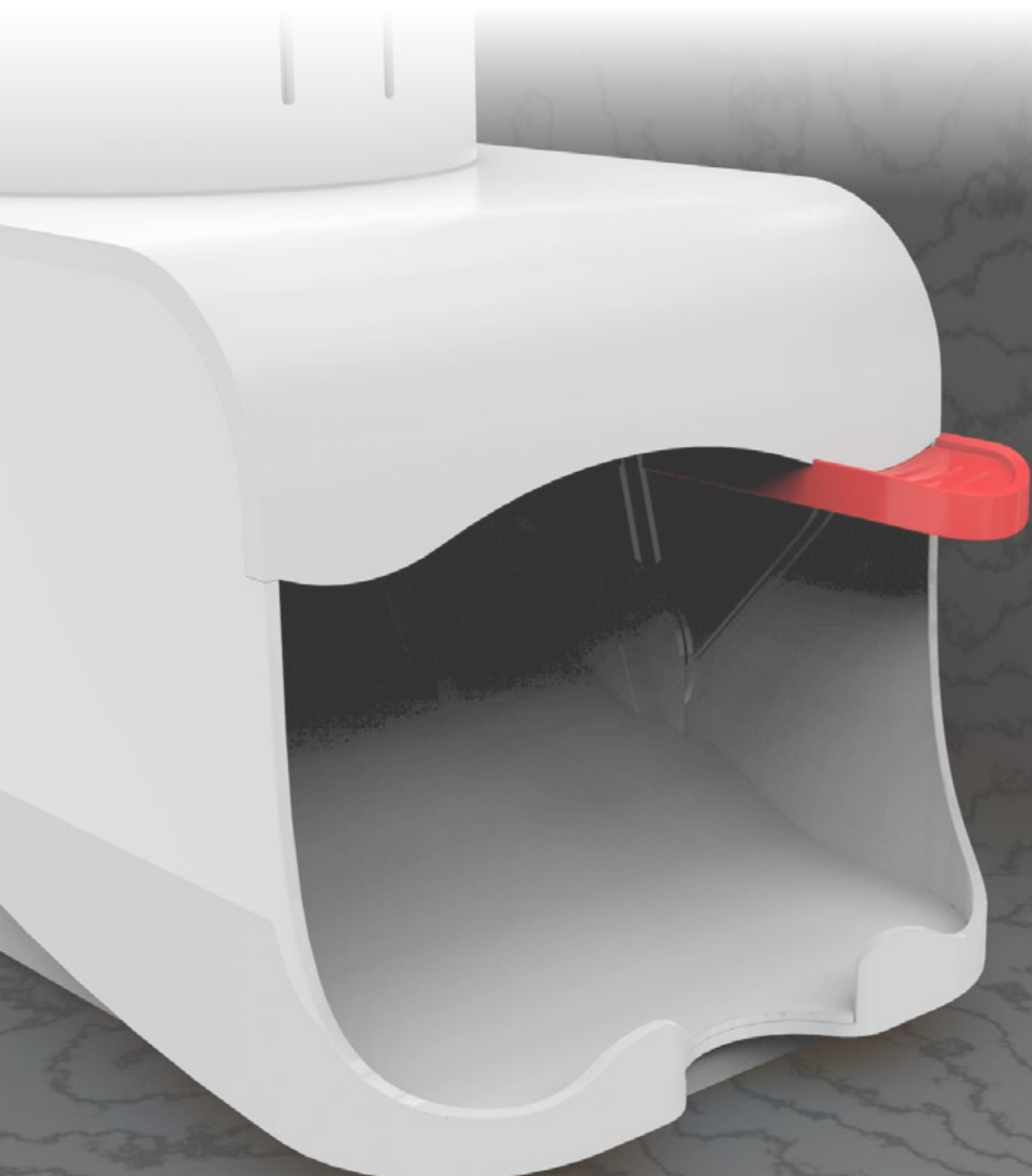
- Attaches to most packaging types
- Hi-Bond adhesive
- Available in any color
- Affordable single-use product



QuickServe™

Designed to Offer

Foodservice is one of the fastest growing and most profitable categories in grocery and convenience stores all around the world. With the cold drinks cooler/cold vault, these are the two main destinations and reasons for shoppers to visit the stores. Overall hygiene and cleanliness of the foodservice area are the two main challenges that retailers must solve. We offer two innovative solutions for your foodservice area.



