

PRODUCT MERCHANDISERS



INCREASE YOUR SALES!

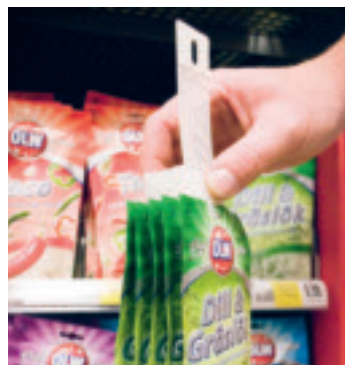
Cross-merchandising units allow you to get the most out of your selling space. Used in the right way, they are proven to increase sales of the promoted product of up to five times. For retailers it is an additional revenue source. For brands it is an opportunity to increase the visibility compared to on-shelf displays.



« Improve impulse buying! »

HL Display offers a complete range of permanent and semi-permanent solutions for cross merchandising. The range stretches from hang strips to modular units for end of gondola placement.

All units come flat packed and are easy to mount through our wide range of fixing accessories.





END OF GONDOLA UNIT

SideKick™ is a modular system which fits onto the brackets of basically any gondola end. The concept can be used as a permanent fixture for revolving promotions, or as a support to new product launches.

To fit all product types, it can be equipped with both shelves, trays and hooks, or be transformed into a gravity feed unit.

Ample graphic options allows great branding opportunities and signs can easily be replaced to accompany changes in the product promoted.



↻ SIDEKICK™ MAX – GONDOLA END UNITS



SIDEKICK™ MAX

Secondary placement unit

End of gondola unit to create cross merchandising and secondary placement. The SideKick™ Max can be used with hooks and with shelves. The unit comes flat pack and is set up within a few seconds. The unit is easily dressed up and customized with signage. Several units can be coupled into a vertical column.

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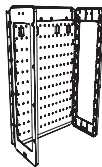


SKM-BASE

Base panel for SideKick™ Max

This Base unit comes flat pack and is set up within a few seconds. Can be used with shelves, hooks or a combination of both. Easily dressed up with graphics as Canopies and Sidepanels are simply top loaded. Several units can be coupled in underneath each other for multiple use.

Max load: 16 kg
Standard colors: Grey RAL 7035, Black
Other colors: Minimum qty 500 pcs.
Dimensions: (HxWxD) 560 x 395 x 200 mm
Shelf interval: 44 mm
Peg-wall holes: Diameter 6,5 mm, cc 25 mm
Packing: 1/box or 10/box.



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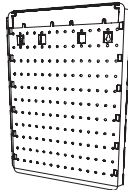


SKM-BASE-P

Hook unit without side walls

A SideKick Max peg wall. As side walls are missing it allows as many facings as possible.

Max weight: 16 kg
Standard colors: Grey RAL 7035, Black
Other colors: Minimum qty 500 pcs.
Dimensions: (HxWxD) 560 x 395 x 18 mm
Vertical hole interval : 44 mm (11 levels)
Peg-wall holes: Diameter 6,5 mm, cc 25 mm
Packing: 2/box



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SKM-SHELF

Shelf for SideKick™ Max

Simply clicked in place on the SKM-BASE unit with 44 mm height intervals. Two front options: a 10 mm integrated front-riser or a track for SKM-FR front-risers. You obtain the different front options by simply turning the shelf 180°.

Max load: 8 kg
Standard colors: Grey RAL 7035, Black.
Other colors: Minimum qty 1500 pcs.
Height: 20 mm
Available width: 360 mm
Available depth 1: 167 mm (Integral frontriser fronted)
Available depth 2: 160 mm (With frontriser in track)
Integral Frontriser: Height 10 mm
Frontriser track: For 2,0 mm substrates.
Packing: 3/box or 30/box



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SKM-TRAY

SideKick tray for bulk merchandising

Simply clicked in place inside the SKM-BASE. The tray has 3 positions for the divider SKM-DIV so that 2 or 3 compartments can be created. The front has a flat tape surface so that pricing or brandig profiles can be added.

