

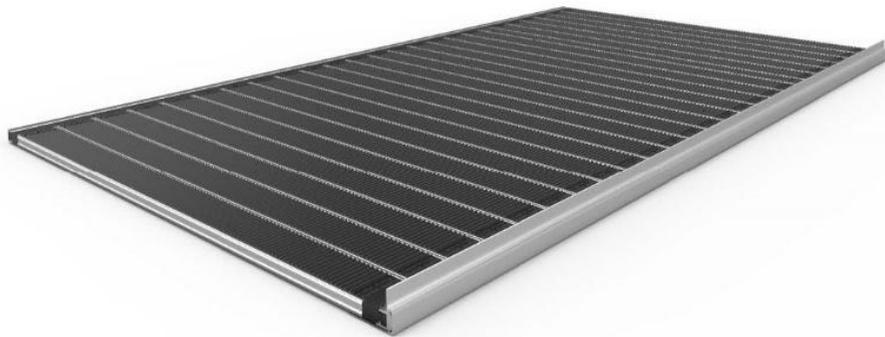
FlexRoller

●●● Designed to Deliver ●●●



by

SPOSgroup

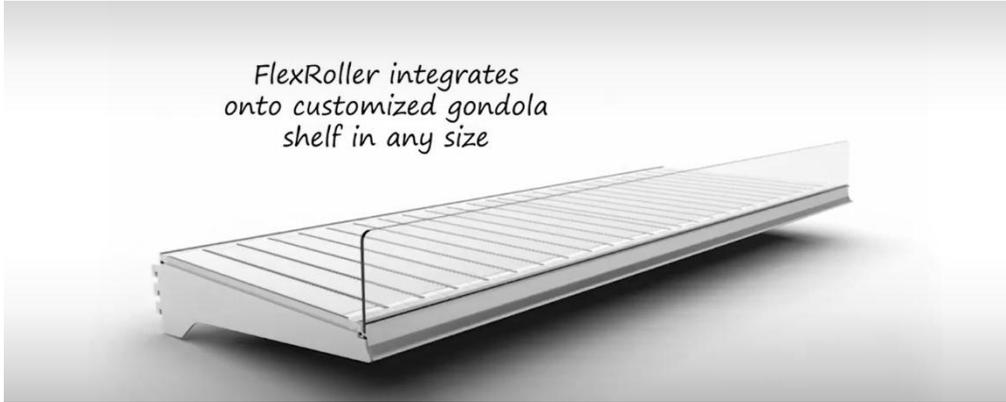


FlexRoller Overview

FlexRoller
ROLLING OUT INNOVATION

by
SPOSgroup

*FlexRoller integrates
onto customized gondola
shelf in any size*



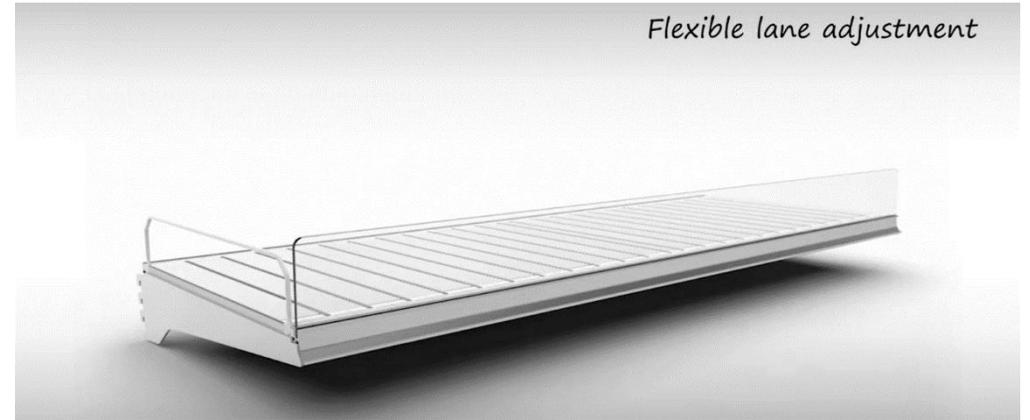
First introduced over 16 years ago with a proven track record of reliability across a diverse range of categories and retail environments such as Supermarkets, Convenience & Liquor.

