



BROCHURE

**Smartness
behind
the scenes**

How smart simple can be!

Contents

4	Simple Click systems
6	Universal system
8	Cool system
10	Frontline system

Are your products
getting the attention
they deserve?



Striking presentation generates sales!

By presenting products perfectly, you increase customer attention span, which translates directly in increased impulse buys and therefore higher sales. Neatly and cleanly presented shelving ensures an optimum customer experience and a uniform instore feel. Thanks to presentation aids, such as pushers, shelves always appear full, boosting impulse buys.

How smart simple can be!

Simple Click is the brand name for three unique shelf management systems - easy to use for all products on all shelves in every segment of the market. All innovative top-grade products developed in close collaboration with shop-floor staff, making them easy to use, increasing sales and reducing costs.

A maximum of possibilities with only a minimum of parts - that's what Simple Click is all about

Economical

A maximum of possibilities with only a minimum of parts - that's what Simple Click is all about. Smart designs, universal materials and well-thought-out details mean Simple Click saves time for all in-store systems. Not only because the systems are easy to fit, but also due to the low number of parts. We have managed to reduce the number of parts required from thirty to no more than 10. And that has had a massive impact on the time and investment required to set up a store.

Safe

All Simple Click dividers are 100% free of Bisphenol A.

Reliable

Our top-quality durable products will give you and your customers many years of service. By strengthening that which needs to be strong and through smart material selection, all three Simple Click systems make reliable partners. Our solutions mean perfect presentation is a given, for the life of your store.

Flexibility

The universally applicable materials mean you have the maximum number of presentation options with the minimum number of parts.



The power of Simple Click

Simple Click has three variants: Simple Click Universal system, Simple Click Cool system and Simple Click Frontline system. All three systems are based on the following four principles:

1. A minimum number of parts
2. Simple and fast fitting
3. Strong and durable
4. Competitively priced

These systems are further explained over the next few pages using these four basic principles.



Simple Click Universal system

Setting up a store with the right shelf presentation materials was always a complex and costly process, often requiring up to thirty different materials. The simple Click Universal system is designed with the aim of simplifying this whole process, without compromising in quality and presentation options. In concrete terms, this means all ideal product presentations are possible using only a minimum of parts. This makes it much easier and quicker to set up a store, providing purchasing advantages and limiting inventory requirements.

- A maximum of possibilities with only a minimum of parts.
- Snap-off dividers for every common shelf depth - often only one type required for all shelf depths in one setup.
- Unique loose rear attachment for stable fitting on any required shelf depth.
- Universal front-stop options to be applied only where necessary.
- Universal presentation aids for a purchase-inducing product presentation.
- Unique and effective pushers.

Attachment profiles

The attachment of all system parts demands the right attachment profiles. Simple Click carries the most common profiles in its range as standard. If you require a specific profile, then we are able to design the required solution together with you.

A perfect presentation is a given with Simple Click

Pushers, increase sales and lower costs

Simple Click Universal system pushers are basically developed for fresh-produce shelving. Fresh produce entails a wide variety of packaging and product weights. That means this system is robust and can be used universally behind almost any required product.

What do pushers do for your presentation?

- Higher sales due to perfect, purchase-inducing product presentation.
- Optimum impulse-sensitive presentation at any hour of the day.
- Always mass presentation, even with just one unit in stock.
- Lower personnel costs due to minimum shelving care.
- Optimum customer experience due to shelves always appearing full.

Furthermore, the Simple Click Universal system pusher has a number of unique smart features:

- Telescopic rail, adjustable to any required shelf depth.
- Pusher available in small and large variants, depending on the product.
- Pusher can be set to straight or tilted position.
- Various spring strengths available, indicated by clock on pusher house.
- Supplied as standard with backstop.
- Unique spring stop for easy refilling.

The power of Simple Click Universal system

1. A minimum of parts

- High (120 mm), medium (60 mm) and low (25 mm) snap-off dividers so all common shelf depths can be set up.
- Unique telescopic pusher rail - one unit for all shelf depths.
- Snap-off ribbed strip combined with the ideal back support for perfect upright presentations.
- Various universal front-stop options can be placed separately on the divider only there where necessary.

