

fripan[®]

The art of traditional baking

Merchandising





POS Display

The order of the products facilitates the customer's selection.
The abundance of varieties generates the need to purchase and covers more demand.
Correct product rotation. The first prepared is the first to be sold.
Extreme cleanliness and order in the display areas.
The best display areas are those closest to eye level.
Product identification with name and sale price.
Display the larger products on the lower part and the smaller products on the upper part.
Product handling always with tongs.



GOOD product placement
GOOD product guarantee
GOOD point-of-sale decoration
GOOD product quantities

Merchandising success is based on effective management of the line.
 J.E.P.H



64001 - "Les Tûlipes" Display



24012 - "Dots" Display



64100 - Pastry Bag



24001 - Pastry Display



24009 - Bread Display



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