



## **| MAKING SURE CUSTOMERS ARE WELL INFORMED**

Let Wanzl set up a newsagent section for you at the POS!



# | RECOMMENDED READING

Premium placement for printed media.

■ If you take the sales productivity per square metre of different product groups in store as the benchmark, media publications appear in the top ten.

Why? They take up little space but achieve stable returns thanks to their fixed retail price.

If you want your regular customers to feel comfortable at your POS and successfully attract impulse buyers, you need the presentation of your print goods to be convincing and well organised.

Take advantage of our expertise: with solutions from Wanzl, store operators can turn their newsagent section into a true experience!



↑ **CLEAR ORGANISATION IS KEY:**  
Customers appreciate being guided quickly to the item they are looking for. If you can inspire them on the way, you can generate additional profit from impulse buys.

→ **TAKING EVERYTHING IN AT A GLANCE:**  
With flexible accessory solutions, Wanzl offers the perfect add-ons to its basic shelving system.





→ **MODERN, CLEAR ARRANGEMENT:**  
 With shop solutions from Wanzl, customers know at a glance where they are and where they want to go.



↓ **THE NEWSAGENT SECTION IS A FEEL-GOOD ZONE:**  
 Customers who spend time in store picking their favourite print media will gladly return to pick up other items.

*// Your benefits – at a glance //*

- Optimum use of space
- High degree of flexibility
- Extensive range of accessories
- Easy to assemble and rearrange



← **FINDING ITEMS QUICKLY PROMOTES CUSTOMER LOYALTY:**

In busy stores, the newsagent section offers customers a chance to stop and reflect.

↓ **HAVING A WIDE RANGE ON OFFER HELPS CUSTOMERS STAY INFORMED:**

Well structured arrangement of the printed media on the shelves ensures that every customer can find something that they are interested in.





# wanzl

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