Quick Serve

Designed to Offer

Overview

The Bruegmann group has developed innovative products to deliver added-value solutions in two key product categories:

- Disposable beverage lids
- Beverage cups

Both products dispense one-at-a-time products.

EZLid

- Is the most hygienic lid dispenser available for both cold and hot beverage products

Cup Dispenser

- Self-adjusting diameter ring accommodates a range of cup sizes

Features

- A faster more convenient dispensing of disposable lids and cups
- Easy to refill and maintain

Results

- Hygienic and sanitary delivery systems
- Reduces in-store wastage of lids and cups
- Reduces labour time keeping area clean
- Keep the foodservice counter neat and tidy



EZLid

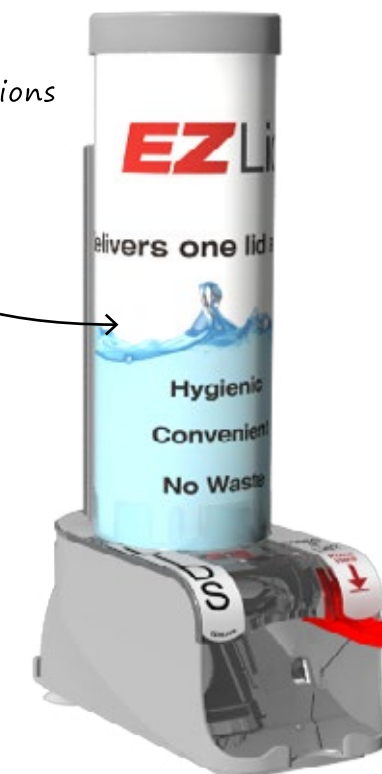


Press button down to dispense lid

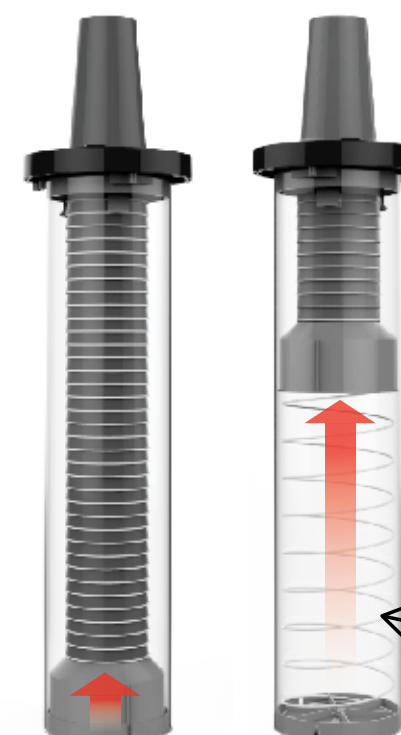


- Individual lid delivery system
- Fast and convenient
 - Hygienic and sanitary
 - Reduces waste

- Interchangeable graphics
- Branding communications
 - Cross-promotion opportunities



Cup Dispenser



Press down button and twist to adjust cup holder size between 2.75" to 4.3" diameters.



