

The unit has been designed with the main purpose of housing as much product as possible within a relatively small footprint. It uses the colours and design style from the packaging to enhance its instore presence. Large, flat areas on the unit allow branding and information to be displayed easily.

The units have a flat rear fascia which enables it to be positioned back to back with another unit.



The large header allows for prominent, impactful branding. Featured on the header is a Watt comparison chart to show consumers what energy saving lamp is equivalent to a specific standard lamp.



The shelves incorporate the product description of each SKU and also feature an EPOS ticket strip for store pricing. The centre column is ideal for displaying the wattages of all lamps stocked.



The large side panels are ideal for branding and information including large lamp images and the conversion table as featured on the header.

## Supreme Brands

Eveready Floor Standing Unit - Option A - Budget

**chameleon**  
RETAIL & EXPO