FREEZER POSSIBILITES

The rapid growth of frozen ready meals accompanied by a constantly changing product range underlines the importance of efficient product and pricing solutions in the freezer category.

HL Display offers a range of solutions for displaying price points, effective product segmentation and merchandising solutions.

« Clarifying the offer for froozen food »

Solutions range from modular matrix systems for organizing the open freezer sections, solutions for segmentation including freezer pyramids for pricing and product information and guiding category signage as well as individual product dividers and a full range of solutions for cabinet freezers.

NEW PRODUCT

OPEN FREEZERS (GONDOLA) OR UPRIGHT FREEZERS

Merchandising innovations within the upright freezer section includes product pusher units. As each product is removed from the display the pusher unit advances the remaining shelf stock forward, ensuring full face pack display at the aisle front.

The Matrix system in the open freezer section improves product presentation and makes purchases easier. Moves the price communication closer to the products for better and easier association.
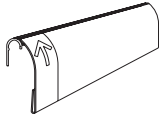
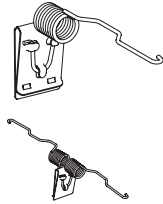## ⮌ OPEN FREEZER MATRIX SYSTEM

B
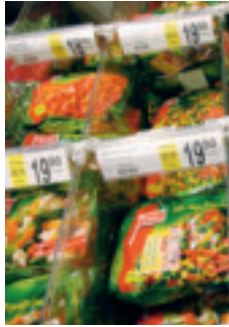
OFM39-

Price label holder
For effective pricing closer to the product.
OFM39 is used together with GRIPPER or OFM-SW1,
OFM-SW2.
Label height: 39 mm. Various lenghts.
Material: PVC Cold.
Colour: Transparent.
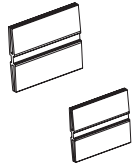Number per carton: 200.

B

OFM-SW1, OFM-SW2

Spring wire arm
Used with OFM39 for pricing on 3 mm plastic divider system.
OFM-SW1 – Single wire arm
OFM-SW2 – Double wire arm
Material: Stainless steel
Arm length 60 mm.
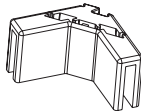Number per bag: 50.

⊕

OFM-SH-

Segmentation holder
To be placed on the top of 3 mm thick dividers for effective
segmentation. Recommended for signs 3 mm.
Colour: Transparent.
Material: PVC Cold.
Standard length: 60 mm.
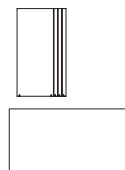Number per bag: 50.

⊕

OFM-CLIP

Top locking the dividers
To be placed on the top of the dividers to lock the system in place.
One piece makes an L lock and two pieces make a cross lock.
Colour: Transparent.
Number per carton: 200.

⊕

OFM-DS/DL

OFM-DS

OFM-DL

OFM-DS/DL dividers
The OFM DS/DL dividers are locked into place using the OFMTS and OFM-clip.
The system can be used together with accessories such as OFMB for stability
when used with heavier products and the OFM-GL clip and the Gripper with
punched hole for pricing on the long dividers. The OFM-DS can be made with
break points for flexibility or U shape for easy product selection.
Material: Cold resistant PET in 3 mm.
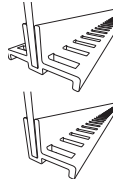Customised sizes.
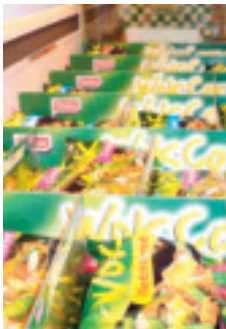Number per carton: Bulk.

NEW PRODUCT ⭐

OFM-TS/LS

Bottom rails
Rails to be used on the freezer bottom to fix the OFM-DL/DS dividers for maximum flexibility with intervalls each 10mm. OFM-LS are used on the sides against the side freezer wall and the OFM-TS are used in the middle.
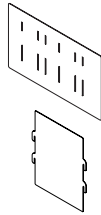Material: Cold PVC.
Customised sizes.
Number per carton: 50.

MAX-O, MAX-C

Merchandising system for open freezers
MAX-O – Long dividers.
MAX-C – Cross dividers with "wings".
The compartments are easily reshaped into different sizes if more or less facings are required with predefined milled sections which must be specified.
Creates a structure and
prevents slippery icy packages sliding out of place.
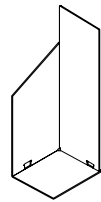Easily provided with contour shapes and screen prints.
Material: Cold resistant PET 2, 3 or 4 mm.
Packaging varies, subject to product dimensions.

⮑ INDIVIDUAL PRODUCT DIVIDER

CORNER L

Divider system for open freezers
Can be used together with Gripper and OFM39.
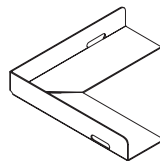Height must be specified (up to load line).
Flat packed or heatbended version.
Thickness 3 mm clear PET.
Number per carton: Bulk.