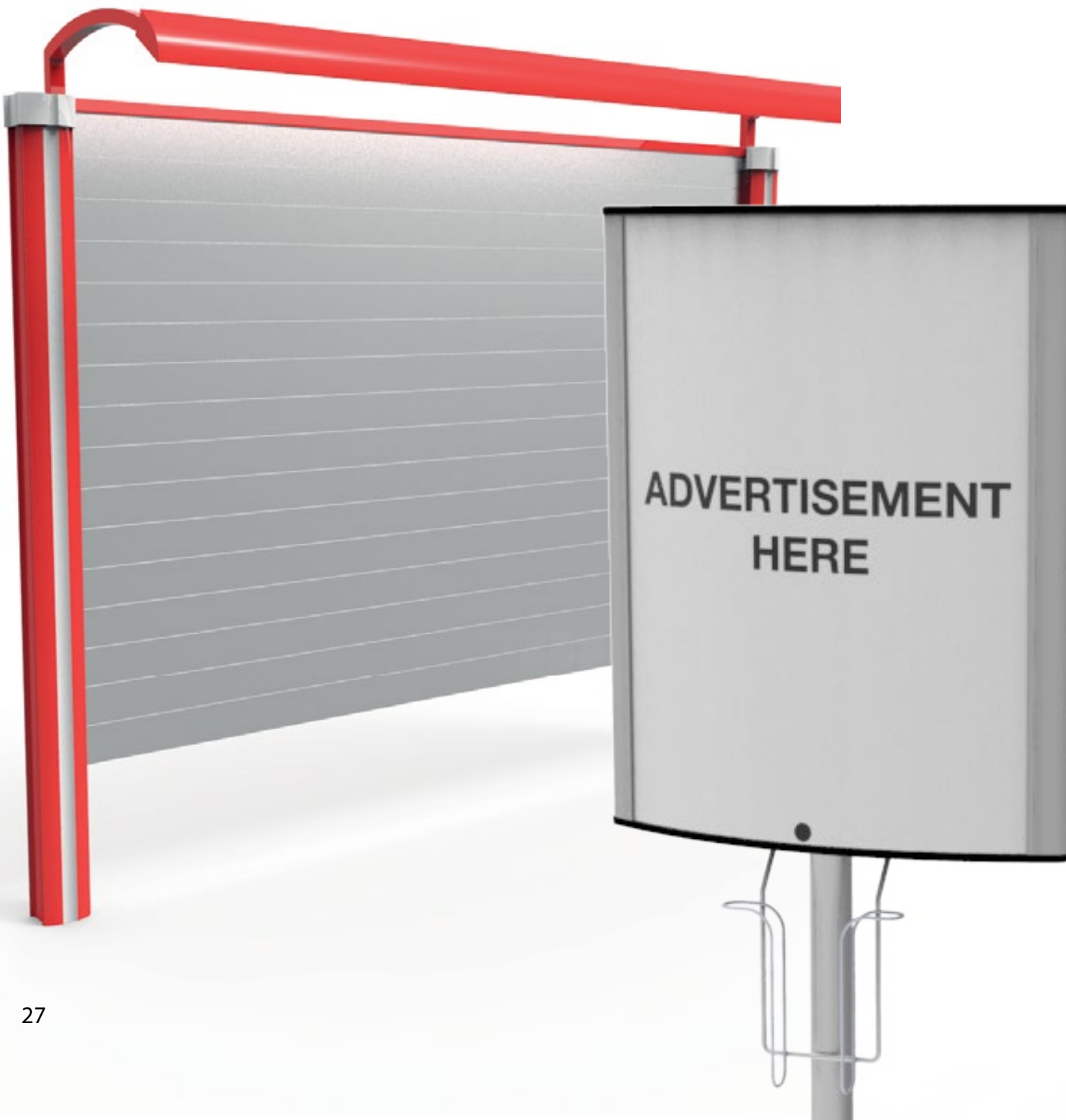
Universal Application
Accommodates a wide range of cup widths and heights



Spring action keeps product readily available

SignReady™

The Bruegmann Company has the expertise in creative design, technical requirements and production of display signage solutions for both inside and outside the store. The products are designed to be of the highest quality, intuitive to use at store level, and durable to last for many years. Our signage solutions are tailored to exact specifications, and are supported by an experienced design team that is ready to customize any solution to suit your needs.



