

Beverages

Refreshing Presentation





■ **The retail marketplace is changing – competition is becoming more intense** and profit margins are increasingly unpredictable. For the specialist retailer, this is a huge opportunity to differentiate themselves from the competition, and position themselves as a service partner who sets product line trends and presents beverages professionally in an ambience which encourages impulse purchase.

This is an investment in the future. An investment that appeals to customers. Customers want to be inspired, enjoy something new, learn the history – in short – customers want beverage displays that are informative and innovative.



If you're a specialist, you should show it off.

Maximum shopping convenience

■ Some big brands are readily available in all major outlets. However, specialist beverage retailers of the future will focus on a range which will be put together with passion and expertise.

This professional expertise is reflected in the presentation of their products. Exclusive, high profit products are displayed with purpose. This not only increases impulse purchases and your overall sales but credibly highlights the expertise within your store.

The guidance route, throughout the store, is deliberately chosen so that the customer will find their desired item easily and be exposed to additional purchases along the way. The design and atmosphere of the space invites you to browse. Bright colours, lively pictures and striking furniture create focal points, making the store unique.

Wanzl creates and builds retail spaces such as this for the specialised beverage retailer of the future – and is already doing with great success worldwide.





Let them see your specialist products presented at their best.

Products in the limelight

■ Just as wine only develops its true aroma when it is served at the right temperature, customers will only be inspired to buy wine when it is presented professionally. Creating an ambience that differentiates intuitively between table wines and high quality wines within an environment where customers feel inspired. This will be the calling card of the specialist retailer of the future. What applies to wine can be achieved just as effectively for beer. Retailers need to create an atmosphere in which they can appropriately present regional and craft-brewed beer.

Straight away, this allows the customer to feel that this is something special, far removed from everyday boxed goods. The difference between a specialist retail store and other everyday stores lies precisely in the targeted offering of specialities and the dialogue with customers. This is why Wanzl creates bespoke displays – so that the customer is able to intuitively see your specialist products presented at their best.







vino tech – perfectly presented wine to enhance sales

For additional buying impulses

■ **vino tech is extremely versatile.** Be it a wall unit, a free-standing centrepiece unit as a or as an end cap shelving system, vino tech emphasises product density

with its sophisticated look.



vino tech – simply versatile

Customisable combinations

■ **vino tech offers a unique presentation solution for quality wines.** The bottles may be placed at an angle for optimum label readability, laid flat or stored in boxes for large volume sales.

vino tech is available as a wall display or free-standing unit. It can be combined with endless extension possibilities to create your own customised wine display, for example, placing vino tech as an end cap encourages more impulse buying. A range of finishes and textures perfectly complement your products and your sales area.



