



**Sigma™**  
Merchandising system  
for fresh

**Technical sheet**

# Sell more, waste less!

Increase profitability and improve sustainability



## Excellent functionality and operational efficiency

Sigma is a range of merchandising display solutions for fresh produce. Each kit is designed for easy assembly. Aluminium shelving ensures effective cooler circulation and maximises refrigeration air flow. The anodized surface is quick to clean and refill, creating amazing visual displays.

## Increasing profitability

Different shelving options and configurations help create abundant displays for fruits and vegetables. Sigma™ helps manage inventory levels making it easier to rotate product, resulting in reduced shrink and increased profits Merchandisers are able to create high impact, abundant looking displays using up to 50% less inventory.



Having a good visibility on product is proven to drive sales. \*76% of buying decisions are made in store - among them, \*\* 90% are made in sight.

\*Popai 2012 - \*\* Price search in the Retail Grocery market – Urbany, Dickson and Kalapurakal.





**Sigma™** - What is it and how does it work?

# Sell more, waste less

**Sigma merchandising systems help you create stunning visual displays and massive presentations to showcase more variety of produce without using the large display inventory that can be lost through shrink.**

## BENEFITS

- **Increase sales** - Improved visual appearance: more abundance and beautifully merchandised.
- **Increase profits** - Reduce shrink by using less inventory to create these more abundant looking displays.
- **Improve functionality** - Faster, easier handling and cleaning that can be done more frequently.
- **Maximize refrigeration circulation** - Allows for critical temperature merchandising.

## KEY FEATURES

- Anodized aluminium shelving and racking systems that will never rust, peel, chip or flake.
- Aluminium is one of the best conductors of temperature, drawing out and dissipating heat quicker than steel.
- The perforation allows for greater circulation, thus improving refrigeration and maximizing air flow.



Cooling the product between 1-4 Celsius dramatically increases shelf life and increases freshness.



SIGMA ENABLES YOU TO  
SELL MORE AND WASTE LESS



# Universal kits 1250 mm section

## EXTENDABLE HEIGHT AND DEPTH

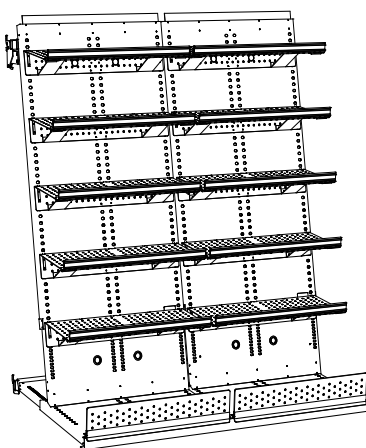
**Modular solutions tailored to create abundance, minimize shrink and improve appearance.**

### SIGMA

- Modularity (sections can be combined freely)
- Simplicity (one code, one fit, pre-pack)
- Functionality (easy install, easy cleaning)



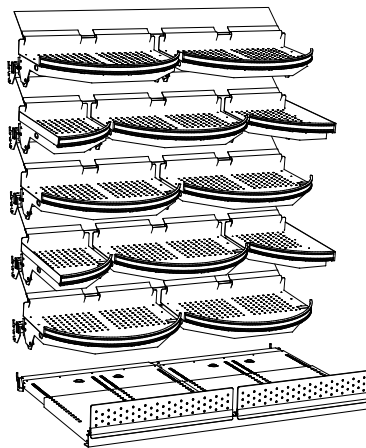
VERTICAL KIT



Driving impulse purchases for niche and delicate produce.

- Straights
- Curved shelves
- Both supplied with Universal brackets and fences.

