

BevTrac®

Spring-Feed Shelf Management Systems
for Cold Vaults, Free Standing Coolers & Ambient Shelves

www.bevtrac.com

Benefits

- Always front facing product reduces restock labor costs, improves stock rotation and minimizes out of stocks.
- Tray-to-tray connection allows overall planogram compliance by supporting various sized packages to fit together on the same shelf.
- Spring-action paddle is not impaired by dirt build up, extending tray lifecycle.
- Improves access to all products especially top and bottom shelves.
- Unbreakable clear front enhances product visibility and shoppability.

BevTrac® provides 3 locations for graphic placement:

- Clear front retainer for increased branding and/or pricing information.
- Front of paddle for full category planogram positioning and additional branding.
- Back of the tray for efficient restocking.

Specifications

Available glide sizes:

- 8.4 oz glide, 12 wide tray
 - 10/12 oz glide, 10 wide tray
 - 16/20 oz glide, 9 wide tray
 - 1 liter & 32 oz glide, 7 wide tray
 - 2 liter glide, 5 wide tray
- New**
- 8.4 & 12 oz (sleek) multipack glide, 1 wide tray
 - 12 oz (sleek) glide, 11 wide tray

All sizes packaged 6 trays per carton.



Different Sized Trays Connect Together!

For more information contact your BevTrac sales representative at 800.782.1665 or fax this form to 847.640.5175.

name _____ title _____
company _____
phone _____ email _____

Supermarket Category

Shelf Management Opportunities & Solutions

www.bevtrac.com
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 to replace the old glide system with BevTrac® single serve and multipack trays.



See inside for more supermarket retail solutions.



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Shelf Management Opportunities & Solutions

After



Dairy Section

- Single Serve
- Quarts
- Half Gallons
- Coffee Creamer
- Smoothie



Before

After



Juice & Tea Section

- Fruit Juice
- Smoothie
- Ice Tea



Before

After



2 Liter Ambient Section

- Pop
- Fruit Drinks
- Carbonated Water



Before

After



Performance Section

- Fitness Drinks
- Sport Drinks
- Fitness Water



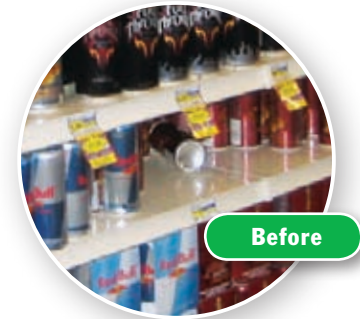
Before

After



Energy Section

- Coffee Based Drinks
- Espresso Based Drinks
- Tea Drinks
- Lattes
- Energy



Before