CORNER X

Divider system for open freezers
Create structure in the open freezer.
Height 20 mm, length 130 mm, width 130 mm.
Used for double face together with TPL-U with printed product label.
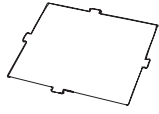Flat packed.
Material: Clear PET 0.7 mm.
Number per carton: Bulk.

NEW PRODUCT

TPL-U

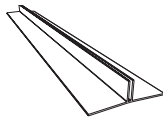**TPL-U with prints for the bottom of the freezer**
Screen printed sign to "lock" the space.
Punched in a format to fit the Corner L and Corner X.
Material: White PVC 0,7mm cold.
Number per carton: Bulk.

## ⟳ OPEN FREEZERS DIVIDER SYSTEM

OFMT-

T-foot for freezer dividers
The extruded T-foot should be used in combination with OFM-DL or OFM-DLS.
3 mm dividers to be placed anywhere in the open freezer section for effective product segmentation. Can be combined with breakpoints for maximum flexibility. The length of the T-foot can be adjusted to the depth of the freezer and the length of the divider. The divider can easily be made in contour shapes and with screen prints. The foot is 100 mm wide and 25 mm height.
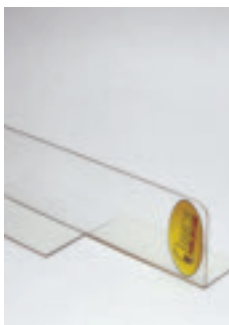Standard length: 700 mm.
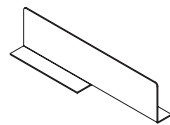Number per carton: 50.

AVD-V
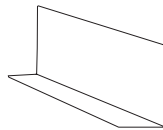
L-shaped divider for freezers and coolers
Round corners.
Customised sizes and shapes possible.
Thickness: 2, 3 or 4 mm.
Can be screen-printed.
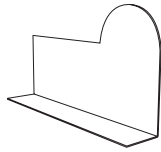Packaging varies, subject to product dimensions.

AVD-TH

T-shaped divider with hinged feet
For freezer and refrigerated areas.
Feet with hinge function. Guaranteed 90° angle.
Rounded corners, delivered flat-packed.
Graphics: Screen printed.
Packing varies, subject to product dimensions.
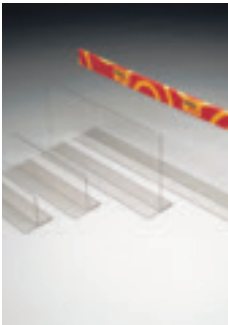For more information, see chapter Optimal™,
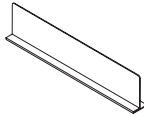"Non Attachment Dividers".

NEW PRODUCT

AVD-U

Contour shaped L-divider for freezers
Round corners. Customised sizes and shapes possible.
Thickness 2, 3 or 4 mm. Can be screen-printed.
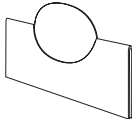Packing varies, subject to product dimensions.

AVD-T

T-shaped divider for freezers
Round corners. Customised sizes and shapes possible.
Thickness: 2, 3 or 4 mm. Can be screen-printed.
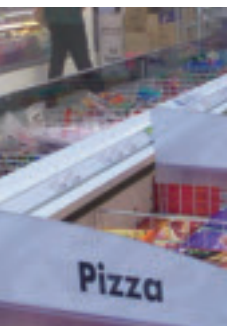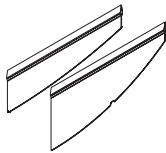Packaging varies, subject to product dimensions.

AVD-DBAU

Divider talker
For all kinds of Optimal™ dividers.
Especially suitable for AVD and AVD-T.
Also available for wire dividers.
Graphics: Screen-printed.
Customised sizes and shapes possible.
Packaging varies, subject to product dimensions.

FREEZER CROWNER

Sign holder for use in open freezers
The sign holder may be used for directional signage or alternatively to highlight promotions. A clear PVC extrusion is fitted over wire or clear dividers in the freezer up to 6 mm thick. The message holder is 2 x 1.5 mm manufactured in high impact acrylic panels that fits in the extrusion.
Two shapes of panel are available half moon or wedge shape (pictured).
Other shapes available on request.
Dimensions: Half moon and wedge.
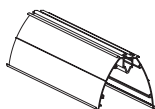745 mm long, 250 mm high from the extrusion base.
Packed in 10 units to a box.