- Custom sizes to suit all gondola types and sizes
- Proven to increase sales with rapid ROI
- Proven quality (7-Eleven have recorded zero failures in 7-years)
- Reduced labour costs (facing up & replenishment)
- Faster planogram resets

*FlexRoller integrates
onto customized gondola
shelf in any size*



Flexible lane adjustment



*FlexRoller integrates
onto customized gondola
shelf in any size*



*Products always
fronted eliminates perceived
out of stock items*



FlexRoller Benefits & Results



Sales: Drives sales by 6% on average. Base and upper shelves deliver the greatest uplift due to product visibility and accessibility. Nothing is out of reach and there are no perceived out of stocks.

Labour: Eliminates facing up the section and speeds up replenishment (C-Store assessment USA: 1.5 hours per day).

Optimises Vertical Space: Moves most product types at 3 degrees of angle optimising vertical space and providing the potential to add range with additional shelves. Comparison: Vertical space per shelf needed for FlexRoller 25.4mm / Gravity Feed Mats 63.5mm).

Enhances Shopper Experience: Nothing is out of reach and is perfectly presented.



FlexRoller Case Study

- FlexRoller transformed Meat Category merchandising in National Rollout.
- Sales increase, labour savings and an increase of 25% in linear shelf space (extra shelf possible due to auto-fronting and optimising vertical space).
- FlexRoller has been used in many other categories for +16 years and is now used in most store categories where SRP is not present.



FlexRoller Case Study

BACKGROUND

- All store roll-out following lengthy trials.
- Different angles used for top, middle, bottom shelves to maximise presentation and effectiveness.
- Proven, familiar product. ... the customer already utilised FlexRoller in many other categories and has done so for +10 years

OUTCOMES

- Sales performance due to auto-fronting improved product presentation and there was a 25% increase in linear space.
- Labour savings were significant in relation to replenishment and there was reduced wastage.
- FlexRoller auto-fronting allowed an extra shelf across the run due to vertical optimisation and product not getting 'stuck at the back'.

Before



After



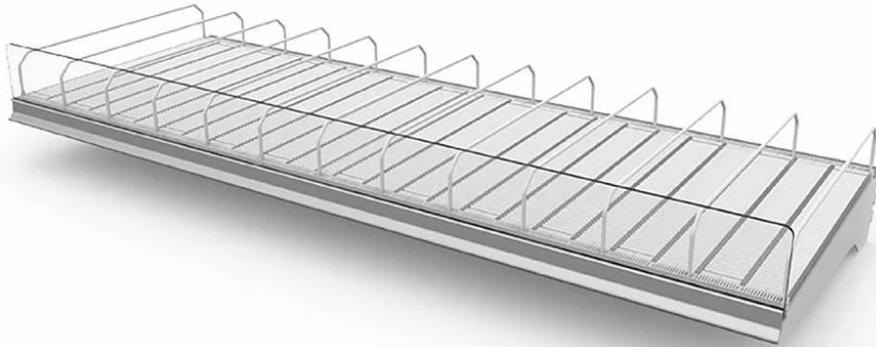
FlexRoller RETAIL RANGE



TO SUIT GONDOLAS

The proven Self Fronting Roller Shelf System used by leading Retailers in ANZ such as Woolworths, Coles, Aldi and 7-Eleven.

Gondola Shelf



- The FlexRoller Gondola shelf is customised to integrate into existing retailer gondola uprights
- The build-in bracket will create the perfect angle for optimum performance

