

Knight's Budgens

Case Study

Hassocks, Sussex



MPI (Mobile Presentation Island)

The Challenge: To find a mobile display solution that could showcase an array of different merchandise.

The Results

2 weeks

The MPI paid for itself within a fortnight of purchase through incremental sales within the store.

“ We are getting good sales volume off the MPI. The fact we can use it for different solutions, transport it to different areas of the store, it has been a worthwhile investment. ”

“ What was important to me was to have a modular solution that offered versatility, and that is exactly what the MPI offers ”



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MPI gets VIP status for retail outlet

When retailers look to create impactful displays that attracts a buyers attention, sometimes a quick and easy solution is difficult to find.

It's especially difficult when it comes to creating displays for prominent occasions such as Christmas, Easter or Halloween.

And when it comes to finding the required space in your retail environment, changing planograms is often time consuming.

Versatile retail solution

HL Display's Mobile Presentation Island (MPI) aims to solve these solutions by improving basket spend and inspiring shoppers in a vast array of retail sectors.

Its versatility means our islands can be used as stand-alone units for secondary displays or can be easily combined to be used in a larger area of the store.

Ideal for either fresh fruit and veg, bakery,

floristry or BWS, our MPI's can also help to maximise key messaging opportunities with easily swapped side panels.

For one convenience store, they used a major refurbishment as the opportunity to test the MPI, with huge success.

Driving sales through secondary displays

David Knight, store owner of Knight's Budgens in Hassocks, Sussex, wanted a solution that could be flexible to his stores needs whilst also create impactful displays.

He needed a system that was quick and easy to set up, could be transported to different areas of his stores whilst also showcasing a vast array of different products.

"What was important to me was to have a modular solution that offered versatility, and that is exactly what the MPI offers,"

explained David.

"Often with some stands and displays, such as products like bakery for example, they are designed with one solution in mind. The MPI is very different and we have already earmarked it for displays over Easter and the summer season to promote different products.

"We are getting good sales volume off the MPI. The fact we can use it for different solutions, transport it to different areas of the store, it has been a worthwhile investment."

Among its versatile options, the MPI also offers features such as lockable wheels, slanted top (see below), that can be used with IFCO crates, and combi displays. The MPI also can be totally flat packed when not being used, saving precious storage space

For further information on our MPI stands, please email sales@poscentre.co.uk.

How to assemble an MPI



For more information on HL Display products, email: sales@poscentre.co.uk, call 0845 070 4211, or visit www.hl-poscentre.co.uk