2. Simple and fast fitting

- Snap-off dividers that break when needed and not by accident.
- Unique separate backstop for rapid and stable attachment to any required shelf depth.
- Presentation aids to be used only there where necessary.

3. Strong and durable

- The special front-attachment design and the use of durable raw materials mean this system will give you a long and problem-free working life.
- Clever anti-wear lines on the dividers prevent rapid wear and protect the appearance of the dividers for a long working life.
- Universally applicable pushers specially developed for heavy-duty product groups and therefore useable behind practically any product.

4. Competitively priced

- Smart material choice means attractive pricing.
- The universal parts, and thus the minimum components required, mean major savings across the entire store setup.
- Minimal depreciation thanks to durability.
- High production numbers per part due to low number of different parts mean production benefits and thus more attractive cost prices.




Simple Click Cool system

Setting up chiller cabinets with the right shelving materials is essential. Fresh produce is extremely important for the organization as they usually have higher margins than other product groups. As this is about fresh produce it is also important that the presentation looks clean and is easy to clean and keep clean.

Furthermore, the chiller flows must not be restricted and fresh produce often means different shelf depths. These were the basic principles we applied when developing our Simple Click Cool system, resulting in a practical system with a minimum of parts. This makes setup fast and easy. No visible dirt and easy to clean.

- A maximum of possibilities with only a minimum of parts.
- Snap-off dividers for every common shelf depth, often just one type required for all shelf depths in a formula.
- Handy front rail specially designed for chiller-shelf presentation.
- Universal front-stop options to be applied only where necessary.
- Universal presentation aids for a purchase-inducing presentation.
- Unique and effective pushers.



Optimum impulse-sensitive presentation at any hour of the day

Pushers, higher sales and lower costs

Simple Click Cool system pushers are designed for fresh-produce shelving. Fresh produce covers a wide variety of packaging and product weights. This results in a robust system that can be used universally behind practically any required product and ensures perfect, automated pusher-driven presentation - at any hour of the day!

What do pushers do for your presentation?

- Higher sales due to perfect, purchase-inducing product presentation.
- Higher margins when used for high-margin fresh produce.
- Optimum Impulse-sensitive presentation at any hour of the day.
- Always mass presentation, even with just one unit in stock.
- Lower personnel costs due to minimum shelving care.
- Optimum customer experience due to shelves always appearing full.

Furthermore, the Simple Click Cool system pusher has a number of unique smart features:

- Telescopic rail, adjustable to any required shelf depth.
- Pusher available in small and large variants, depending on the product.
- Pusher can be set to straight or tilted position.
- Various spring strengths available, indicated by clock on pusher house.
- Supplied as standard with backstop.
- Unique spring stop for easy refilling.

The power of Simple Click Cool system

1. A minimum of parts

- High (140 mm) and low (60 mm) snap-off dividers so all common shelf depths can be set up.
- Snap-off ribbed strip combined with the ideal back support for perfect upright presentations.
- Unique telescopic pushers - one unit for all shelf depths.
- Various universal front-stop options can be placed separately on the divider only there where necessary.
- Optional universal loose rear attachment.
- All Simple Click universal aids can also be used for the Cool system.

2. Simple and fast fitting

- Snap-off dividers that break when needed and not by accident.
- Unique quick-fit magnetic front rail is easy to clean and to remove.
- Smart construction of the unique front rail makes a rear attachment unnecessary.

3. Strong and durable

- Made of durable plastic for a long and problem-free working life.
- Clever anti-wear lines on the dividers prevent rapid wear and protect the appearance of the dividers for a long working life.
- Universally applicable pushers specially developed for heavy-duty product groups and therefore useable behind practically any product.