Pull-out Shelf



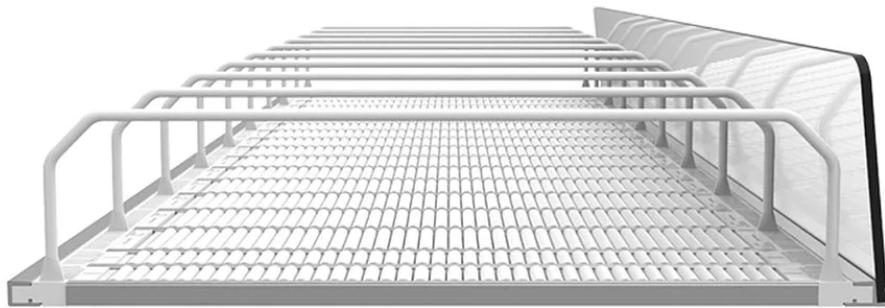
- The FlexRoller pull out angle shelf designed for smaller SKU merchandising that requires maximum packout in a tight vertical space.
- Tray pulls out using hidden release handles.
- Easily returns to original position once stocked.
- Pull-out shelf is also ideal for back loading and restocking of dated products.

FlexRoller RETAIL RANGE

TO SUIT GONDOLAS & FRIDGES



Layover



- The FlexRoller Layover glide installs on existing gondola or wire shelves.
- A minimum of a 3 degree angle is required for optimal performance of fronting product on the FlexRoller tray. Depending on product packaging details, a stepper angle (of ~6 degrees) may be beneficial.

Layover with Riser

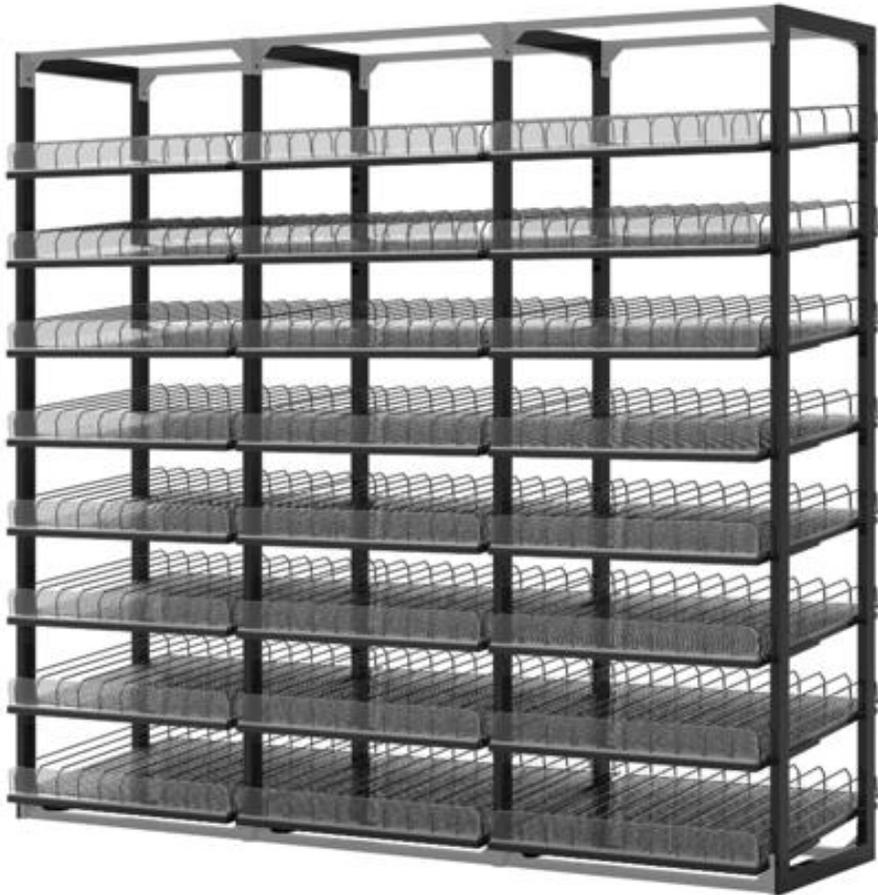


- The FlexRoller with Riser glide installs on existing flat gondola shelves.
- The riser accessory adds the optimal and stable angle that is required for auto-fronting

FlexRoller Fridge Racking

EvoRack™

Improving the customer experience and operational efficiency is what sets EvoRack™ apart from others. In addition, the efficient upright design and compressed notch increments optimises space.