SignReady

Designed to Promote

Overview

- The Bruegmann Company has expertise in the creative design, technical and production aspects of display signage systems for both inside and outside the store
- Bruegmann provides a solution for each requirement: frames, stands, ceiling systems

Features

- Bruegmann offers a full range of communication systems to connect with customers and promote products from a standard plastic poster rail to the exclusive, customized LED aluminum frame
- Solutions available for retailer/product promotion or general directional/orientation needs
- Highly durable construction for both indoor or outdoor implementation
- Systems are easy to maintain for ongoing usage
- Customized solutions are easily developed any communication program

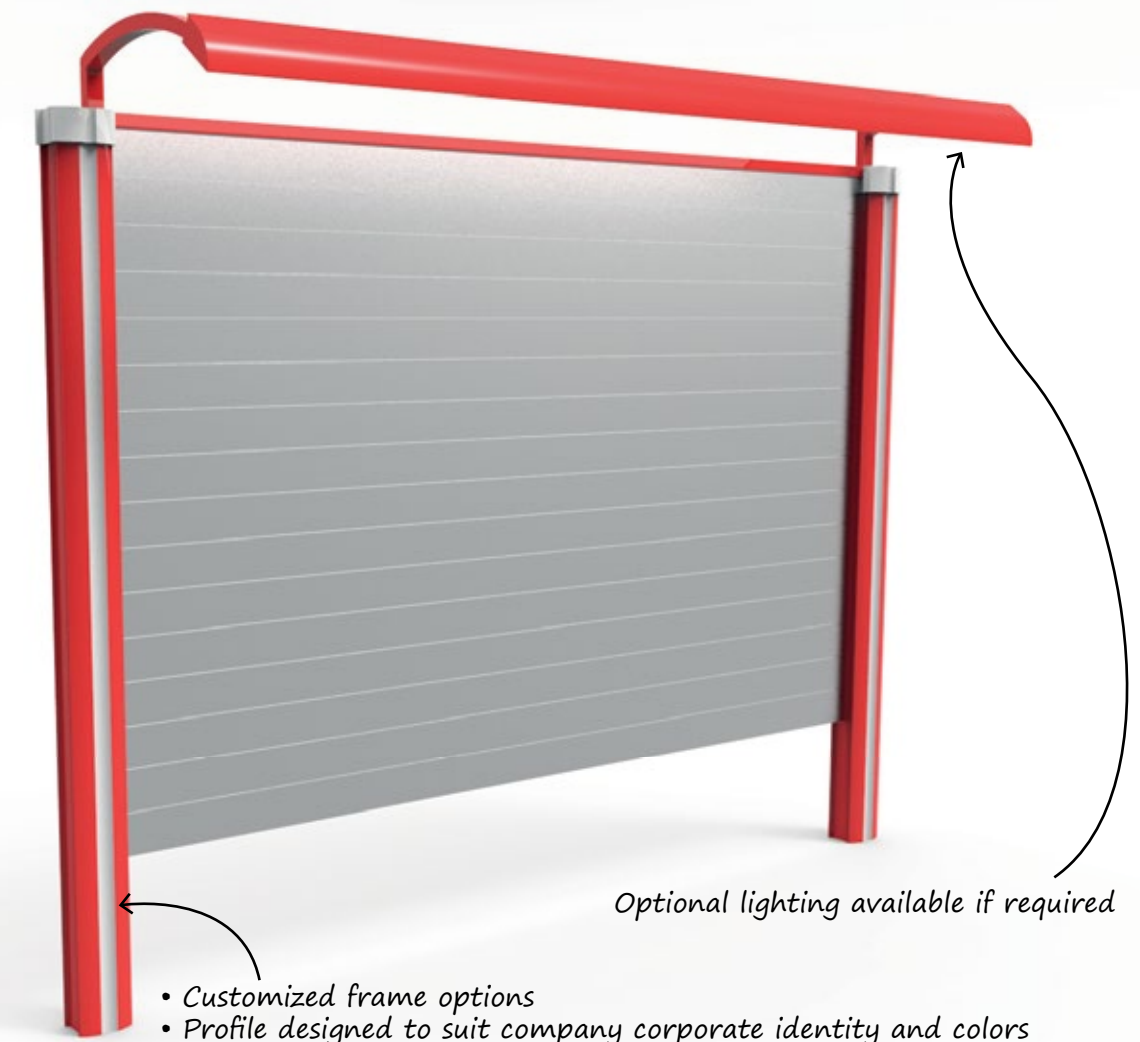
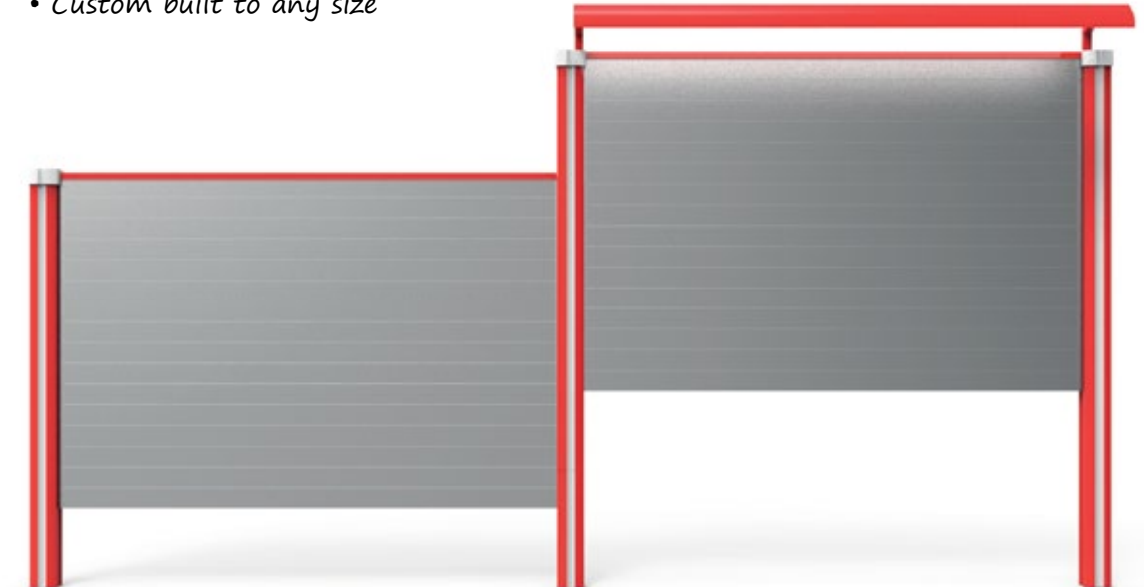
Results