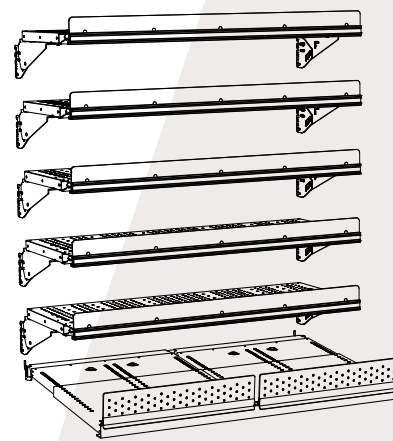
POD KIT



Generating disruption and interest with more produce varieties available in a standard chiller section.

- Increased variety within 1250 mm section
- 25 mm and 30 mm brackets

STRAIGHT SHELVES KIT



Baseload products.

- 25 mm and 30 mm brackets in pack
- Small and medium fences included as standard



Outside of promotion, display is number one driver for fresh impulse purchases\*

\* Food Marketing Institute | The Power of Produce 2016 - The survey was conducted in the first and second week of April 2015, among a national sample of 1,327 U.S. consumers.

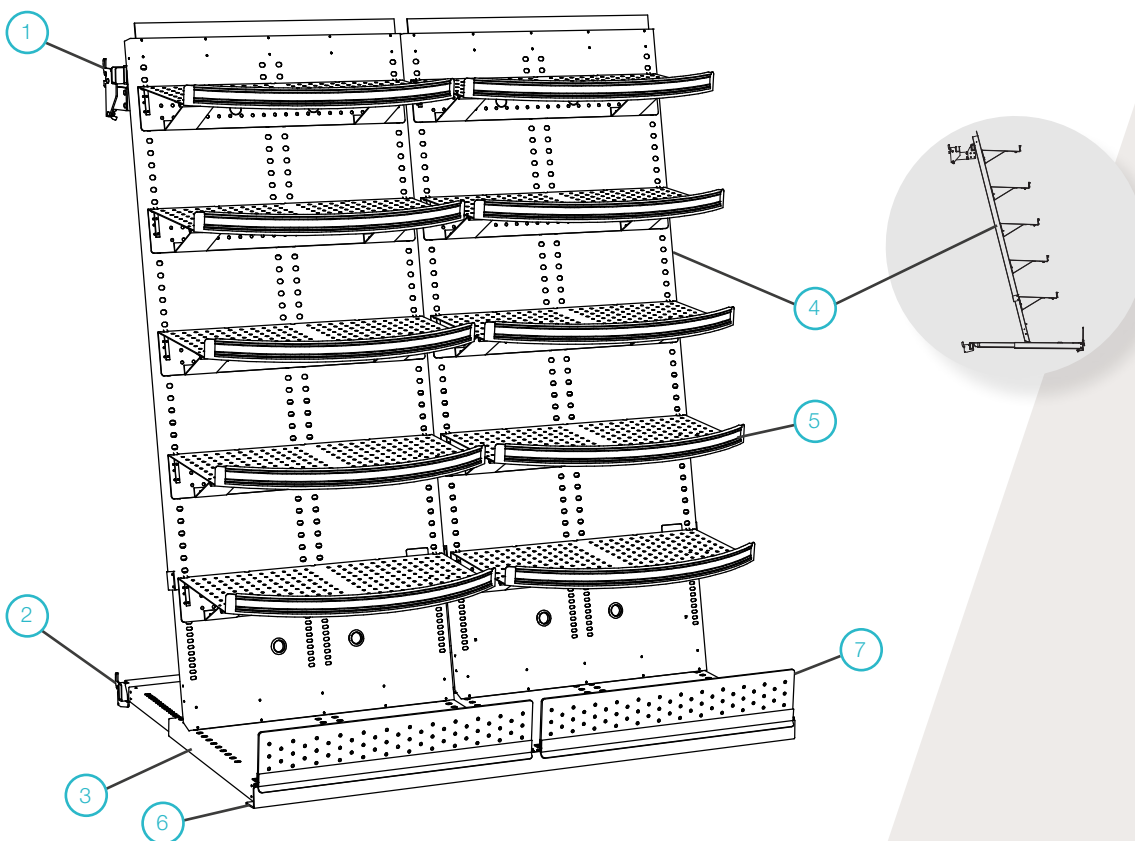
# Vertical with curved shelves

## VERTICAL MERCHANDISING SET

**Vertical merchandising sets produce a spectacular visual effect, creating a massive presentation without using excessive display inventory that can be lost through shrink.**

Curved design encourages impulse purchases with produce closer to the customer and provides a stunningly dramatic profile for full length wall cases.