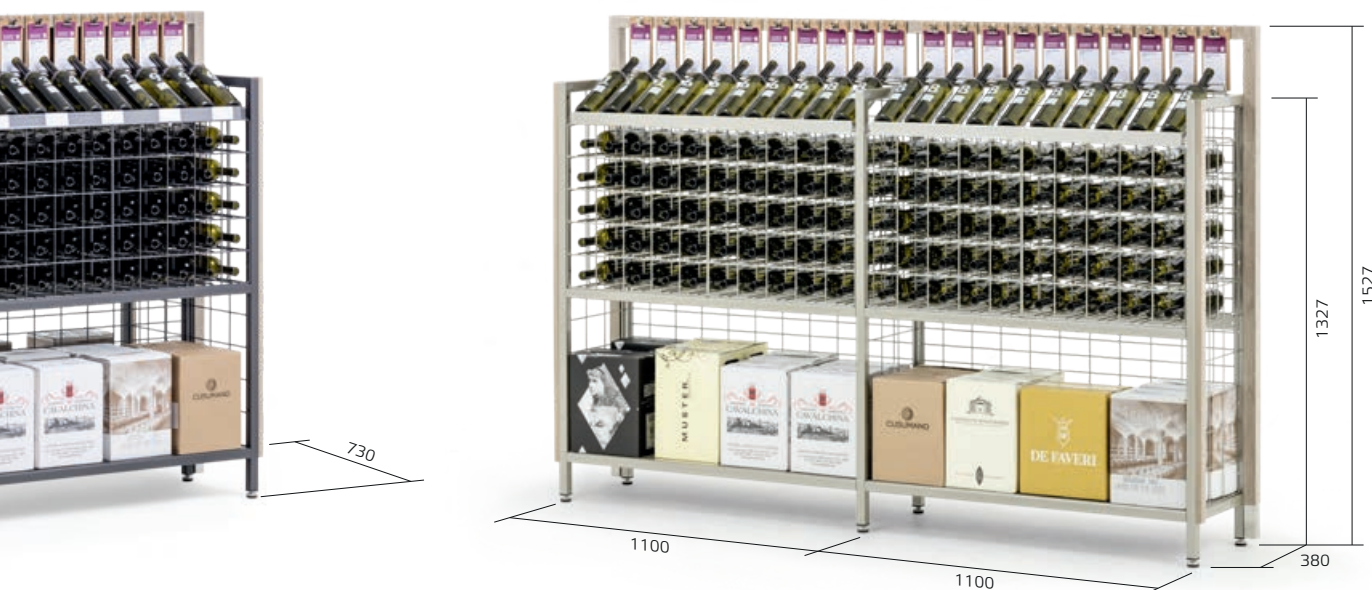
**Wooden panel
Head frame**
for a free-standing/
wall solution

Adjustable foot
adjustable to ensure
stability on uneven
surfaces



Free-standing solution
Base and extension unit,
can be infinitely extended

Wall solution
Base and extension unit,
can be infinitely extended

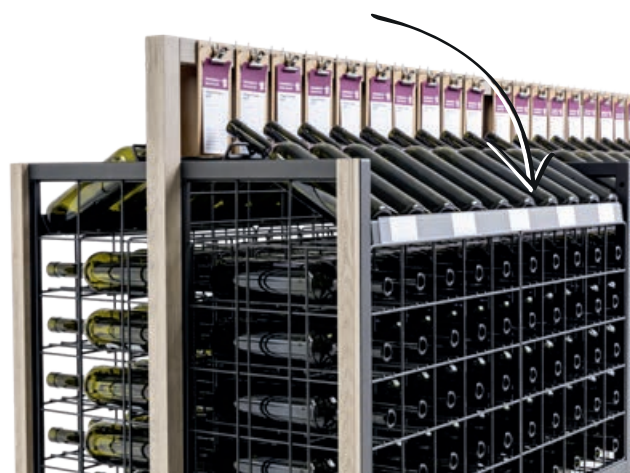


Wooden top rail
in a variety of finishes,
incl. metal foot protector

Informational clipboards
offering wine expertise



Ticketing strip
can be customised



YourTable® – refined presentation

■ An attractive drinks department with YourTable!

YourTable sets the stage for beverages with matching cross-sell products on a variety of sales areas – inclined or straight, in boxes or free-standing. Display areas can be simply and efficiently adapted using a range of versatile accessories – depending on requirements. Graphic frames and advertising boards can be suspended to highlight the important information.

The combination of the various system models T.01, T.02 and T.03 set the right atmosphere in the sales area for virtually every assortment. This entices your customers' curiosity, stimulating the impulse to buy – and thus boosts your sales.

Vary and expand YourTable in just a few simple steps. Without the need for any tools. You can save on assembly costs. YourTable presentation systems – designed and produced in accordance with high Wanzl standards – impress with functional finesse, sleek aesthetics and Quality_MADE BY WANZL.

Hooks – effectively positioned hanging goods



YourTable T.03
with 2 display areas

T.03





YourTable® – always an attractive feature

■ **Specialist retailer of the future with Wanzl!** For this, retailers need a striking solution that offers the whole spectrum of horizontal presentation, from standard shelving to mid-floor displays – in short – innovative presentation units and shelving systems from Wanzl.







