

# fripan<sup>®</sup>

*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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