

Flex Tray™

What is it and how does it work?

Be disruptive on the shelf and boost your range

Flex Tray™ is an advertising and merchandising display

The perfect tool to highlight your range and detail your product benefits.
Flex Tray™ provides a premium look and feel with the flexibility to customise from the same platform - one concept fits all needs and brands!



Tray base

SAVEGUARD YOUR SHELF SPACE

- Different types of tray to secure planogram



1

FLT-W



2

FLT-OW



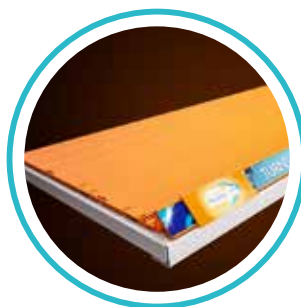
3

FLT-NW

Tray	Tray description	Depth	Internal width
1.	2 integrated walls	300 / 400 / 500 mm	From 76 to 436 mm
2.	1 integrated wall	300 / 400 / 500 mm	From 78 to 438 mm
3.	No wall	300 / 400 / 500 mm	From 80 to 440 mm

STANDARD COLOURS

- Standard colours are transparent, white and black



A large selection of special colours are also available - Put your brand centre stage!

Segmentation branding

SEMI STANDARD AND CUSTOMISED FRONTS

- Highlight your brand
- Create segmentation



Front face	Front face height	Insert height	Transparent acrylic 2 mm + 0,2 mm insert	Printed acrylic 2 mm insert
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1.	32 mm	30 mm	•	•
2.	25 mm	30 mm	•	•
3.	31 mm	19*/25,5 mm	•	•
4.	38 mm	19*/29 mm	•	•

* Insert 0,2 mm for top panel



LIGHTING OPTION

- Create a premium look
- Magnify segmentation
- Highlight your promotions



Accessory	Feature
1.	Ad'Lite™ LED Flexi strip*
2.	Connector*
	Unique power infrastructure PowerTrack™*

* More information can be found in the Ad'Lite™ technical sheet



Our flexible low voltage lighting solution is plug & play, retail proof and low cost!

Communication

- Educate and inform shoppers
- Highlight your range



Accessories	Description	Communication
1.	Brand clip*	Claim highlighter
2.	Shelf talkers*	Range info panel
3.	Innovation window*	Range highlighter - novelty/promotion

* On offer

Merchandising

- Organise your offer and keep products aligned
- Highlight products and novelties

OFFER STRUCTURE

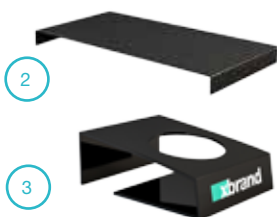


! The breakable dividers are fixed at the front and hooked at the back to maintain products in each lane



1. Dividers	Height in mm	Length in mm
	25 mm	266 > 466
	30 mm	156 > 366

PRODUCT HIGHLIGHTERS



2. Raised platform
3. Glorifier



One concept fits all brands - one concept fits all needs

From economic and medium, a premium and super premium approach can be achieved from the same platform. Explore the combination possibilities of Flex Tray™ concept!