- Engage shoppers at the point of contact, either outside or inside the retail location
- Communicate creatively to the target market
- Support and enhance communication opportunities to all shoppers



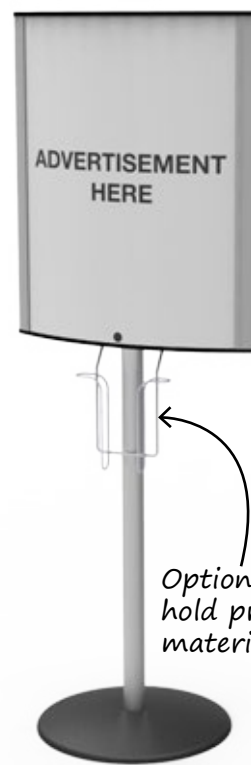
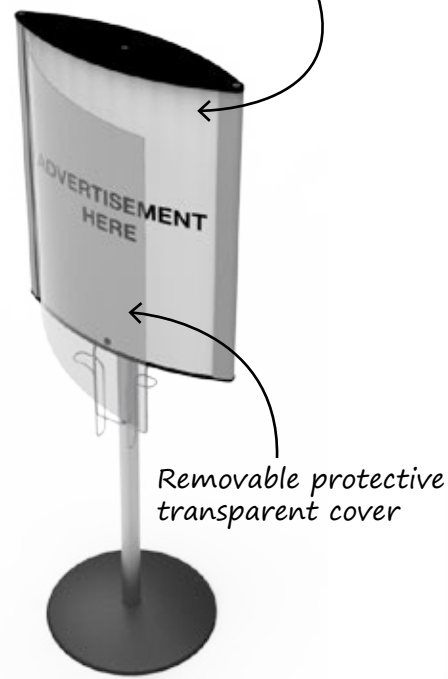
Billboard

