

SHELF MERCHANDISING

SHELF TRAYS

HL Display's shelftrays enable you to communicate with several senses – all at your dedicated shelf space. The products are displayed in an attractive way, helping the consumer to easily make a choice. You can give clear information without hiding the products.

HL Display provides a large number of shelf trays which could be used for different purposes.



« Develop brand awareness! »

Shelf trays strengthen your brand visibility; develop brand awareness and give you better control of the shelf space. A designed shelf tray front brings out your brand clearly and effectively.

Creates a clearly identifiable space and guide the consumers in their choice process. HL Display offers endless possibilities within our pre-tooling system – no major tooling investment needed.



SHELF TRAYS



DESIGNED TRAYS

A majority of shopping decisions are taken in the store. The closer the message is to the product the more effective it is. On-shelf promotion plays a key role in developing sales.

HEROSHELF™

Use the space in front of the shelf and stand out with your products. Extended shelf space together with designed shelf talkers will increase your sales considerably.



SHELF TRAYS



NEW PRODUCT

SHELF MERCHANDISING

TECHNICAL INFO

- Material:** Recyclable polystyrene.
- Length:** 400 mm (can easily be shortened by breaking-off at perforations to 350 mm, 250 mm and 200 mm. Long versions up to 600 mm are also available for some formats).
- Width:** Available in all sizes between 40-300 mm (internal width) in increments of 2,5 mm. Other widths on request.
- Colours:** Standard colours: Black, white and transparent. A large section of special colours are also available at a surcharge.

For format-specific technical information, please contact us.



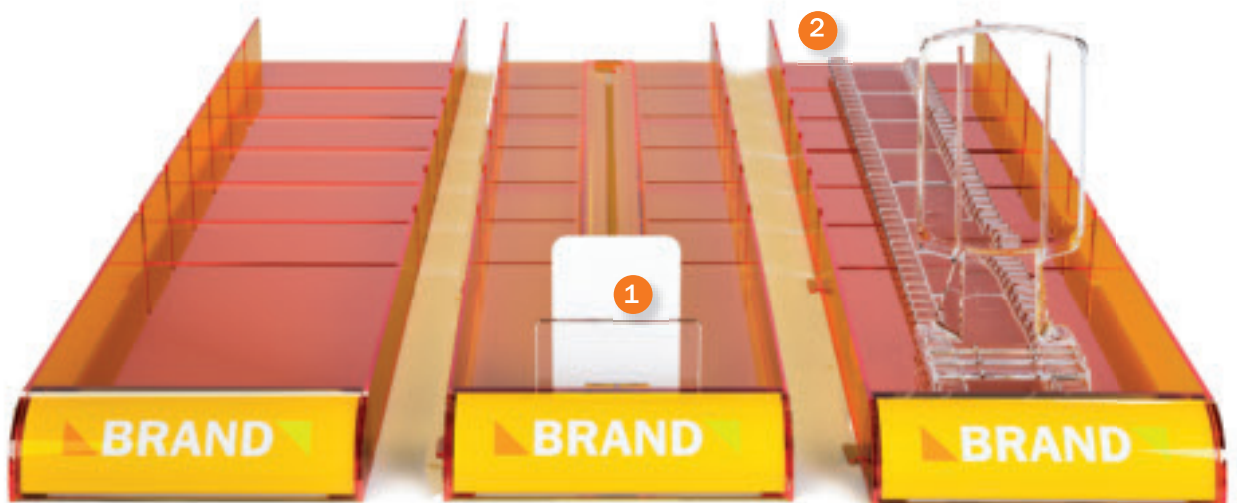
S STANDARD

M RAISED FLOOR

R RAISED FLOOR 20 MM



1. Pusher tray
2. Recliner tray
3. Info scroll
4. Straight front
5. Round front
6. Round high front
7. Printed front
8. Custom shaped front
9. Special hair colour fronts
10. Shelf tray
11. Fragrance tester
12. Extra wall
13. Flex wall
14. Double decker



SHELF TRAYS



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SHELF TRAYS



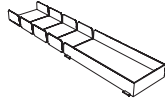
NEW PRODUCT

SHELF MERCHANDISING

CLASSIC TRAYS



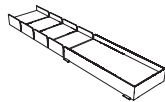
S STANDARD



Shelf tray with normal floor
For tall and mid-sized products.