4. Competitively priced

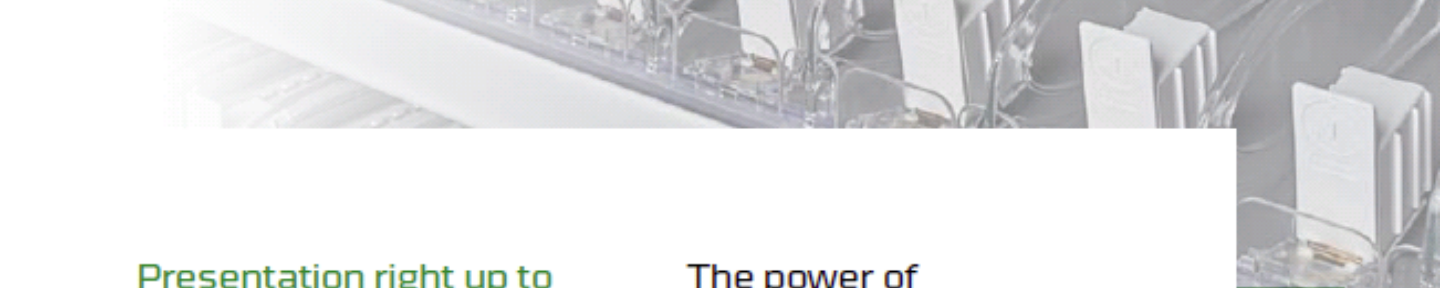
- Smart material choice means attractive pricing.
- The universal parts, and thus the minimum components required, mean major savings across the entire store setup.
- Minimal depreciation thanks to durability.
- High production numbers per part due to low number of different parts mean production benefits and thus more attractive cost prices.



Simple Click Frontline system

Specially for 'light' presentation, we have designed the unique smart Frontline system. Tobacco and cosmetics are just some of the product groups that are perfectly suited to this system. Smart snap-off dividers are also basic to this system, as our basic principles is always: a maximum of possibilities with only a minimum of parts. By saving on materials - simply through leaving out what is not absolutely necessary - this is a very competitively priced presentation system.

The unique Frontline pushers also comprises a number of revolutionary parts, such as the innovative snap-off guide rail: one rail for all shelf depths. Also the replaceable rear attachment / spring stop is a smart and handy solution that makes setup quick and easy.



Presentation right up to the front of the shelf

Frontline snap-off divider

- Perfect presentation right to the front of the shelf.
- Can be snapped off every 25 mm - fits all shelf depths.
- Tidy and uniform store appearance in combination with Simple Click Universal system and Simple Click Cool system.
- Ideal in combination with the unique Simple Click Frontline pushers.

Frontline pushers

- Presentation right up to the front of the shelf.
- Ascending front piece for easy product removal.
- Lightweight spring housing specially for light packaging.
- Unique snap-off guide rail - one unit for all shelf depths.
- Optional card holder as large pusher and used for out-of-stock alert.
- Unique replacable rear attachment, easy to remove and re-attach after adjusting the length of the guide rail to fit.
- Can be used with or without guide rail.

The power of Simple Click Frontline system

1. A minimum of parts

- Snap-off 60 mm high dividers in three lengths for the setup of all common shelf depths.
- Unique snap-off guide rail for Frontline pushers - one unit for all shelf depths.
- Three front pieces - the right front-stop for every product.
- Universal loose rear attachment can be used optionally.
- Various Simple Click universal aids can also be used for the Frontline system.

2. Simple and fast fitting

- Snap-off dividers that break when needed and not by accident.
- Smart design makes fitting easy.

3. Strong and durable

- Made of durable plastic for a long and problem-free working life.
- Clever anti-wear lines on the dividers prevent rapid wear and protect the appearance of the dividers for a long working life.

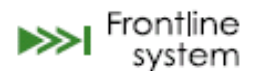
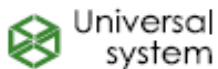
4. Competitively priced

- Innovative design means competitive pricing.
- Fewer raw materials means very low production costs.
- Minimal depreciation thanks to durability.
- Frontline pushers can also be used without guide rails.
- High production numbers per part due to low number of different parts mean production benefits and thus more attractive cost prices.



Contact Details

Allied Point Of Sale Ltd.
Unit 2, Block 412, Grants Park,
Greenogue Business Park,
Rathcoole, Dublin 24.
john@alliedpointofsale.ie
www.simpleclick.eu
Phone 01 -4587470
Mobile 0868123499



How smart simple can be!