- Durable construction for ongoing implementation.
- Custom built to any size



Contour Stand

Easy to change graphic

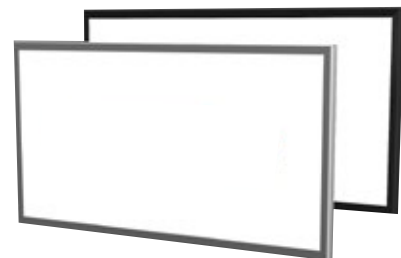


Double-sided advertisement



Other Products

• LED Frame



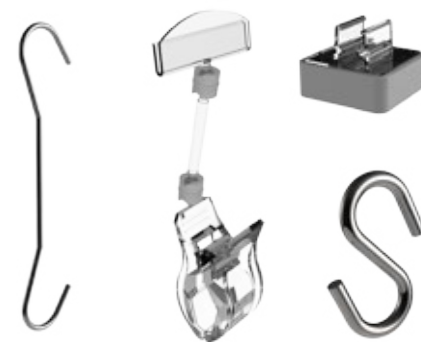
• Signboards



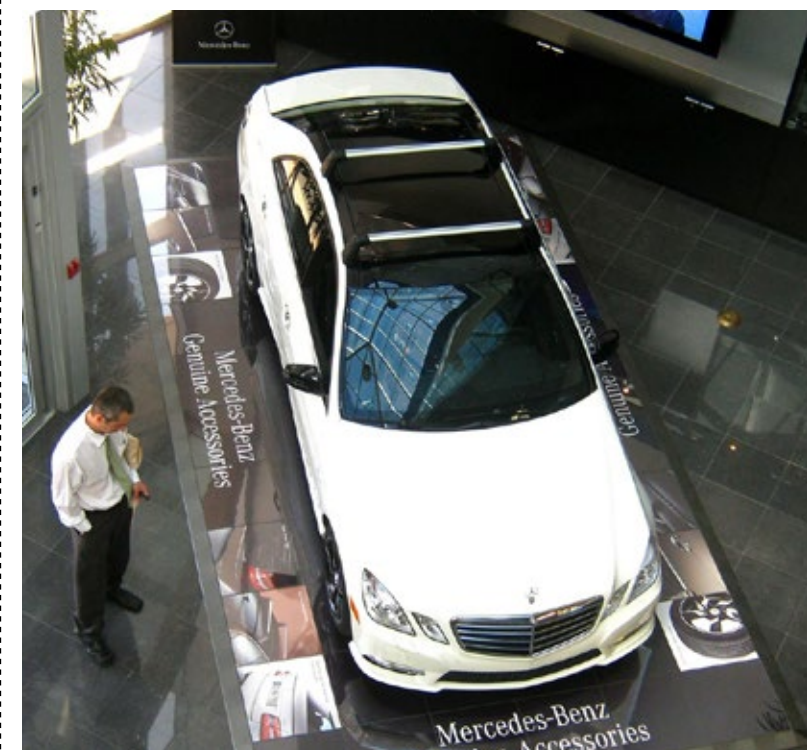
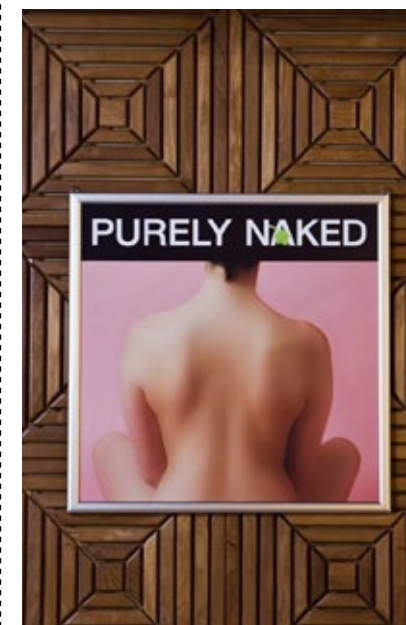
• Graphic Holder



• Hooks plus Accessories



SignReady
Designed to Promote





Passion for Retail
