PRIMA 2.0

Innovative product pusher system

PRIMA 2.0 – THE INNOVATIVE SHELF MANAGEMENT SYSTEM

A HEAD START IN SALES

The visibility of products significantly influences consumers' purchasing decisions. Well-managed shelves make it easy for customers to find the right product and its appropriate price. Clear and well-structured shelf management is therefore essential for increasing impulse buying and consequently sales. At the same time, the time needed to tidy the shelves is reduced and the costs for shelf maintenance are lowered.

« Better product visibility increases sales. »

GOOD SHELF MANAGEMENT

FROM THE RETAILER'S PERSPECTIVE:	FROM THE CONSUMER'S PERSPECTIVE:
• **Flexible and quick adjustments** after layout changes • **Early recognition** of sold-out products • **Full product** presentation through product pushers • **Reduction of labour** costs when products are at the front of the shelf	• **Appealing and well-managed presentation** of products • Matching **product and price labelling** • Products are **easy to reach** on the shelves

BENEFITS OF PRIMA 2.0

- Shelves are easy to equip thanks to a folding front
- Guide rail with a sliding surface
- Available with three different front anchors
- More stability with supporting strips to keep wide, round, or oval products securely in place
- Special fixation ensures that products don't slip sideways
- Available for any shelf depth and type
- Quick and easy relocation of the product pushers
- Available with or without "Slow Feed"
- Width can be individually adapted to fit any product

SLOW FEED – THE GENTLE PUSHER

This pusher variation has a special mechanism that adjusts the force needed to push products gently and carefully to the front of the shelf, ensuring that products do not fall to the front when a package is removed. The Slow Feed also makes it easier to restock the shelves. The product pusher can first be pushed to the back and the resulting delay can be used to place products on the shelf with both hands.

PRIMA 2.0 – BENEFITS

INDIVIDUALLY ADAPTABLE

PRIMA 2.0 is a system that can be used for virtually all packaging formats. Whether narrow, wide, short, or tall, round or square packages as well as tubes and bottles, all packages can be optimally organized using PRIMA 2.0. Choose between three different shelf dividers. The insertable shelf divider is ideal for short and narrow products. Supporting strips can individually be applied to this divider for the ideal presentation of wide products. The 120 mm and 70 mm shelf dividers have an integrated
supporting strip. The 120 mm shelf divider is taller which ensures the shelf to stay tidy even with taller packages.

FOLDING FRONT

Filling and restocking shelves are greatly facilitated by the folding front. Just apply light pressure to fold the front backwards for stocking. Products can then easily be accommodated in narrow spaces on shelves with limited clearance.

SPECIAL FIXATION

Round products have a tendency to slip to the side or push away the shelf dividers. PRIMA 2.0 has a predefined grid on the front rail and a ribbed fixing rail (at the back) to prevent this from happening. This special fixation also makes it easy to move the pushers and shelf dividers.

