



Ever wondered what it would take to increase your beer sales?

(Hint: a bigger sign isn't the answer)



B-O-F offers a full range of versatile Gravity Flow Shelving Systems that can be modified and adapted to meet any need or specification.



CLOSER to the Customer™

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CLOSER to the Customer™

B-O-F Gravity Flow Shelving Systems increase beer sales 5%, reduce stocking labor 3.5 hours a week, and bring your beer products Closer to the Customer



Despite your best efforts, increasing beer sales will be difficult (if not impossible) if your merchandising system fails to keep your products within easy reach of the customer.

B-O-F Gravity Flow Shelving Systems are custom designed to meet your custom Plan-O-Gram. The systems allow you to stock a wider assortment of beer brands and sizes, stock a greater quantity of each product and stock it more attractively. The power of gravity assures that the product is always Closer to the Customer™. Some of the benefits to your store include:

- » Increased sales and profits
- » Increased labor savings
- » Increased shelf capacity



> Increase Your Profitability

Having beer product ready for sale – especially on weekends and holidays – is critically important to improving your profitability while delivering greater customer satisfaction. Studies have found that nearly a quarter of beer shoppers will not substitute if their product choice is not available. Additionally, shoppers overwhelmingly prefer to buy cold beer. Having product ready for sale, assortment, and cold beer space is therefore critical for a healthy bottom line.

B-O-F Gravity Flow Shelving Systems help increase your store's beer sales by:

- » Increasing shelf capacity up to 300%
- » Keeping your stock in saleable position at all times
- » Reducing out-of-stock products
- » Enabling easy and quick product/brand identification

“We were having problems with lack of product selection and out-of-stock issues. As a result we were experiencing lackluster sales and unhappy customers. Our stores had some particularly challenging specifications, but B-O-F did a great job in designing a custom solution to our Plan-O-Gram. With the new B-O-F system our beer sales increased 5% - nearly \$750 per week, per store! Due to the increased profitability, the B-O-F system paid for itself in less than one year. Our stores now have more product ready for sale at all times, a much broader product selection, and happier customers.

- Sylvia P., Convenience Store Manager

> Significantly Reduce Your Labor

Flat shelving does not keep product within easy reach of the customer, and requires constant attention to keep the product faced and ready for sale. B-O-F Gravity Flow Shelving allows one touch merchandising; you can say goodbye to product out-of-stocks, messy looking displays, uncomfortable customer straining, dissatisfied shoppers, and lost sales.

B-O-F's Gravity Flow Shelving Systems reduce your stocking labor by up to 3.5 hours per week, per store... up to 182 hours a year for each store! More importantly, this time enables store personnel to stay behind the register making sales instead of stocking the cooler. Unlike flat shelving, B-O-F's gravity flow technology ensures your store's products are always Closer to the Customer™.

“Our previous shelving system resulted in us having to constantly re-stock product. Our new B-O-F Gravity Flow Shelving System increased our product capacity almost 300%. We've eliminated nearly four hours a week per store in stocking labor, especially during our busiest sale hours. Our personnel now spend less time stocking, and more time where it matters – behind the cash register.”

- John M., Category Manager of a 90-store convenience chain



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> Solutions for Every Merchandising Need

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