



WHAVER
EXPERT

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...?
... beyond, the
... hair naturally
... time.
... is in mind, our
... ning Treatment
... s natural thinning
... y making your
... ds thicker.

Épaisit les
cheveux existants
comme si vous aviez jusqu'à
6500
fibres de cheveux
supplémentaires

AgeDefy

CONDITIONER
SOIN APRES-SE

... and system to
... Système

- Look / Apparence
- Breakage / Cassure
- Split ends / Pointes fourchues
- Dryness / Sécheresse
- Frizz / Frisottis
- Unruly Greys / Poils gris rebelles
- Lacklustre / Manquant de lustre

AgeDefy

ADVANCED
THICKENING
TREATMENT



Flex Tray™
Advertising & premium
merchandising display

TREATMENTS
Treat and protect



WHAVER
PRO-
PRO

Create disruption



Attract shoppers attention and generate trial triggers



Create a more premium approach for your products range

Flex Tray™ is a flexible in-store display that help you generate disruption on the shelf - where the sales take place. Help consumers to understand your products benefits and highlight your exclusive offer in a premium approach. Catch attention, guide consumers and boost your sales!

Flex Tray™ concept fits all needs

Both advertising and merchandising solution, Flex Tray™ combines trays to safeguard your shelf space and customised fronts to create discontinuity and reinforce your brand. Combined with communication and merchandising accessories, Flex Tray™ is a complete flexible concept.



Build a customised appearance from the same platform with integrated connectors for accessories and light.



...and boost your range

In shopper's mind, associate your products with an enjoyable experience

Be recognizable - be understandable

Differentiation, reinforced brand, attractive offer are keys to create an enjoyable shopping experience !

- Highlight segmentation and branding with semi standard or customised front
- Educate and inform shoppers (range and claim highlighter, range info panel, segmentation shelf liner)
- Premium approach with lighting option

With Flex Tray™ concept, secure your planogram and highlight novelties.

- Offer clarification and product facing (dividers)
- Space preserved on the shelf
- Raised platform to highlight novelties
- Product glorifyer



Front faces and shelf liner	Segmentation and branding
Range and claim highlighter	Shopper education
Lighting	Premium approach

Tray on shelf	Secured planogram
Dividers	Offer clarification
Glorifyer and raised platform	Highlight novelties

A profitable concept

+6%

Increased sales

Improving brand awareness and creating an enjoyable shopping experience returns increased sales. In general, in all western countries, signposting delivers an average uplift of 6%.

Increased profitability

Flexible, customisable, from basic to premium approach, Flex Tray™ allow major manufacturers having a wide brands portfolio to rationalize their in-store solutions. Easy to install, plug'n play, the concept is time and cost savings.



One concept fits all brands

One concept fits all needs



Economic, medium, premium or super premium approach. All achieved from the same platform. Explore the possible combinations!



A potential for increasing sales and profit

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