



**Facer™**

Front-faced  
in one pull

**Technical sheet**

# Maintain a tidy shelf presentation in the blink of an eye



## Turn browsing time into buying decisions

A better looking display encourages increased sales and with Facer™ it improves the product presentation while significantly reducing the time spent in the category. Facer™ also works well with shelf signage which is proven to enhance the customer journey by guiding them to products

# Flexible and effective

## Facer™ is a smart and easy solution to ensure well merchandised shelves throughout trading hours

Width-adjustable steel frame, placed on shelf hidden behind a front riser - simply lift the frame, pull forward, put frame back into place.

### Key benefits

- Simplified refilling and front-facing ensures up to 36%\* less time required for shelf merchandising
- Lower risk of over-stocking and broken bottles
- Keep products aligned

### Reducing the time spent on shelf and waste management improves store efficiency

The system cannot be overfilled which avoids expensive overstocking and by reducing the on-shelf spoilage it immediately improves the bottom line. Products remain within easy reach and the shelves are neat and tidy with none hidden behind neighbouring stock.

### Suitable for many types of packaging in bottles

Facer™ is suitable for most types of beverages including juices, beers, wines & spirits, as well as products packaged in bottles, cans or jars such as condiments, oil, jam and sauces.

- Adjustable width, available in different lengths
- Customise front-risers with branded messages
- Add end caps or sign holders



\* Source: Nielsen test stores, Sweden

# Adjustable frames

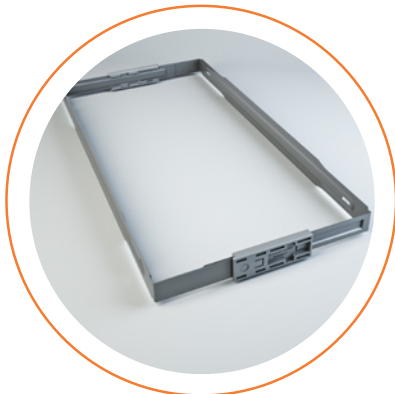
## Organise your shelf

- Stepless adjustable punched steel frames
- Directly placed on shelf
- Maintain products in place - one frame for each facing
- Medium: silver/grey - Extra large: galvanised steel



1 2

Facer™ - frame



3 4

Facer™ - XL



When choosing Facer™ size, consider product diameter, shelf depth and type. Facer™ fits a variety of existing and future product sizes.



The unit cannot be incorrectly installed - back, front or upside down. Foolproof! it just works.

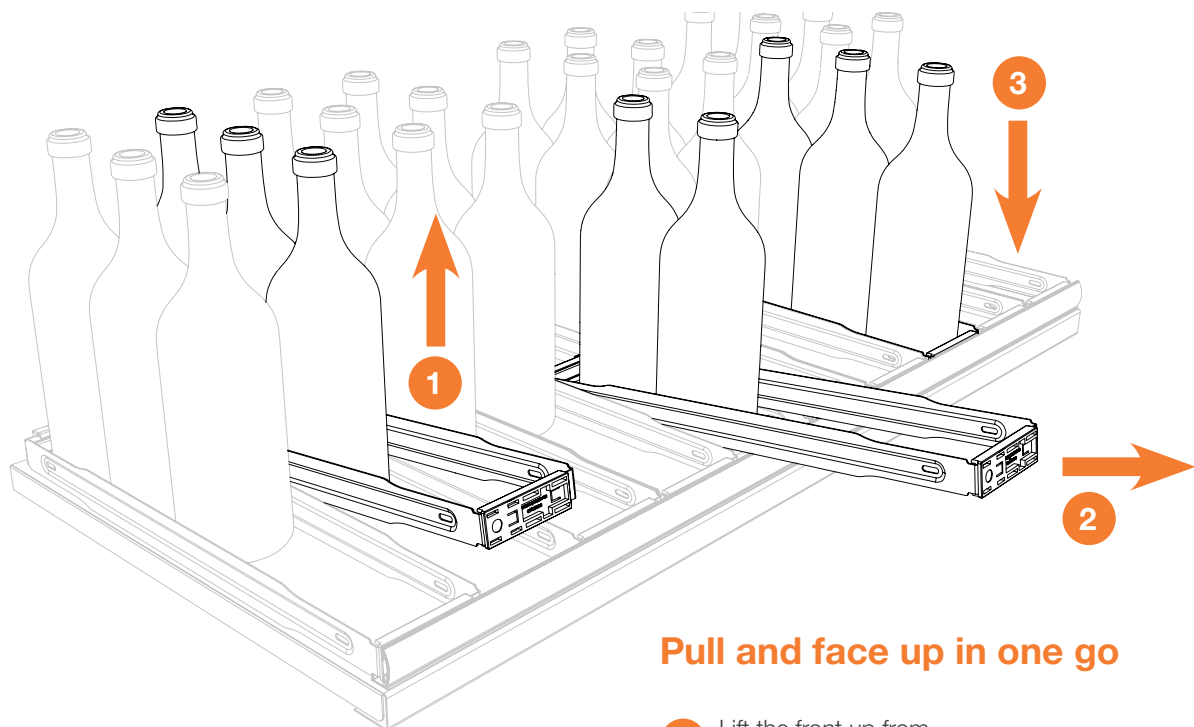
	Facer™ type	Expandable width	Length
1	Medium	47-70 mm	295, 395, 455, 475, 485, 495 and 595 mm.
2	Large	68-110 mm	355, 400, 445, 455, 470, 475, 485, 495, 500, 555, 595, 655 and 1000 mm.
3	Extra large	100-200 mm	395, 455, 485, 495, 555, 595, 655 and 1000 mm.
4	Extra large	200-300 mm	395, 485, 495, 595, 720 and 1000 mm.

# Adjustable frames

## Organise labour intensive easily throughout trading hours

Each line bottles or cans are maintained in a width-adjustable steel frame hidden behind a customised riser. Frames are placed directly on the shelf and can work whichever way they are installed.

Double stacking of merchandise is possible with packages such as cans and jars.



### Pull and face up in one go

- 1 Lift the front up from behind the front riser.
- 2 Pull it forward, dragging the stock forward.
- 3 Slide it back again and place behind the front riser.

# Front riser

## Shelf segmentation

Front strip for locking of frame as well as branding. The steel frame is hidden behind a customisable riser, using printed insert.



### FAC25

**Facer™ -strip** with integrated front riser and label pocket  
Height: 25 mm. Length: 895, 998, 1000, 1245, 1250, 1310, 1320, 1325 and 1330 mm.



### FAC26R

With integrated front riser and label pocket.  
For FACER-FRAME. With 3mm edge for stability. High gloss. White and grey.  
Std mount: Foam tape, Tape TF12, TP9  
Std label H: 30mm  
Std D: 21 mm

# End cap

## Avoid pull frames from sliding off the shelf

- Inserted into the front riser at each side.
- Builds 2 mm on each side.

## Optional vertical segmentation

- Works as a sign-holder.
- For sign up to 1 mm thick.



### End cap and sign

For FACER-STRIP FAC25.  
Builds 2 mm on each side of the strip. Also works as a sign holder for signs up to 1 mm thickness. Transparent.



“Invisible” steel frame  
reduces time for fronting





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## Efficient facing and stock taking



Scan to read more and  
watch product video!

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