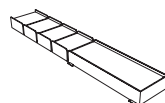
M RAISED FLOOR



Shelf tray with semi-raised floor
Tray floor level raised 10 mm. For mid-sized products.



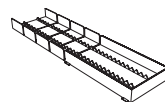
R RAISED FLOOR 20 MM



Shelf tray with raised floor
Tray floor level raised 20 mm. For small products.



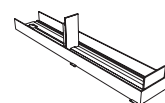
REC RECLINER



Recliner tray
For thin products, blister packs, etc.



P



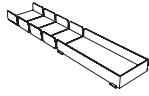
Pusher tray
An integrated spring-based product feeding system.



SHELF TRAYS



TW TWO WALL

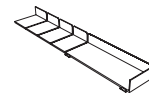


Two-wall tray

Standard tray with walls on both sides.



OW ONE WALL

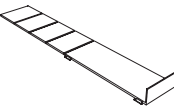


One-wall tray

Single wall tray to gain shelf space.



NO WALL

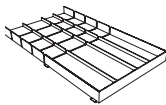


No-wall tray

To create a branded floor for a range without separation in between the products.



D MULTI FACE

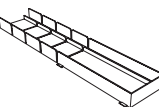


Multi-Face Tray

For two or more product facings in one organiser.



T TUBE



Tube tray

For tubes and other products that requires special internal partitions.

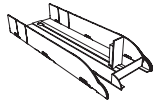


SHELF MERCHANDISING

MODULAR MERCHANDISING UNITS



FLEX WALL

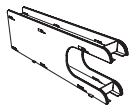


Flex wall

Flexible and modular merchandising unit. Ready-to-shelf unit adjustable to your planogram. Available with or without pusher.



DD DOUBLE DECKER 2

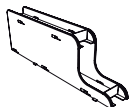


Double decker straight

A space-efficient system for the shelf or counter tops. Double your shelf space. Both levels are equally deep. Available with or without pusher.



DD DOUBLE DECKER 1



Double decker off-set

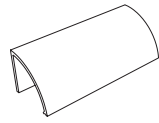
A space-efficient system for the shelf or counter tops. Double your shelf space. Top level is off set. Available with or without pusher.



FRONT OPTIONS



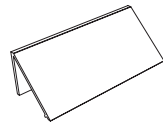
RF



Pre-tooled round front
Pre-tooled round front



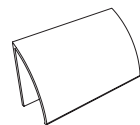
SF



Pre-tooled straight front
Pre-tooled straight front.



RF45



Pre-tooled round high front
Pre-tooled round high front.

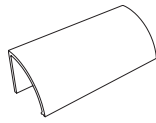


SHELF MERCHANDISING

➤ CUSTOM FRONTS



PRINTED FRONT



Custom printed front
To secure brand visibility.



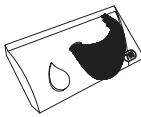
CUSTOM SHAPED FRONT



Custom shaped front
Unique design. Raised surfaces possible.



HAIR COLOURANT FRONT



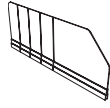
Hair colourant front
Unique design for hair colourants. Other accessories possible.



ACCESSORIES



EXTRA WALLS

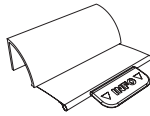


Extra walls

To keep stackable or very light items neatly in line.



INFO SCROLL

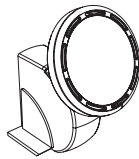


Info scroll

Makes more information available to consumers.



FRAGRANCE TESTER



Fragrance tester

Fragrance marketing of your specific product right at POP.

