



UNIVERSAL

SKINNY MAX SELF-FACING FLOORSTAND

Frito-Lay wanted to promote their flexible packaging, single-serve salty-snack offerings in the perimeter of grocery stores and wanted a merchandising vehicle to lift sales. The small, unobtrusive footprint of the display allows for optimal placement around the perimeter of the store making the product readily available for impulse purchase. To keep product constantly front-facing, sturdy pushers were added to each shelf to continuously push the product forward thereby making the display, as well as the product, more attractive to customers

Dimensions: 13"w x 18"d x 58"h

Materials: wire, sheet metal

See more information at www.udfc.com

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