# PRIMA 2.0 – PUSHERS AND ACCESSORIES
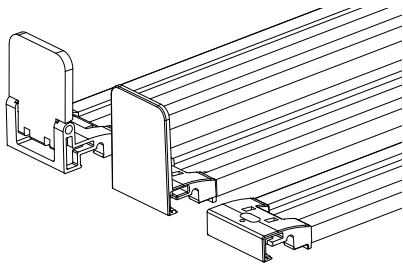
PRODUCT PUSHER PRIMA 2.0
Product unit consisting of product pusher with front anchor, sliding rail with special sliding surface and end piece. Front anchor available with folding front, fixed front or without front. Also available as "slow feed" version (movement slowly forward). Colors of pusher housing: grey, black. Size: 30x55 mm. Height of foldable front: 40 mm. Height of fix front: 30 mm. Colors of sliding profile: grey, black. Width 36 mm. Available for shelf depths: 300 mm, 350/370 mm, 400 mm, 450/470 mm, 500 mm.
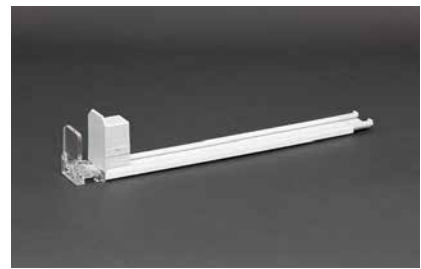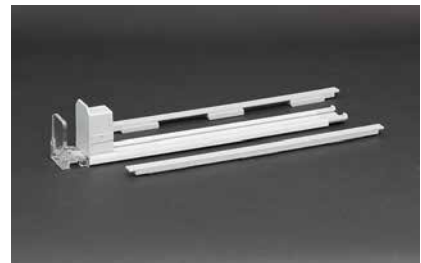
479xx-xx/xxx/xxN
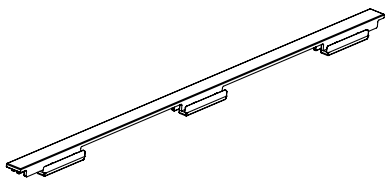
SUPPORT FOR GLIDING RAIL PRIMA 2.0
To widen the base. Clicks onto the slide profile, improving the stability of wide products. Width: 12 mm. Colors: grey, black. For shelf depth:
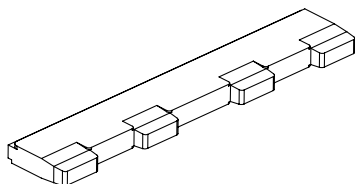
45770-xx/307	350/370 mm
45770-xx/357	400 mm
45770-xx/407	450/470 mm
45770-xx/457	500 mm
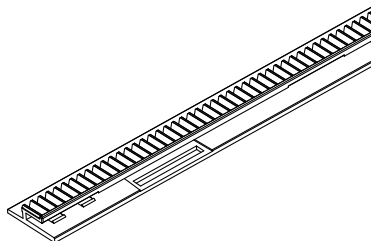
FRONT RAIL PRIMA 2.0
To fix the pushers and dividers PRIMA 2.0. Length 499 mm, width 27,5 mm. Colors: grey, black.

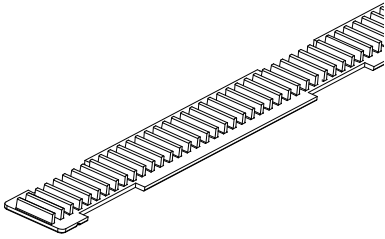|	
48400-xx	For wire shelves
48400-xx/KB	With adhesive tape
48400-xx/MB	With magnetic tape

CONNECTOR FOR FRONT RAIL PRIMA 2.0
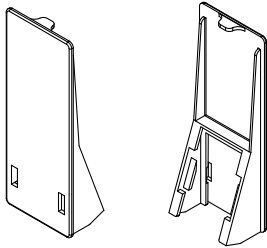Length 54,7 mm. Colors: grey, black.

48405-xx

PRIMA 2.0 – PUSHERS AND ACCESSORIES

RIB STRIP PRIMA 2.0
For rear fixation of the pushers and dividers PRIMA 2.0 on the back of the shelf. Length 249 mm, width 19 mm. Colors: grey, black. Recommended for heavy products.
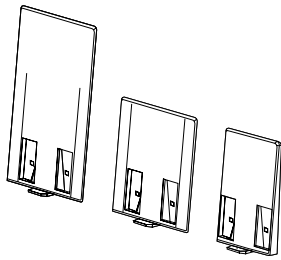
48430-xx/K	With adhesive tape
48430-xx/M	With magnetic tape
48435-xx	For wire shelves

REAR ENLARGEMENT INCLINED/ VERTICAL
To be clicked onto the pusher's housing (width 40 mm), grey. To be used in inclined or vertical position. Width/ height 50x130 mm.
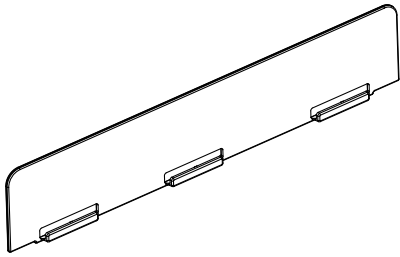
48563-03

REAR ENLARGEMENT WITH LABEL HOLDER
To be clicked onto the pusher's housing (width 40 mm), transparent.

