

Are you already using the full potential of your sales area?

The majority of all purchasing decisions are made directly at the point of sale. So don't leave anything to chance here!

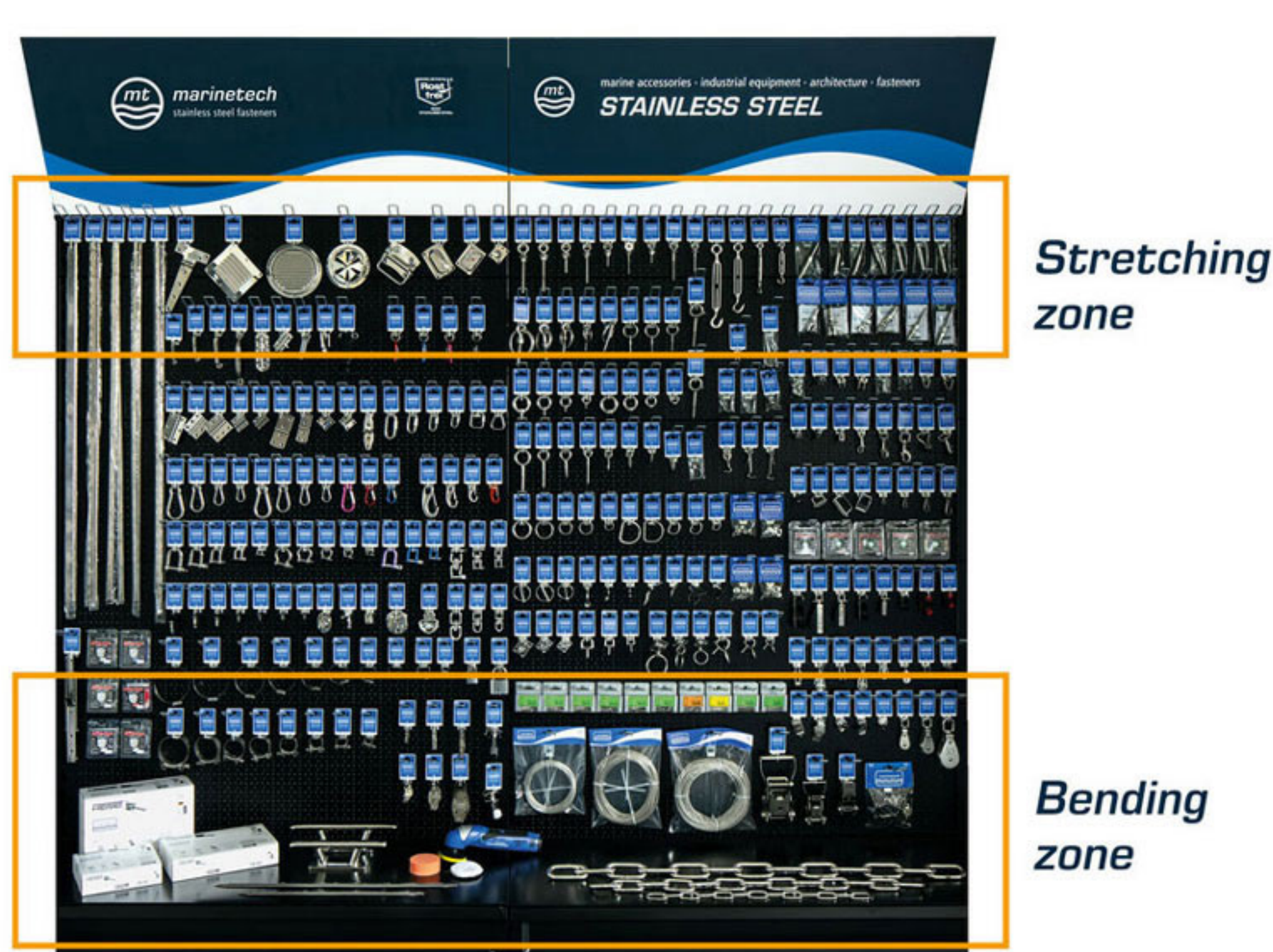
Honestly, have you ever walked down the stairs at Ikea and quickly thrown the tea lights on offer into the yellow bag as you passed by? Or have you stood at the checkout in a clothing store, seen the socks in the box and thought: "You can never have enough of these"?

These purchasing decisions are no coincidence, but sales through skillful product placement. Take advantage of the most important measures:

Placement of goods

The placement of products on the individual shelves and on the sales walls is crucial. The goods must be easily accessible so that customers make an impulse purchase. Items placed at eye level achieve the most sales.

This is where you should position products with higher profit margins and items that encourage impulsive and additional purchases. You should place your customers "must-have" items in the so-called bend and reach zones. This will automatically draw the customer's attention to the product range in the middle.



Impulse purchase

As the name suggests, impulse purchases are very spontaneous. Inexpensive, commonly used products are suitable for this. Place them where the customer has time to wait.



The classic location is the checkout area, but unused passageways with few distractions also work. Rotating displays or table displays are particularly suitable for product presentation as they offer a lot of space and can be positioned flexibly.



[More about the MT display compact](#)

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Special offers

It has been proven that customers buy goods on special offer stands more often than the same goods off the shelf. They assume that these products are particularly cheap - without checking the price.

Discounts such as vouchers, coupons, set offers or sale also always give customers the feeling that they have saved money.

Not sure what fits the conditions in your store? No problem! We will be happy to advise you and create individual concepts according to your requirements.

We provide you with **assortment boxes** filled with bestsellers.

You also have the option of customizing your boxes with products from our range.

All year round: 3% discount on all webshop orders

***Our product recommendations**



Assortment boxes
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Different variations

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Different variations

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