

# Point of Sale



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*Use our service to improve your egg business*



# Point of Sale

*Make the most  
of your POS*





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### We develop concepts

**We** work closely with you to develop tailor-made ranges and concepts for your packaging and your POS.

First, we analyse your current situation, then we create proposals using the latest trends in the egg industry to generate new momentum. Benefits are drawn from our international expertise.

**We** lay the best foundations for your POS marketing, employing the very latest 3-D animation software to present your eggs.

In every detail and from every perspective, taking into account customer flow, eye movement and integrated impulse zones ...

All data and facts relevant to decision-making are evaluated.

**Our aims:**

- add considerable value
- develop ranges and displays that maximise your profit
- implement market-specific identity
- encourage impulse buying

**First impressions** that consumers obtain from packaging and the way goods are presented are key deciding factors.

Consumers are looking for security in what is being offered and how it is presented. A clean, tidy shelf indicates freshness, generates trust and creates customer loyalty.

### We add value

**Help** consumers get the information they need quickly and simply with:

- clearly organised displays
- different ranges in different packaging
- colour concepts for instant identification

Additional information on the product and clear pricing are invitations to buy.

**An attractive poster** indicates where the eggs are from a distance, from anywhere within the store.

The egg is a fast-moving, high-selling item. A special atmosphere needs to be created.

Mark the shelf and your products clearly with:

- danglers
- floor stickers
- shelf stoppers
- banners

Your POS reflects your expertise, performance and quality

55% of purchase decisions are made at the POS