

Creative Spotlight-Shelf Display Systems



Testrite Visual has developed custom solutions to attach graphic frames at the edge of shelving, as well as to existing standards and fixtures. Shown here is a shelf edge graphic system for SEG graphics which attracts attention to any shelf display area. For more information, contact Testrite Visual Products, 216 South Newman Street, Hackensack, NJ 07601; www.testrite.com.



BioSteel engaged Marketing Impact Limited to develop a pusher system to showcase their brand and their latest Hydration Mix within many different retail environments. The challenge was to create a modular and adaptive pusher system that would have the ability to expand for deeper shelves in order to fit more product. The pusher systems design allows retailers to place additional pushers next to one another for a wider point of sale. The injection molded solution ensures that the BioSteel brand is kept in the spotlight while keeping the product front faced and easily shoppable. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Focus Display Group has introduced a LED scrolling shelf sign. High intensity LED lights are available in different colors. The scrolling sign dimensions can be made to specific requirements. The compact design allows for easy attachment to the shelf channel. Messages are programmable and can be easily changed. The scrolling shelf sign is available to run on a battery or with an adaptor power source. For more information, contact Focus America, 11956 Bernardo Plaza Drive, San Diego, CA 92128; www.focusdisplay.com.



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 Hershey shelf display was created by Siffron, 8181 Darrow Road, Twinsburg, OH 44087; www.siffron.com.



Vessel, a premium provider of vape pens, power accessories, cases, and more partnered with AXIS to develop a counter and shelf-level P.O.P display for use in cannabis dispensaries throughout the U.S.. The display was designed to stand out amidst a crowded, noisy retail environment, offering clarity, cohesion, and an elevated sense of personal creative expression to cannabis aficionados seeking a more sophisticated vaping option. Products are easily swapped out to showcase new designs, features, and accompanying accessories. Powder-coated metal, screen-printed clear acrylic, and digitally-printed graphics represent Vessel's overall aesthetic, while further suggesting the premium experience this brand's products deliver. This display was created by Axis Display Group, 8272 Douglas Ave., South Beloit, IL 61080; www.axisdisplaygroup.com.



Hankscraft's LCD Shelf Talkers engage customers and encourage them to purchase. These units are fully enclosed and come with mounting arms for easy installation onto most retail shelving units. Their bright LCD screens are powered by 8 "AA" or "D" cell batteries in a convenient clip that hides discretely under the shelf. Video content is triggered via motion sensor or push button: a 30-second video can be activated up to 7000 times on one set of batteries. Custom graphics can be added to the housing to compliment your content. For more information, contact Hankscraft POP, 200 Industrial Dr. Random Lake, WI 53075; www.hankscraftpop.com.



Trion's Adjustable Pusher Trays, which can be custom branded with a company's logo, help marketers define and keep hard earned shelf space. These durable, American made pusher trays always keep your items beautifully billboarded to consumers and sets you apart from competitors. Each tray can be branded with a logo and they precisely adjust to accommodate any sized item. For more information, contact Trion Industries, 297 Laird Street, Wilkes-Barre, PA 18702; www.triononline.com.



Blanc Display Group has introduced its Econo Adjustable Shelf Reducer. Based on the same design as Blanc's highly successful Adjustable Shelf Reducer, the new econo version uses a lighter material specially designed to corral lighter weight items. At just 4" h x 4" d x 48" w the item's lean silhouette fits into existing shelving without fuss and is barely noticeable except for the resulting visual impact. The Econo Adjustable Shelf Reducer gathers loose or packaged merchandise to create an abundant display that also reduces shrink and promotes sales. It easily adjusts to product quantity by simply modifying the slat and slot spacing to accommodate ever-changing product for a full display look. The shelf reducer expands, and contracts as needed. For more information, contact Blanc Display Group, 88 King Street, Dover, NJ 07801; www.blancind.com.