ADD FACINGS HORIZONTALLY



INCREASE SHELF COUNT



SEAMLESSLY COMBINE WITH YOUR DOOR

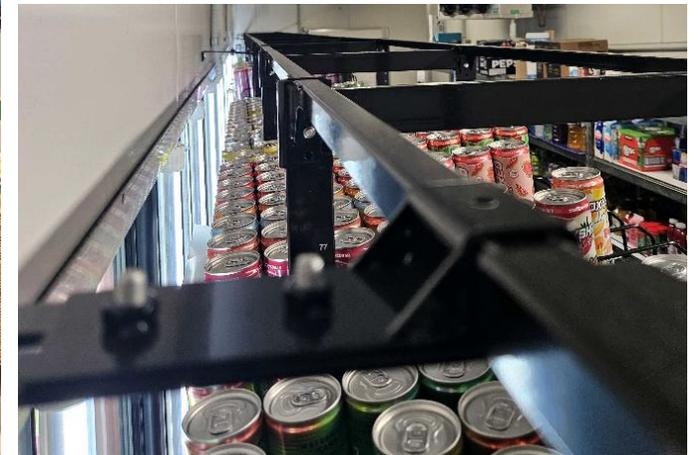


ENJOY STABILITY AND SECURITY

FlexRoller Fridge Racking

IN MARKET IMAGES

FlexRoller
ROLLING OUT INNOVATION
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FlexRoller Stackable Counter Unit

This unique merchandising system uses 'roller tracks' which utilise gravity to ensure perfect product presentation and fast replenishment.

The system is fully modular (shelves and width) which enables multiple configurations.



Ideal for Impulse Categories such as ...

