

INTRODUCING

# THE POWER OF VISIBILITY

- A RAYNOR FOODS CREATION -





# WE ARE PASSIONATE ABOUT WHAT WE DO



## Why POS Matters More Than Ever

In the high traffic, low attention environment of a chilled food aisle, a consumer makes a purchase decision in just seconds. Your products need to cut through the noise, communicate value instantly, and guide the shopper's eye.

### The Data

#### Impulse Power

Studies show that over 70% of purchasing decisions are made in-store at the point of sale, particularly for chilled categories

#### Visual Impact

Well-executed POS can lead to a 30-40% increase in product visibility and is proven to boost sales of promoted items by an average of 15-20%.

#### Navigating the Chiller

Clear branded POS reduces decision fatigue, helping a shopper locate and choose a product 2x faster, improving the overall shopping experience.





**WE DON'T  
JUST SUPPLY  
MATERIALS.**

**WE  
ENGINEER  
SALES  
OPPORTUNITIES.**



# ENGINEERED FOR PERFORMANCE



**Our POS materials  
are designed by retail  
marketing specialists to  
perform one job.**

## **Drive Sales.**

### **Flexible Solutions Right for Your Sector**

We invest in reliable, durable materials that maintain their colour and integrity in cold, high-moisture environments, ensuring your displays look fresh and professional for longer. Our POS are modern and up to date, from statement headers to wobblers and new product call outs and inclusive dietary call outs.



