



Lindt In-Aisle Display Environment

Marketing Impact was commissioned to develop an instructional In Aisle unit for LINDT to showcase its collection of high-quality chocolates and their perfect wine pairing. The store fixture is dressed up to achieve a high-end display with elaborate wood textures and interchangeable graphics that showcase information on wine and chocolate suggested combinations while keeping the consumer engaged and encourage sales. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Snake Venom Brewmeister Floor Display

Focus America Group offers a floor or wall metal display with WiFi capability to control graphics from a central location. Graphics can be animated with video or lenticular technology. The frame is available in custom colors. For more information, contact Focus America Group, 11956 Bernardo Plaza Drive, San Diego, CA 92128; www.focusdisplay.com.



Displays For Complementary Merchandising

Midway Displays' solution-based approach to design and development offers a cost-effective solution for secondary placement of complementary products in Supermarkets. Midway developed two universally punched racks creating total flexibility for shelf placement. Position these shortened racks with adjustable shelves in front of the produce islands or deli counters. Midway cut down the height of the stock frame used for its Full-View® Merchandiser and layered it with four stock baskets to merchandise Fresh Gourmet's two sizes of lemon and lime juices positioned in front of the veggie island. For more information, contact Midway Displays, 6554 S. Austin Avenue, Bedford Park, IL 60638; www.midwaydisplays.com.



Dunnage Racks With Anti-Microbial Additives

MasonWays Dunnage Racks offer a platform for storing foodstuffs as well as to display products in the store or outdoors. Elevated Dunnage Rack bases keep food products safe and secure off the floor, preventing contaminants. MasonWays now offers an optional anti-microbial additive to prevent and control microbes. MasonWays unique vented design allows for air flow circulation through top slots. Many sizes available to fit specific space requirements. The racks are compliant with the food industry standards for sanitation against foodborne illnesses. They are easy to clean and will not rust. MasonWays bases are economically priced. Impervious to chemicals and weather. Temperature-resistant from minus 20 to 180 degrees Fahrenheit. For more information, contact Masonways, 580 Village Boulevard, West Palm Beach, FL 33409; www.masonways.com.



Starbucks Supermarket Display

Universal brought the distinct Starbucks brand to bring characteristics of their cafe right into the grocery aisle and present their coffees in a ready-to-drink form to shoppers. This in-aisle destination brought the look and feel of a Starbucks cafe into the store through atypical materials for the aisle and quality craftsmanship so the shopper can immediately associate it with a Starbucks cafe. For more information, contact Universal, 726 E. Highway 121 Business, Lewisville TX 75057; www.udfc.com.



Hershey Shelf Display

Hershey challenged Siffron to find a unique way to increase the ability to display Reese's in the cooler environment in c-stores. Hershey has started to install these trays into several different c-store locations and a test conducted in one chain showed extremely positive results. Based on these results, Hershey will continue to expand placement. This display was created by Siffron, 8181 Darrow Road, Twinsburg, OH 44087; www.siffron.com.



Trion WonderBar System

A major supermarket was spending too much time straightening and stocking their coffee display. A test was conducted with the Trion WonderBar system that resulted in a consistently nicer looking display that freed store personnel to attend to other duties. The supermarket achieved an added bonus of adding SKUs in the same section. Sales for coffee increased and labor in the area was saved. WonderBar was successfully rolled out in center store coffee at all store locations. For more information, contact Trion Industries, 297 Laird Street, Wilkes-Barre PA 18702; www.triononline.com.



Saunders Family Farm Display

Saunders chose Avante Displays to create custom permanent displays for placement in Sobeys and SavOn. Custom designed to showcase Saunders' line of "pepper jelly" and jams, the display features prominent graphics and brand identification while utilizing a small footprint. For more information, contact Avante Kiosks & Displays, 4725 Iris Rd., Okanagan Falls, BC, Canada V0H 1R0; www.avantedisplays.com.