NEW PRODUCT

## ➲ RAIL AND PYRAMID SYSTEMS FOR OPEN FREEZERS

CATRAIL

Freezer rail for pricing and category signage
In addition to being used with Datastrips the outside of this rail can be easily accessoried with for example category and sub-category signage. Datastrip IDK99- can be used for the easy exchange of graphics. CATRAIL is provided with a top track for the insertion of additional header cards of up to 6 mm thickness. Frames are held in place directly on top of the CATRAIL with either STR-CL or FL-CL 90.Directly attach the CATRAIL with 2 x CAT-BASE, or combine with for example FT-BUGEL or VKR for raised installations. For suspension use CAT-LOOP.
Standard lengths: 2500 and 3000 mm.
The signage track on the front fits messages with a height of 107 mm.
Standard colours: Natural anodized aluminum, Green RAL 6029, Red RAL 3020 and White 9010. Other colours on request.
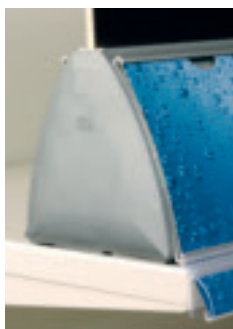Dimensions: Height 106 mm, width 120 mm.
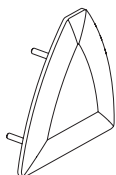Number per carton: 12.

CAT-BASE
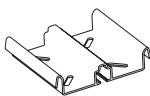
Aluminum foot for CATRAIL
Snap attachment foot for CATRAIL.
Provides reliable and flexible installations.
Provided with holes for screw fixation.
Colour: Natural anodized aluminum.
No screws included.
Dimensions: Length 95 or 300 mm, width 91 mm.
Number per carton: 24.

CAT-END

End-caps for the CATRAIL
Sophisticated end-piece for CATRAIL.
An opening can easily be cut out through which
VKR profiles can be entered for raised use of CATRAIL.
Standard colour: Black.
Number per bag: 24.

CAT-LOOP

Suspension loop for CATRAIL
For suspension of CATRAIL.
Delivered with 2 locking screws per loop.
Loop height: 15 mm.
Inserted length: 75 mm.
Number per unit: 12.

CAT-JOIN
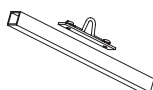
In-line connector for CATRAIL with suspension loop
Use CAT-JOIN if you want to couple two CATRAIL's in a
stable straight line.
Each set contains:
1 locking profile, 2 screws and 1 anti-twist bar.
Locking profile length: 75 mm.
Anti twist bar length: 200 mm.
Number per unit: 1 set.

NEW PRODUCT

CATRAIL XL

Large category tent for open freezers and category segmentation
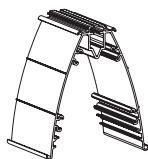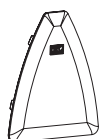Total height for signage is 140mm. Can also be used for 3x39mm or 2x52mm height data-strips. Strandard lengths 2,5 and 3m.
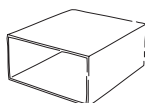
CAT-END XL

End-cap for CATRAIL XL
End-piece for CATRAIL XL.
Standard colour: Black.

CAT-DIST

Distance of 40mm for CAT-BASE
To be used under the CAT-BASE to lift the CATRAIL

⮌ RAIL AND PYRAMID SYSTEMS FOR OPEN FREEZERS

FREEZER KITS

CATRAIL freezer kits mounted on the freezer.

Ref.	Article	Freezer length/no. of pieces		
		2,5m	3m	5m
369926	CATRAIL le2500	1		2
127674	CATRAIL le3000		1	
373439	CAT-BASE taTTF25 le0095	2	2	4
367455	CAT-END coS	2	2	2
453448	CAT-JOIN			1

FREEZER KITS

CATRAIL freezer kits mounted hanging over the freezer.

Ref.	Article	Freezer length/no. of pieces		
		2,5m	3m	5m
369926	CATRAIL le2500	1		2
127674	CATRAIL le3000		1	
128623	CAT-BASE 4H le0300	2	2	4
367455	CAT-END coS	2	2	2
453448	CAT-JOIN			1
453447	CAT-LOOP coS (pack-12)	2	2	2

FREEZER KITS

CATRAIL XL freezer kits mounted hanging over the freezer.

Ref.	Article	Freezer length/no. of pieces		
		2,5m	3m	5m
701807	CATRAIL XL le2500	1		2
701807	CATRAIL XL le3000		1	
128623	CAT-BASE 4H le0300	2	2	4
701880	CAT-END XL coS	2	2	2
453448	CAT-JOIN			1
453447	CAT-LOOP coS (pack-12)	2	2	2

⮌ PUSHER FOR FREEZER CABINETS

WPL

Wire pusher for freezer cabinets
To be used together with: OFRK40 or 60, OW 3,0 and OPM 3,0 backstrip.
Large back plate 130x130 mm.
Available in the following lengths:
385, 485,0560, 585 mm.
Other lengths available on request.
Number per carton: Bulk.

NEW PRODUCT