Sigma™ vertical kit with universal brackets attaches to the standards in the back of the case and fences are included as standard.



No	Qty	Description
1	1	Top mounting bar and saddles (LH and RH)
2	1	Bottom mounting bar and pair of fixing saddles (LH and RH)
3	2	Extendable base plate (525 mm to 800 mm)
4	2	Extendable vertical back rack (1370 mm to 1860 mm)
5	10	Curved shelves with front fences
6	1	Rack mounting channel
7	2	Front base fence

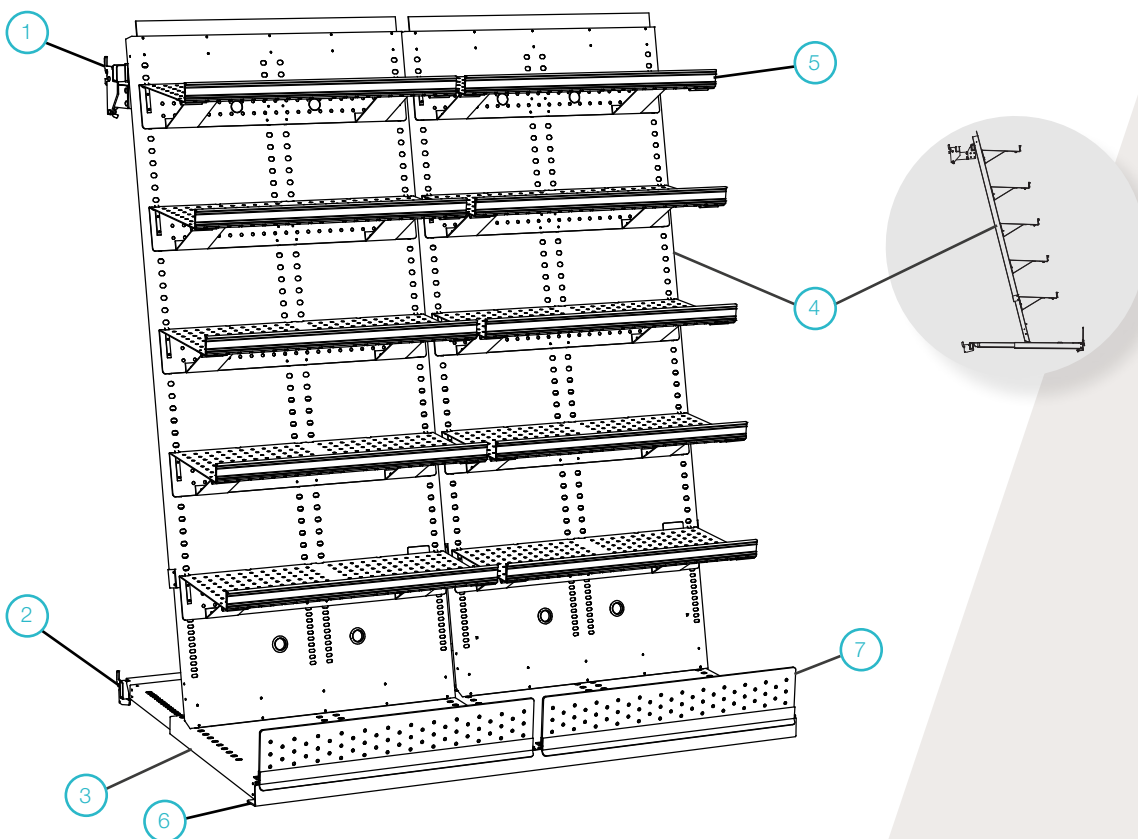


# Vertical with straight shelves

## VERTICAL MERCHANDISING KIT

**Vertical merchandising provides high impact, unique category management with divider baskets which slot into the racks for niche, exotic or delicate produce.**

- Abundant looking presentations create high impact without the need for excess inventory.
- Sigma™ vertical kit with universal brackets attaches to the standards in the back of the case and fences are included as standard.