A display cabinet for the finest wines

Exclusively secured

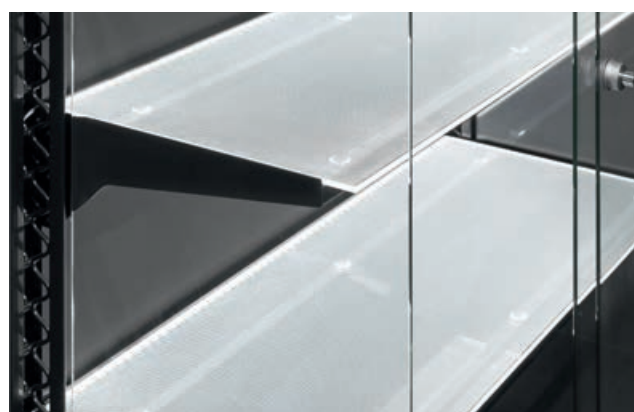
■ **The Wanzl display cabinet** allows you to present premium spirits in an elegant setting. The display cabinet presents items both with and without lighting, and can be locked for added security. The closed glass casing with elegant glass shelves is always a highlight in your beverages department. The display cabinet can be easily combined with all Wanzl systems.



High quality display cabinet using the Wanzl wire tech 100 system



Display cabinet with and without lighting



Illuminated shelves

Compatible

with Wanzl's classic wire tech system
for a curved design

Central back panel

for more items on the shelf

Shelves

in wire, sheet metal, glass
and wood



Bumpers

for more passage width

pure tech – simply beautiful!

A sleek shelving system with added value

■ **pure tech, the new wire shelf design** is always on top form. Price and performance stack up. Quick to assemble and dismantle, with no tools required.

Virtually the same price as sheet metal shelves, yet far exceeding them in terms of appearance and design. pure tech is stylish, creates ambience and invites impulse buying.



We can help you realise your ideas!

■ Wanzl have the strong capabilities required to plan your successful beverages store!

From the counter to different product presentation units for items such as wine, spirits, water, juices, beer, etc. through to special deals, Wanzl will systematically design a tasteful atmosphere. You can then create an individual look that reflects your store's personality by combining suitable materials and colours.



Cross-selling products are in demand



A successful feel good atmosphere to match the product



The checkout with an attractive counter design



An inviting tasting counter for sampling wine



Your specialist beverages area viewed from above.

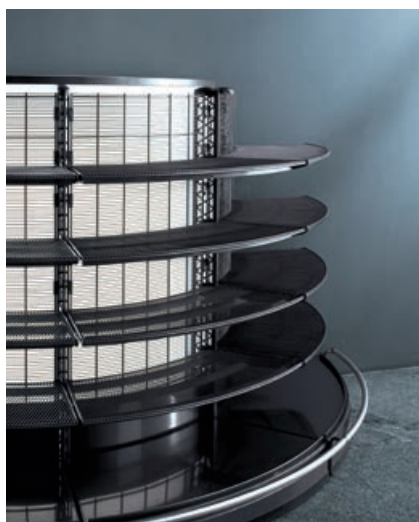


Retail – made by Wanzl

Wanzl is your total Shop Solutions provider

■ **Shop Solutions with shelving systems, accompanied by** customised solutions, displays, entrance systems and transport trolleys, by Wanzl, provide a complete solution for your store. Wanzl has creative designers, experienced technicians and engineers at its disposal. The effectiveness and versatility of our in-house production facilities give you a broad range of potential solutions that you will rarely find elsewhere on the market.

■ **Are you ready for new buying impulses?** Simply call us at +49 (0) 82 21 / 7 29-6100. We look forward to hearing from you!