Liquor Minis



Confectionery



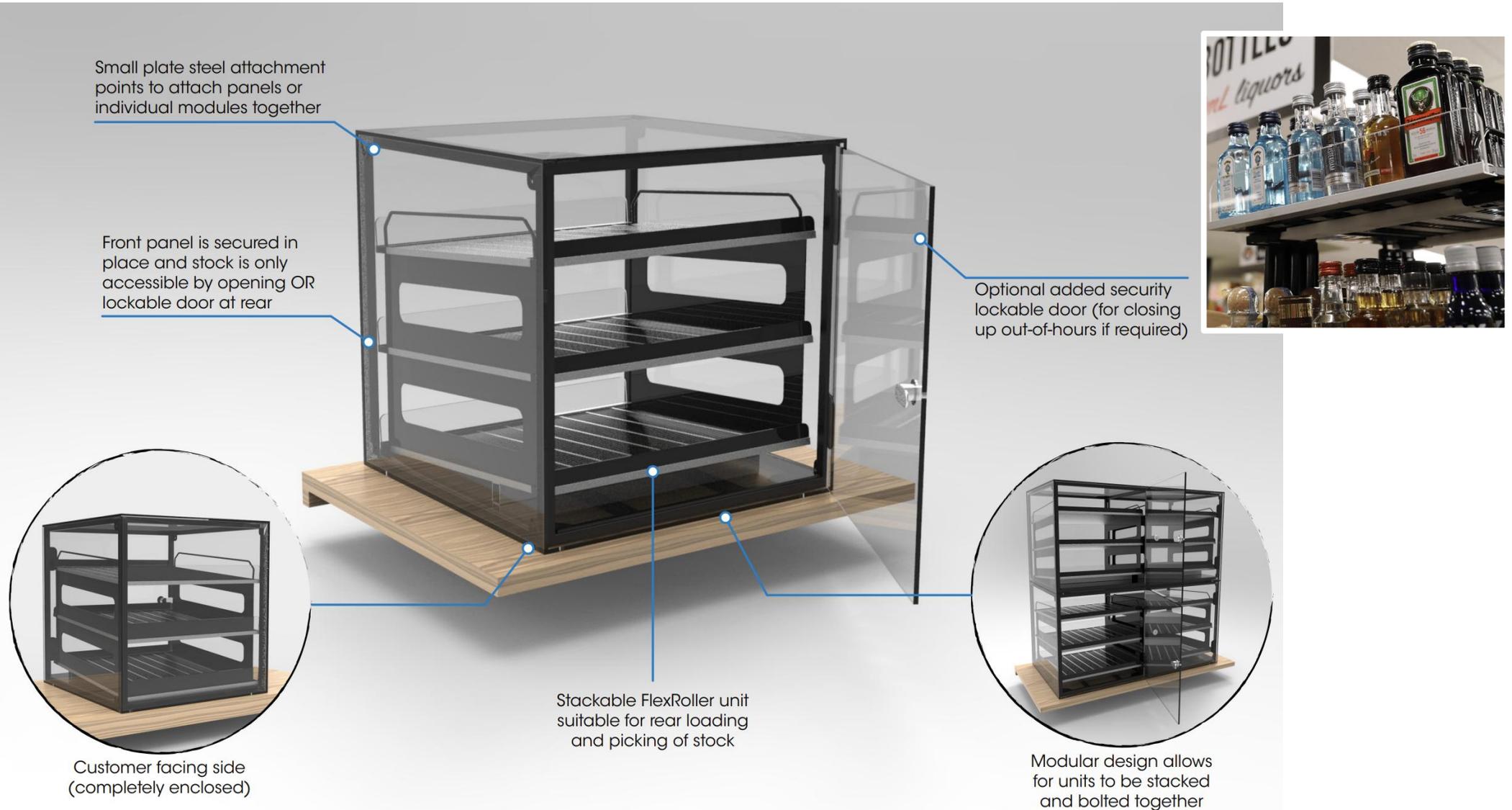
Health, Beauty & Medicinal



FlexRoller Stock Protection

Protect stock but make it highly visible to drive sales.

This unit uses roller tracks to ensure perfect presentation. The customer facing side is fully enclosed so that staff control product sales of 'high risk' items.



FlexRoller for Bulk Items

TO SUIT STANDARD GONDOLAS

The latest FlexRoller innovation is a Layover Shelf for **BULK ITEMS** which is specifically focused on delivering **OH&S and Operational benefits**.

SAFETY CONCERNS: Given that bulky items are heavy, the system delivers the following OH&S benefits for:

- Shoppers – Not having to reach and pull forward ‘heavy items’ from standard shelves
- Staff – Not having to reach and pull forward heavy items from standard shelves to face up the section
- Plus replenishment occurs from the front eliminating the need to fill items deep into the fixtures

FASTER REPLENISHMENT & STOCK ROTATION: FlexRoller Layover Shelf allows sections to be filled ‘significantly faster’ than a standard fixture particularly because items can be stacked several layers high at the shelf edge and easily rolled into the fixture

PROVEN SALES & OPERATIONAL BENEFITS: FlexRoller has been assessed many times as part of capital expenditure business cases and has always achieved the results required to meet ‘payback period horizons’ due to its ability to reduce operational costs and grow sales



FlexRoller for Bulk Items

TO SUIT WAREHOUSE RACKING

The latest FlexRoller innovation is a Layover Shelf for BULK ITEMS which is specifically focused on delivering OH&S and Operational benefits.

SAFETY

- Customers, especially children, climb onto and into racks to reach items towards the back

ERONOMICS

- Difficult to move heavy and bulky products along the shelf (OH&S risks for staff and customers)
- Frequent manual fronting

ACCESSABILITY

- Impossible for customers to shop items when stuck at the back (particularly on high shelves)
- Potential for personal shoppers to substitute items if they do not immediately find it

EASE OF STOCK ROTATION

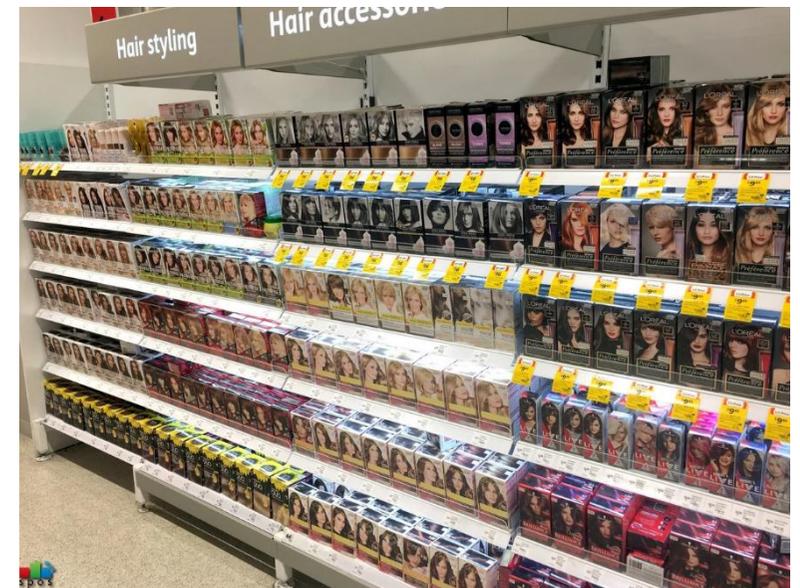
- Staff restock the front instead of pulling heavy items forward
- Product “lost” in deep racks for years