Max load: 8 kg
Colours: Transparent, Grey RAL 7035 or Black. Others on request.
Inner dimensions: d: 205, w: 350, h: 80 mm.
Number per carton: 3 or 30.



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SKM-DIV



Divider for the SideKick tray

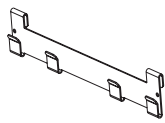
Simply clicked in place inside the SKM-TRAY to create 2 or 3 compartments.

Colour: Transparent.
Number per carton: 30.

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SKM-FIX-ARM



Suspension for SideKick™ Max

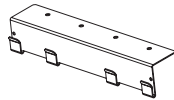
For SideKick Max use on the sides of gondola ends. Use: Lift up the shelf, hang the SKM-FIX-ARM on the shelf carrying arm, drop down the shelf again.

Max weight: 48 kg
Color: Grey RAL 7035
Width: 295 mm
3 Shelf hooks: W 25 mm, cc 135 mm
Packing: 1/unit

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SKM-FIX-TOP



Shelf connector for SideKick Max

This SideKick Max connector is placed on top of the shelves.

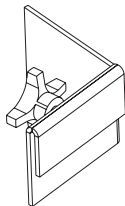
SKM-FIX-TOP: For screw connections. 1/bag.
SKM-FIX-TTF: With foam tape. 1/bag.
SKM-FIX-MGT: With 2 super magnets. 10/box.

Max load: 30 kg
Color: Grey RAL 7035
Width: 295 mm

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SKM-FIX-FREE-L,
SKM-FIX-FREE-R



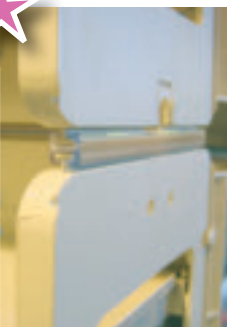
Back support for SideKick

Back support when there are no shelves.

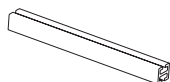
SKM-FIX-FREE-L (Left, when standing in front of the shelf)
SKM-FIX-FREE-R (Right, when standing in front of the shelf)

Max weight: Can be used with up to 16 kg SideKick loads.
Color: Grey RAL 7035
Dimensions: 55x76x3,0 mm
Packing: 1/bag (left or right)

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SKM-DUC



Double unit connector

Couples two SideKick™ Max units underneath each other. Once all 4 SKM-DUC profiles are slid in place, the two SideKick™ Max units are locked in all directions.

Color: Transparent
Length: 145 mm
Packing: 4/bag



NEW PRODUCT

PRODUCT MERCHANDISERS

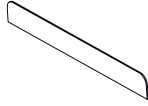


SKM-FR

Front riser for SideKick™ Max

Transparent and high impact material. Comes with rounded top corners and soft edge.

Color: Transparent
 Thickness: 2,0 mm
 Length: 370 mm
 Visible height: 20 mm
 Packing: 30/unit



SKM-SIGN-KIT

Top sign & side panels for SideKick™ Max

Standard sign kit for single unit containing: 1 x HEADER CARD and 2 x SIDE PANEL SIGN.

Material: 0,7 mm White
 Packing: 10 kit/box



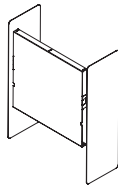
SKM-G-KIT

Gravity feed kit

For Sidekick and to be used with the SKM-TRAY.