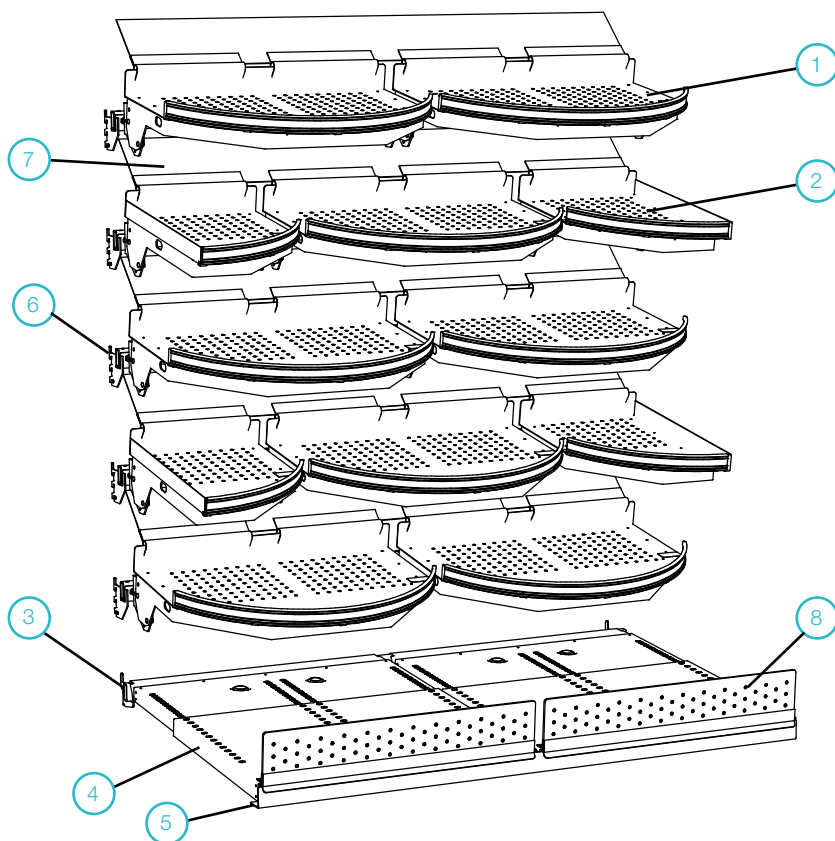
No	Qty	Description
1	1	Top mounting bar and pair of fixing saddles (LH and RH)
2	1	Bottom mounting bar and pair of fixing saddles (LH and RH)
3	2	Extendable base plate (525 mm to 800 mm)
4	2	Extendable vertical back rack (1370 mm to 1860 mm)
5	10	Straight shelves with front fences
6	1	Rack mounting channel
7	2	Front base fence

# Pod's halves & quarters

## INCREASING ASSORTMENT

**POD's are curved front shelves that create interest, contrast and distinction when set against straight edge shelves.**

- Separate multi-level components mean a greater assortment is possible, allowing more variety without adding the large inventory expense and thus decreasing shrinkage.
- Multi tiered presentation creates interest, contrast and distinction when set against straight edge shelves. Curved design encourages impulse purchases and a stunningly dramatic profile for full length cases.
- Brackets attach to the standards in the back of the case and fences are included as standard.