Walmart Installation

FlexRoller in Market

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ROLLING OUT INNOVATION
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FlexRoller in Market

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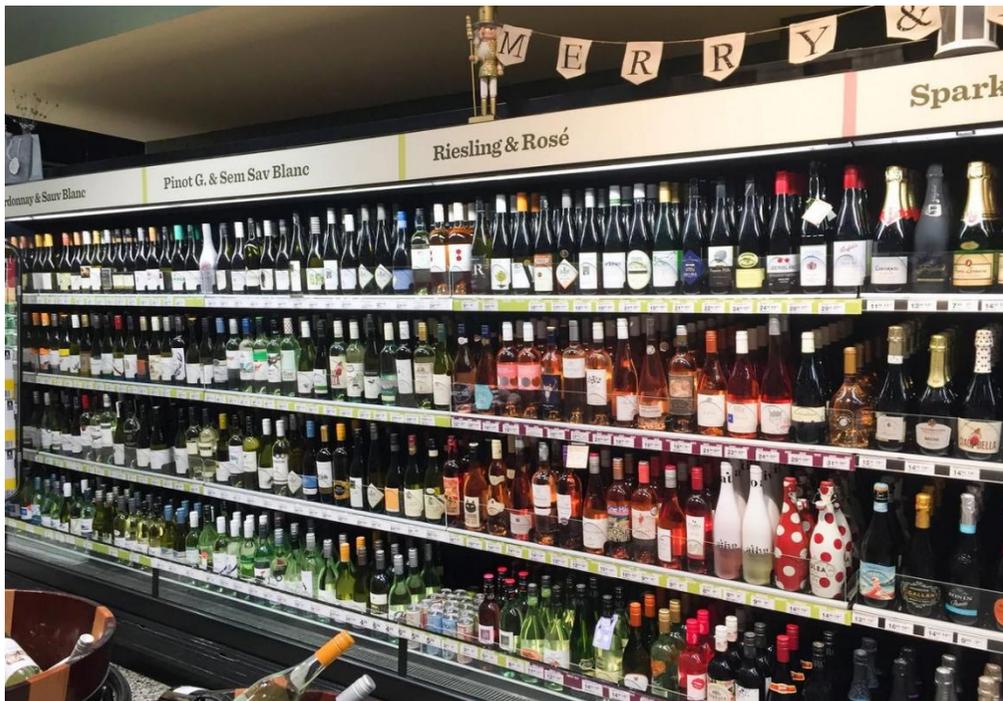
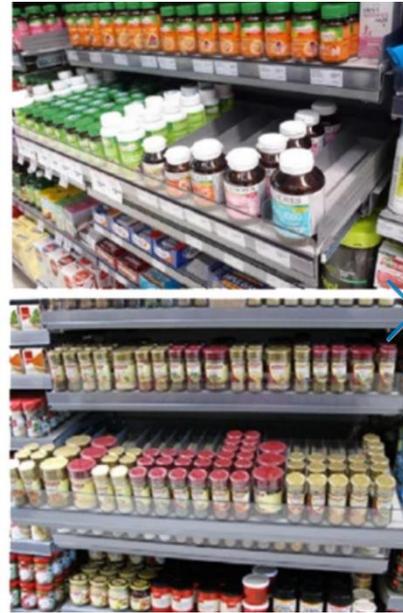
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