This KIT includes:

1 x front panel
 2 x side panels
 Max weight: 16 kg
 Material: PET 1,5 mm clgg
 Fill volume: 32 liter
 Fill height: 520 mm
 Fill width: 360 mm
 Fill depth: 170 mm
 Grab opening: 360 x 105 mm
 Packing: 10 kit/box



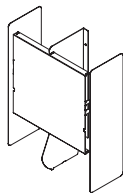
SKM-GD-KIT

Gravity feed kit with divider

For Sidekick and to be used with the SKM-TRAY

This KIT includes:

1 x front panel
 2 x side panels
 1 x center divider
 1 x Jegab nut 2305-04
 Max weight: 16 kg
 Material: PET 1,5 mm clgg
 Fill volume: 2 x 16 liter
 Fill height: 520 mm
 Fill width: 2 x 180 mm
 Fill depth: 170 mm
 Grab opening: 2 x 180x105 mm
 Packing: 10 kit/box

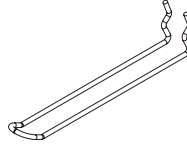


CROSS & IMPULSE MERCHANDISING

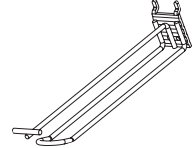


Recommended Merchandising Hooks for SideKick™ Max

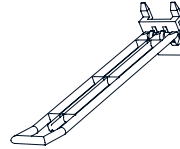
LH Perf 150 mm



LHVPP25-A-5 150 mm

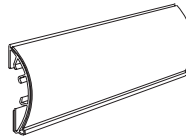


FlipStick-D 150 mm

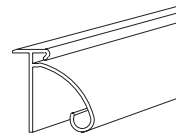


Recommended front profiles for SideKick™ Max

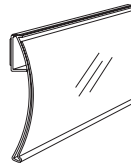
RFW38-TP 0355



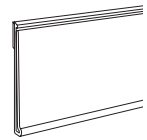
MPAC1-TF19 0355



DBRC39-TP 0355



DBR39-TP 0355



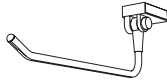
PRODUCT MERCHANDISERS

HANG STRIPS

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MGT-XL-HOOK



Magnetic merchandising Hook

For cross-merchandising use and especially designed for use underneath the shelves.

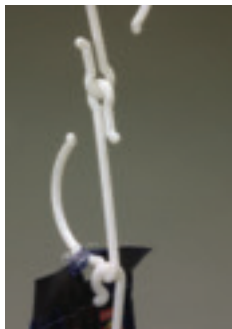
MGT-XL-HOOK 200 – 200 mm straight part for merchandise.

Holds maximum weight: 0,5 kg

Colour: White

Number per box: 20

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2207



Hook to create a hangstrip

Can be used together with distance hook 2208 to obtain any size and for different sizes of merchandises.

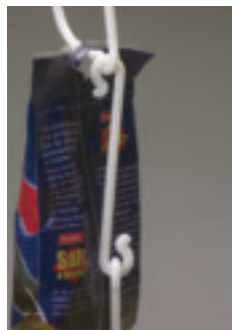
Length: 100 mm.

Colour: White.

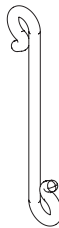
Material: SB.

Number per bag: 100.

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2208



Distance hook

Distance hook to increase the distance between the 2207 hooks, enabling different sizes of merchandise to be displayed.

Length: 110 mm.

Colour: White.

Material: SB.

Number per bag: 100.

B



HOOKSTRIP-IM-12



Merchandising Hook-Strip

12 hooks for euro-holed packages. Anti-fall off tags. Tear-off in sections of 4 hooks possible. Integrated header card for printed sticker or Datastrip use.

Distance between the hooks: : 50 mm

Header card: 35x75 mm

Material: Polypropylene

Colour: Clear non reflective

Packing: 25/unit

B



CLIPSTRIP-IM-6



Merchandising Clipstrip

6 clips. For packages without holes. Connectable to create strips with 12, 18, 24 etc number of clips.

