

kostklip[®]

LIFE AT THE SHELF EDGE

non-adhesive SHELF EDGE LABELING SYSTEMS



**IS YOUR
SHELF EDGE
GROWING YOUR
BUSINESS?**

Toll-Free North America 1.800.661.5547

Kost Klip Manufacturing Ltd. | sales@kostklip.com | www.kostklip.com

Use plain paper price tickets instead of adhesives for faster price changes and lower operational costs

CAN YOUR SHELF EDGE DO MORE?

Kostklip's ticket moldings standardize all of your shelf edge fixtures in your store for consistent pricing and signage



the shelf edge

GROW YOUR BUSINESS AT THE SHELF EDGE

The **shelf edge** is where more than **60% of purchasing decisions** are made. Do more with your shelf edge by communicating pricing, promotions and health information to ensure that your customers find what they need.

Growing your customers' **basket size** means overall sales growth for the store. Kostklip® specializes in helping you strategize to communicate more effectively with a non-adhesive shelf edge program to **sell more** at the shelf edge.

COMPREHENSIVE SYSTEM FOR IN-STORE SIGNAGE

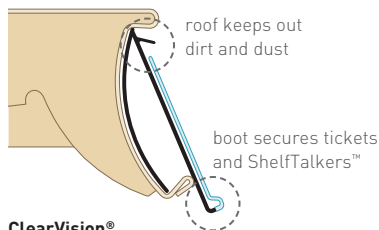
The core product of kostklip's shelf edge labeling systems is the **ticket molding**. A ticket molding is installed on every shelf edge to standardize all of the fixtures in the store. The key feature is a **clear, flexible window** that holds, protects and displays price tickets securely in place.

In addition to shelf edge ticket moldings for price tickets, other products including **label holders**, printed plastic **ShelfTalkers™**, **PerfPaper™** price tickets and sign holders are integrated to create a unified solution for pricing, messaging and signage.

Kostklip® can accommodate a variety of operational requirements to dramatically improve store appearance and reduce operational costs.

two unique programs

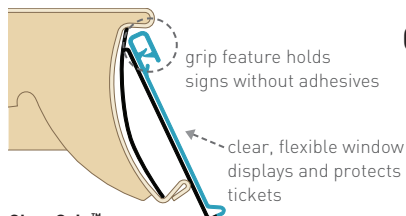
TO FIT YOUR PRICE CHANGEOVERS AND STORE SIGNAGE



ClearVision®
ClearVision® ticket moldings mount securely to shelves, protect price tickets, reduce costs and hold a range of accessories.

ClearVision®

- **Be Green with less Green.** Lower your costs by printing black & white perforated, recyclable plain paper tickets. Reuse plastic ShelfTalkers™ instead of throwing them away.
- ClearVision® uses a combination of plain paper tickets and reusable plastic ShelfTalkers™ to replace adhesive sale bibs.
- **No scraping.** No adhesive labels mean that no time is required for scraping or cleaning the shelf edge.



ClearGrip™
Has both the clear, flexible ticket window and a built-in flush sign grip.

ClearGrip™

- **Fast and convenient.** Use the built-in grip to place cardstock signs or printed plastic ShelfTalkers™ anywhere along the length of the shelf with the built in grip. No tape or adhesives required.
- **Works in coolers and freezers.** Specially formulated plastics are fully pliable and 100% functional—even in frozen food merchandisers!

See our ClearVision® and ClearGrip™ brochures for more information about these shelf edge programs.

engage with customers

COMMUNICATE YOUR MESSAGE AT THE RIGHT TIME AT THE RIGHT PLACE

A comprehensive shelf edge strategy helps customers to buy more, to make more informed purchase decisions, to remain brand loyal and to shop more often. It's about improving shelf edge communication where purchase decisions are made.

price

- Price is essential information that affects a **customer's purchase decision** at the shelf edge
- ClearVision® and ClearGrip® ticket moldings **prevent price tickets from getting lost or damaged, which reduces lost sales** and the need for price checks at the cashier
- Ticket moldings keep price tickets stay in place to **maintain the planogram** order so customers know which price corresponds with each product on the shelf



health info

promotions

- Use printed plastic ShelfTalkers™ to **communicate your promotion** through **bold, colorful and reusable signage**
- Communicate messages like **“Sale”** or **“New Item”** with kostklip’s pre-printed ShelfTalkers™ or we can help you create your **own unique message** with custom ShelfTalkers™
- Easily insert cardstock signs into ClearGrip™ ticket moldings for **quick and effective** signage **without the mess of adhesive residue**

- Help customers **identify health food items** at the shelf edge
- Identify gluten free products. Although only 1% of the population has Celiac Disease, up to 30% have started to follow a **Gluten Free** diet¹
- Help guide lactose-intolerant individuals to **dairy alternatives** on the shelf
- **Emphasize allergy warnings** on products. About 3% of the population² has some kind of food allergy, including cereals, shellfish, eggs, fish, peanuts, soy beans, dairy, tree nuts and sulfites
- Other messages can involve **social awareness campaigns** like “Sustainably Sourced” or “Locally Produced”

¹Poll by NPD Group, 2013

²Health Canada



**ARE YOU
LOOKING FOR
A PROVEN
SHELF EDGE
STRATEGY?**



shelf edge strategy for retail

BENEFITS FOR EVERY FUNCTIONAL AREA OF YOUR BUSINESS

Kostklip's non-adhesive shelf edge programs benefit both your customers and your team. Here's how each of your functional teams benefit:



MERCHANDISING

- Creates a clean shelf edge appearance across the entire store
- Pricing is prominent on the shelf edge along with additional signage
- Ticket moldings keep price tickets in place aligned with the planogram



PROCUREMENT

- Purchase the same program for all stores in the chain, regardless of whether they use different fixtures in their stores
- Standardizes the shelf edge of over 90% of the fixtures in the store, meaning fewer sign holders and fasteners needed to display signs
- Helps consolidate the number of sign sizes for different applications throughout the store



MARKETING

- Provides the ability to incorporate different messages like health information, private label branding, loyalty points, specials and sale items
- Improves adoption of corporate marketing programs at store level across the chain by using common promotional materials



OPERATIONS

- Improves CPG shelf allocation and shelf alignment
- Reduces the number of lost or damaged tickets
- Improves efficiency of price changeovers

next steps

CONTACT KOSTKLIP® TODAY!

Start now to improve your shelf edge strategy and grow your business. A dedicated kostklip® Sales Representative will help assess your needs and discover your business' goals.

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OVER 40 YEARS OF EXPERIENCE

Kostklip® has been working with retailers for over 40 years! Having worked on a variety of in-store projects, we have a wealth of knowledge, best practices and engineering expertise to create solution for your company.

CUSTOM CAPABILITIES

As a manufacturer, kostklip® has the capability and flexibility to create both an out-of-the-box or a customized solution to meet your business' needs.

SUPPORT SERVICES

At kostklip®, we don't just sell products — we provide service! We help every customer roll out their shelf edge program throughout their chain with support materials like installation documentation and flexible kitting and shipping options.

kostklip®
LIFE AT THE SHELF EDGE

Kostklip® is an innovative manufacturer of shelf edge marketing and merchandising solutions. With over 40 years in business, kostklip® provides retailers with shelf edge programs, which include ticket moldings, printed plastic ShelfTalkers™, sign holders and shelf management systems. Our goal is to help retailers increase their sales by improving communication with customers at the shelf edge.