

# Energy Category

Shelf Management Solution

[www.bevtrac.com](http://www.bevtrac.com)

[www.storereadysolutions.com](http://www.storereadysolutions.com)



After:  
Improving Visual Presentation & Shoppability

## Energy Category Solution

### PROBLEM/ OPPORTUNITY:

**Increased labor costs and lost sales in the heavily shopped energy drink category.**

National brand mfr. presented to a large Midwest grocery chain a shelf management solution for their energy category. This high trafficked section always looked shopped down and shoppers had difficulty finding their product. Merchandising different sized individual cans and multi packs on flat shelves caused minimal front facing and frequent, additional, labor was needed to straighten, restock, and keep this section organized.

### SOLUTION:

**The solution was a combination of three shelf management systems from RTC – BevTrac®, ProfitPusher® and SuperTrac™.**



Before



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**SOLUTION: A Combination of 3 RTC Products**



**BevTrac®  
for Single Serve**



**ProfitPusher®  
for 8 oz multipacks**



**SuperTrac™  
for 16 oz multipacks**

## Results

After installing RTC's 3 shelf management systems in the energy section the retailer achieved the following:

- Energy product, both individual cans and multipacks, are always front faced.
- The section always looks full, improving the visual presentation and shoppability.
- Labor costs associated with facing product, constantly organizing the section and restocking costs were reduced.
- Enables shopper to see all of the product not the merchandising system.

For more information contact Joel Linton or Todd Grelyak at 800.782.1665 or fax this form to 847.640.5175.

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