# RETAIL FRIDGE BRANDING

Fridge Wing



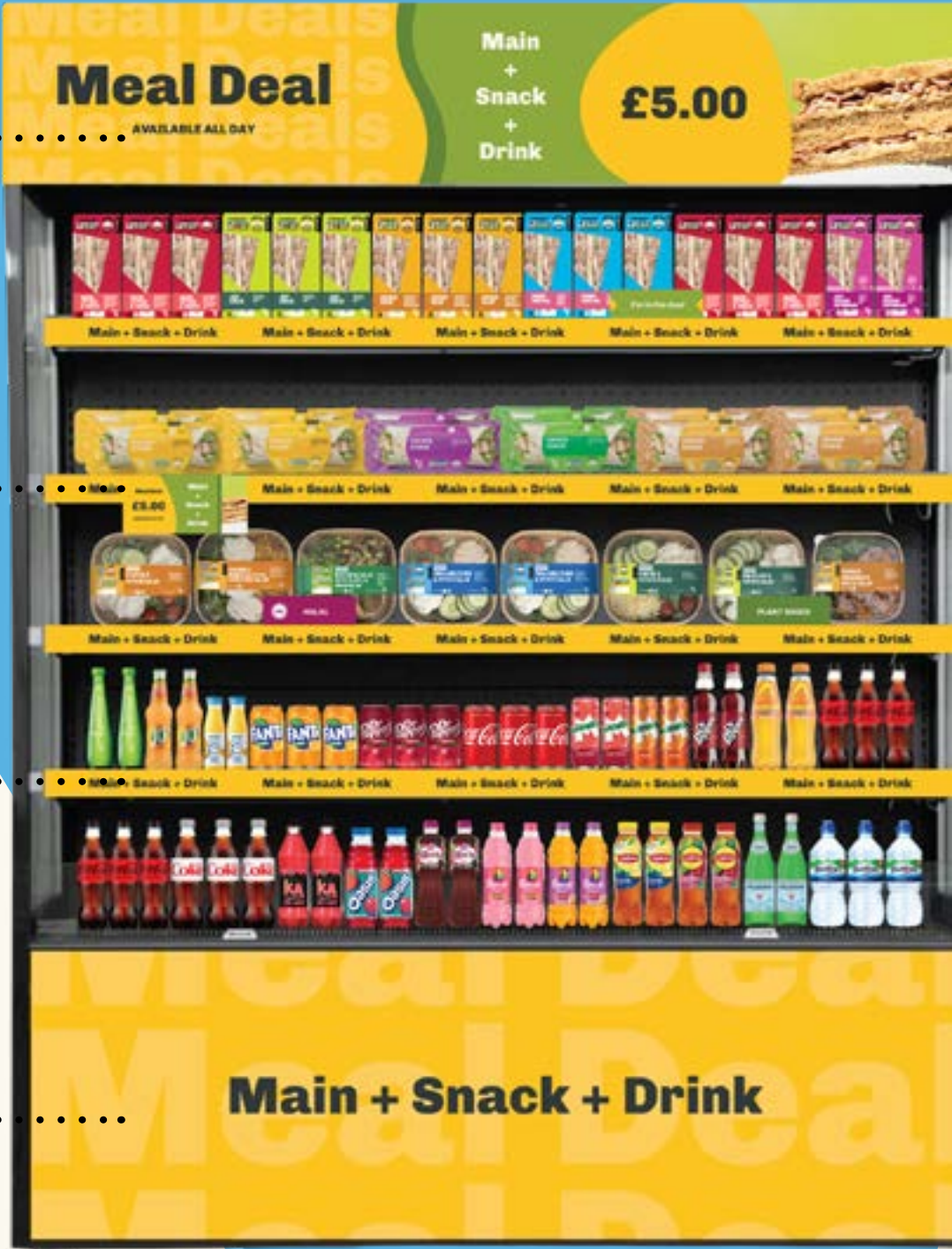
Fridge Header



Shelf Talker



Fridge Header



Shelf Talker

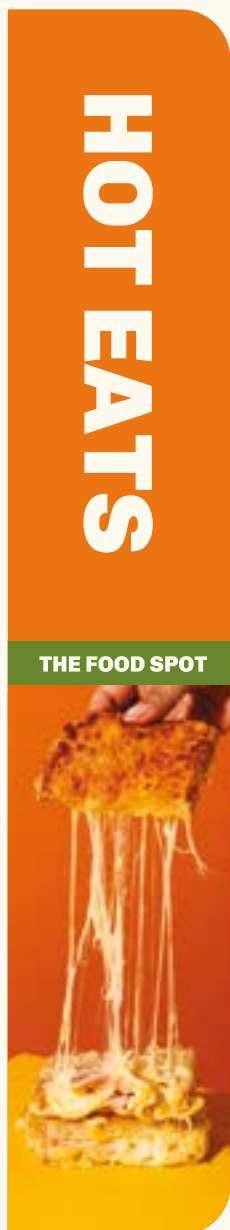
Shelf Strip

Fridge Footer



# RETAIL FRIDGE BRANDING

## Fridge Wing



## Fridge Header



## Shelf Talker



## Fridge Header



## Shelf Talker

## Shelf Strip

## Fridge Footer

# RETAIL FRIDGE BRANDING

Fridge Wing



Fridge Header



Shelf Talker



Fridge Header

Shelf Talker

Shelf Strip


Fridge Footer





# RETAIL POSTERS

**VIBRANT  
FOOD  
VIBRANT  
YOU**



**Main + Snack + Drink**

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**Handmade  
Bread  
& Board  
FOR QUALITY**

**Hot Eat.  
Bold  
Cheese.**



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**THE  
FOOD  
SPOT**



**FUEL FOR THE  
FOCUSED**

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Planogram Consultation

**STOP GUESSING  
START GROWING**







**A clearer,  
more intuitive  
chiller display  
that improves  
sales**

## **Data-Driven Layouts**

We leverage market insights and sales data

## **Maximising Space**

We ensure every shelf inch is accounted for, using proven principles to improve product visibility and increase average basket size.

## **Category Flow Optimisation**

We design layouts that follow the natural path of the consumer, making it easier to shop and reducing missed sales opportunities.



# SCHOOLS & COLLEGES







# COFFEE SHOPS







# TRANSPORT LOUNGES







# READY TO BUILD A CHILLER THAT SELLS?

Partner with us for a strategic approach to chiller merchandising.

## TAKE THE NEXT STEP:

To discuss your POS solution, or schedule your complimentary initial planogram consultation:

## CONTACT US TODAY ON:

01245 353 249 | [sales@raynorfoods.co.uk](mailto:sales@raynorfoods.co.uk)





# Ready to grow your business?

Discuss becoming a partner, or want to discuss our full product range, we are here to help you scale.

Fancy a chat? Call our friendly customer service team on 01245 353 249

FOOD. PEOPLE. SUSTAINABILITY.



**THE POWER OF  
VISIBILITY**