Presentation systems



Transport trolleys



Displays



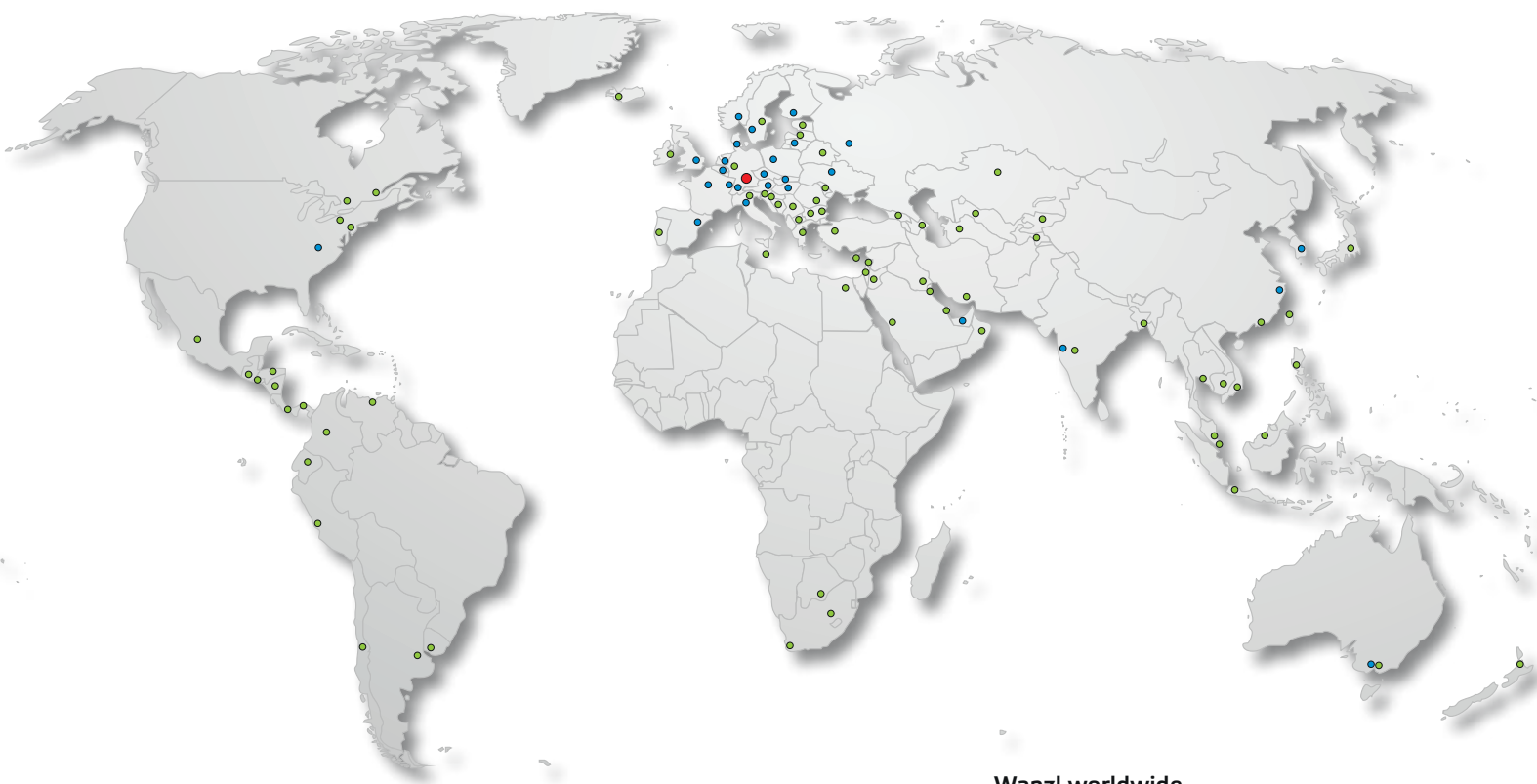
Customer guidance systems



Displays and sales equipment



Heavy duty shelving



Wanzl worldwide

- Headquarters
- Subsidiaries
- Agencies



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