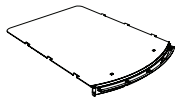


SHELF MERCHANDISING

HEROSHELF™ PROMOTION UNITS



HERO-300S, HERO-300L



HeroShelf™-300

Modular shelf branding unit in width 300 mm. Only version with front wire exists. Standard colours red, blue and green.

HERO-300S: Short version with dimensions 300 wide x 300 deep.

HERO-300L: Long version with dimensions 300 wide x 400 deep.



HERO-S



HeroShelf™-440

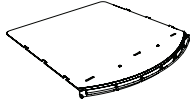
Modular shelf branding system to highlight novelties, range introductions and promotions. Version without front wire. Standard colours red, blue and green. Other colours on request. Dimensions: 440 mm wide x 400 mm deep.



SHELF TRAYS



HERO-SW

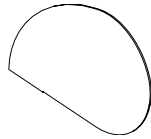


HeroShelf™-440 W

Modular shelf branding system to highlight novelties, range introductions and promotions. Version with front wire. Standard colours red, blue and green. Other colours on request. Dimensions 440 mm wide x 400 mm deep.



HERO-DK

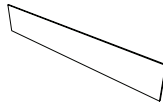


HeroShelf™ flag

Printed flags with custom shape to highlight brand or range message. Supplied in pairs - one left and one right.



H-FR-

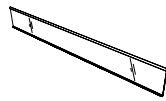


HeroShelf™ front riser

Front riser to maintain products on the shelf. Can be printed and supplied in custom shapes. Standard heights 40 and 80 mm.



DBR39 taTP9-33 le0458



HeroShelf™ label pocket

Transparent label pocket for 39 mm high printed inserts. Fixed to the front of the HeroShelf™.

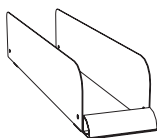


SHELF MERCHANDISING

➤ CUSTOMISED PROMOTION UNITS



HBO



Shelf tray

Simple shelf management solution.
Easily linked for multiple display.
Graphics: Screen-printed or can be used with an interchangeable message.
Can be used together with OP50 or OP25.
With or without tape. Customised sizes possible.
Packing varies, subject to product dimensions.

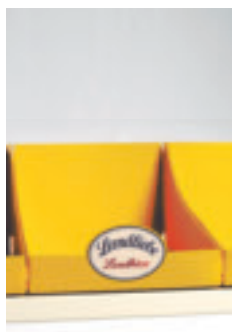


TPL-O

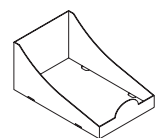


Shelf tray

Simple shelf management solution.
Easily linked for multiple display.
Graphics: Screen-printed or can be used with an interchangeable message.
With or without tape. Customised sizes possible.
Packing varies, subject to product dimensions.



TRAY-F

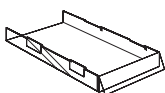


Flat packed plastic shelf tray

For optimal product organisation on the shelf.
Easily slotted together by integrated coupling hooks.
Good resistance to impact. Not suitable for temperatures below 0° C.
With or without tape/magnetic tape.
Material: 1.4 mm polypropylene.
Graphics: Screen printed.
Packing varies, subject to product dimensions.
Contact us for possible modifications.



HBA, HBB, HBC, HBD



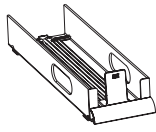
Shelf tray

Simple shelf organiser. Easily linked for multiple display.
Graphics: Screen-printed or can be used with an interchangeable message. Delivered with coupling hooks.
With or without tape.
Available in sizes requested.
Available with extra divider for 2 facings.
Packing varies, subject to product dimensions.



➔ PUSHER TRAYS WITH CUSTOM POSSIBILITIES

TRAY-SL



On-shelf, single facing unit with pusher

Manufactured in high impact acrylic, this unit can be made in basically any dimensions. Compact design, branding opportunities and ease of installation makes this a prime choice for product launches. Number per carton: 8.

TRAY-ML



On-shelf, five facings wide unit with pusher

Manufactured in high impact acrylic, this unit can be made in basically any dimension. For permanent installations or product launches where several products/facings are involved. Number per carton: 5.