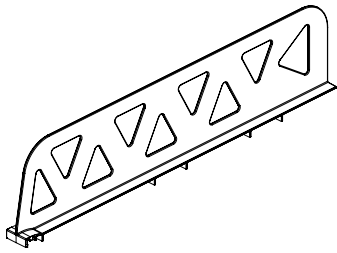|	
48567-00.A	49x80 mm
48568-00.A	75x80 mm
48569-00.A	75x130 mm

PRIMA 2.0 – PUSHERS AND ACCESSORIES

DIVIDER PRIMA 2.0 CLICK ON H60
Divider to click onto the slide profile,
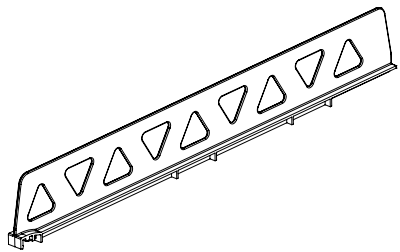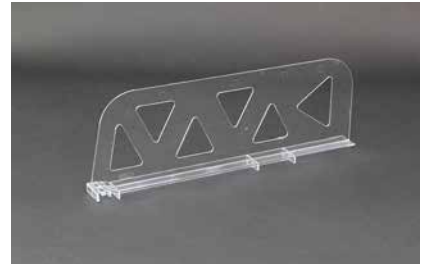transparent. Height 60 mm. For depth:

40772-88/307	350/370 mm
40772-88/357	400 mm
40772-88/407	450/470 mm
40772-88/457	500 mm

DIVIDER PRIMA 2.0 H120
Divider with bottom support left and
right to click onto front rail/fixing rail
flat, transparent. For depth:

40775-88/290	300 mm
40775-88/340	350/370 mm
40775-88/390	400 mm
40775-88/440	450/470 mm
40775-88/490	500 mm

DIVIDER PRIMA 2.0 H70
Divider with bottom support left and
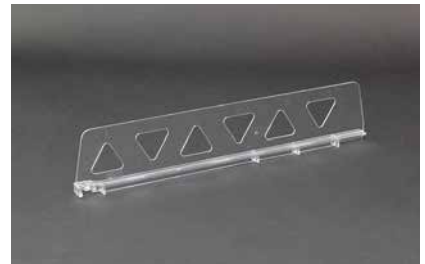right to click onto front rail/fixing rail
flat, transparent. For depth:

40778-88/290	300 mm
40778-88/340	350/370 mm
40778-88/390	400 mm
40778-88/440	450/470 mm
40778-88/490	500 mm

PRIMA 2.0 – MATRIX OF ARTICLE NUMBERS

PUSHERS AND FRONT ANCHORS		COLOR	TOTAL LENGTH (SHELF DEPTH)*	CONSTANT SPRING FORCE
479	with "Slow Feed", with folding front **10**	Grey **03**	Standard lengths **295** (300 mm) **345** (350 mm) **395** (400 mm) **445** (450 mm) **495** (500 mm)	**10N** (10 Newton)
		Black **10**	Special lengths **330** (335 mm) **355** (360 mm) **380** (385 mm) **430** (435 mm) **455** (460 mm) **480** (485 mm)	
	with "Slow Feed", with fixed front **30**	Grey **03**	Standard lengths **295** (300 mm) **345** (350 mm) **395** (400 mm) **445** (450 mm) **495** (500 mm)	
	with "Slow Feed", with H0 front anchor **50**	Black **10**	Special lengths **324** (335 mm) **349** (360 mm) **374** (385 mm) **424** (435 mm) **449** (460 mm) **474** (485 mm)	
479	without "Slow Feed", with folding front **00**	Grey **03**	Standard lengths **295** (300 mm) **345** (350 mm) **395** (400 mm) **445** (450 mm) **495** (500 mm)	**02N** (2 Newton) **04N** (4 Newton) **06N** (6 Newton) **08N** (8 Newton) **08-4N** (from 8 to 4 Newton) **10N** (10 Newton)
		Black **10**	Special lengths **330** (335 mm) **355** (360 mm) **380** (385 mm) **430** (435 mm) **455** (460 mm) **480** (485 mm)	
	without "Slow Feed", with fixed front **20**	Grey **03**	Standard lengths **295** (300 mm) **345** (350 mm) **395** (400 mm) **445** (450 mm) **495** (500 mm)	
	without "Slow Feed", with H0 front anchor **40**	Black **10**	Special lengths **330** (335 mm) **355** (360 mm) **380** (385 mm) **430** (435 mm) **455** (460 mm) **480** (485 mm)	

EXAMPLE: 479**20**–**03/295/08N** = pusher with fixed front and without "Slow Feed", in grey, shelf depth 300 mm, constant-force spring force 8 newtons

* Special lengths available on request.

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