Distance between the hooks: 60 mm

Material: Polypropylene

Colour: White

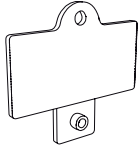
Packing: 20/unit



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CLIPSTRIP-IM-HEADER



Clipstrip header card

Snap-on header card with suspension hole for the CLIPSTRIP-IM-6. For printed sticker or Datastrip use.
For stickers 30x62 mm.
Material: Polypropylene
Colour: White
Packing: 50/unit

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HS-PREPACK 12



Pre-Pack merchandising strip

12 triple finger hooks. Especially designed for pre-packing. Optional tear-off to the length of choice. Comes with 25 mm tape and integrated holder for 26 and 39 mm price labels.
Distance between the hooks: 60 mm
Material: 0,8 mm clear non-reflective Polypropylene.
Packing: 50/unit

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HS-HOOK 38



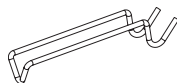
Shelf hook for HS- hangstrips

Suspension hook for all die-cut HS- hangstrips in materials up to 0,8 mm. Tight fit with the hang-strips and wide universal fit for the shelves.
Total height: 38 mm
Colour: Glossy metal
Packing: 50/bag

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HS-XHANGER



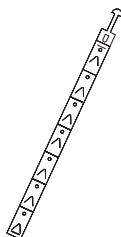
Shelf edge arm for Hangstrips

Perpendicular arm for the suspension of single or double Hangstrips. Due to the flexible construction the arm fits most shelves with holes in the front, regardless the cc dimension between the holes. The "drop down nose" keeps the Hangstrips in a perfect perpendicular position for best impact on consumers coming in the aisles.
Packing : 50/box.
Wire : 4,0 mm.
Colour : Grey RAL 0075
Dimensions: Total length 150 mm (appr. 100 mm perpendicular out of the shelf)

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HS-100-W



Hangstrip in plastic

Hangstrip for merchandising single products. Standard with 7 universal hooks to mount all kinds of packages.
Customised colours, shapes and sizes (for example logo-header) available on request.
Can easily be provided with a long lasting screen-print.
Standard colour: White. Other colours on request.
Number per bag: 25.



PRODUCT MERCHANDISERS

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HS-100-FF



Printable Hangstrip for Slimline™

Hinged merchandising strip to use with FF- label holders. Allows pricing right above the merchandise. Easily attached when the flip front is opened upwards, safely fixed both vertically and horizontally when the flip front is closed down. Label height and length have to be stated when ordering. Screen printed graphics. White 0.5 mm PP material, lengths up to 1070 mm.

Contact us for the possible modifications.

Number per bundle: 100.

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BBIG-STRIP



Pocket merchandising strip

Holds any type of packages in top loaded pockets. Customized designs for varying dimensions available. Can easily be provided with printed graphics. Header card can be a part of the design.

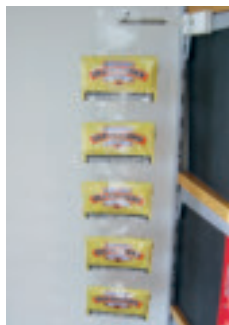
Maximum length: 1000 mm

Colour: White or transparent

Standard material: 0,5 mm

Packing: 100/unit

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STRAP-STRIP



Strap merchandising strip

Holds varying types of packages in side loaded pockets. Customized designs for varying dimensions available. Can easily be provided with printed graphics. Header card can be a part of the design.

Maximum length: 1000 mm

Colour: White or transparent

Standard material: 0,5 mm

Packing: 100/unit

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CS-12



Metal clipstrip

With integrated T-bar for Pin Pac label holders. For bag packs without Euro-holes.

Number of clips : 12

Colour : Light grey RAL 7035

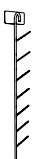
Total length : 770 mm

Packing : 100/box

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HOOKSTRIP-FM-7



Metal flush Hook-Strip

Metal hook-strip with 7 flush merchandising hooks. The top part includes an integrated hook for shelf connection.

Distance between the hooks: 60 mm.

Colour: White

Header plate: 30x60 mm

Packing: 1/unit