No	Qty	Description
1	3	Pair of Half pods
2	2	Pair of Quarter-Half-Quarter pods
3	1	Bottom mounting bar and pair of fixing saddles (LH and RH)
4	2	Extendable base plate (525 mm to 800 mm)
5	1	Rack mounting channel
6	5	Mounting bar and two pairs of fixing saddles for pod kit (LH and RH)
7	5	Baffle sets
8	2	Front base fence

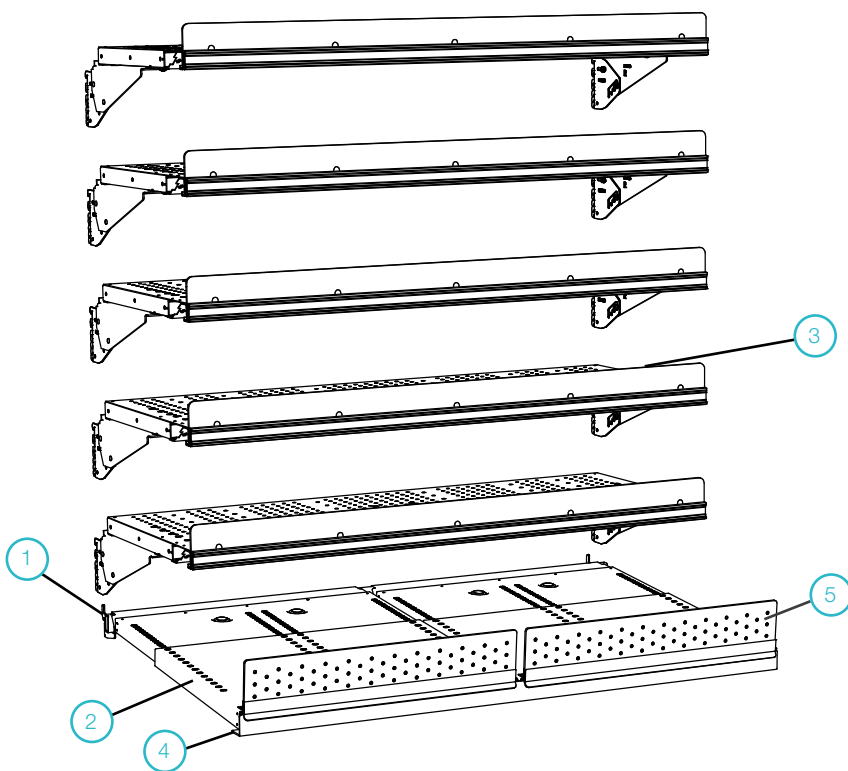
# Straight shelves

HIGH VOLUME: PRE-PACKED OR PIECE PICKING PRODUCE

**Provides high impact abundant presentations with full view of the product on the the shelf, no obstructions or distractions.**

## FEATURES

- Light weight yet strong construction for effortless installation.
- Aluminium is one of the best conductors of temperature and shelves are perforated for cleanliness and to increase air flow.
- Supports bulk or packaged product, displayed loose or in baskets.
- Brackets attach to the standards in the back of the case and fences are included as standard.



No	Qty	Description
1	1	Bottom mounting bar and pair of fixing saddles (LH and RH)
2	2	Extendable base plate (525 mm to 800 mm)
3	5	Set of shelves with front fences and 25 mm and 30 mm brackets
4	1	Rack mounting channel
5	2	Front base fence



# Accessories

The following accessories are available to compliment the exciting merchandising opportunities provided by Sigma.

- Banana tree
- Banana canopy
- Herb hooks
- Wicker basket
- False Bottom bin
- Premier drawer bin



BANANA TREE



BANANA CANOPY



HERB HOOKS



WICKER BASKET



FALSE BOTTOM BIN



PREMIER DRAWER BIN

# Sigma™ - Sell more, waste less

**Presentation:** Abundance is key. This is a visual shopping experience.

**Rotation:** The experience is nothing, if it is not fresh.

**Reduce Waste:** Our clients save money, and meet their sustainability commitments by reducing shrinkage.



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