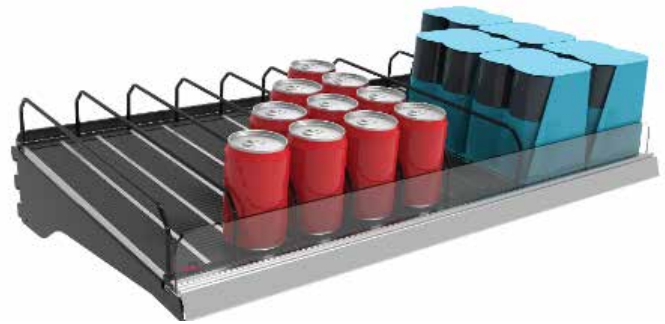


THE LEADER IN GRAVITY-FED FRONTING SOLUTIONS

Bruegmann FlexRoller™ is the leading patented roller system installed in retail stores worldwide. It automatically front-faces products in ambient and cold environments on all shelving types. Suited for most packaging types and weights, FlexRoller™ yields validated sales lift, increased operational efficiencies, and optimized shelf space.



Benefits

- Products are always fronted and organized
- No perceived out-of-stock or out-of-reach scenarios
- Significantly enhanced shopper experience for top and bottom shelves
- Reduced restocking time
- Improved planogram flexibility and easy resets

Features

- Patented roller with a 5 - year warranty
- Lane dividers adjust easily and in small increments
- Large variety of dividers, front and back retainers to suit your products
- Available in a variety of configurations to fit your shelving

Results

- ✓ Up to 8% sales increase from improved product presentation
 - ✓ Up to 100% labor savings (no manual fronting)
 - ✓ Up to 65% increase in net promoter score

Applications

Categories

- Beverage (cans, bottles, tetra packs, multi-packs)
- Frozen (boxed meals, ice cream pints)
- Dairy (yogurt, milk)
- Candy (boxed)
- Salty Snacks (nut jars/containers, boxed chips)
- Healthy & Beauty (supplements, shampoo, conditioner, hair color etc.)

Store environments

- Ambient (center store gondolas, displays)
- Cold (reach-in cooler, walk-in cooler, cold vault, beer cave)



Specifications

Available in standard and custom sizes (width & depth)

Product	Image	Description
FlexRoller™		<ul style="list-style-type: none">• Sits on top of existing substrate shelf• 4-6 degrees shelf angle required to front product
FlexRoller™ with riser		<ul style="list-style-type: none">• Sits on top of existing substrate shelf• Includes support leg to created needed angle to front product
FlexRoller™ with gondola		<ul style="list-style-type: none">• Integrated in shelf to replace existing flat shelves• Automatically creates angle to front
FlexRoller™ with pull-out gondola		<ul style="list-style-type: none">• Roller shelf extends fully out of the shelf like a drawer• Ideal for stocking product from the back in tight vertical spaces
FlexRoller™ with partial pull-out gondola		<ul style="list-style-type: none">• Roller shelf extends partially outside of the shelf• Ideal for reach-in cooler with French doors
FlexRoller™ as multi-stack		<ul style="list-style-type: none">• Multiple layers of FlexRoller™ to stock more products vertically• Versatile solution for a variety of spaces, including stand-alone display

For additional information, please contact your Dana Industries account representative or visit us at:

www.danaindustries.com

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