



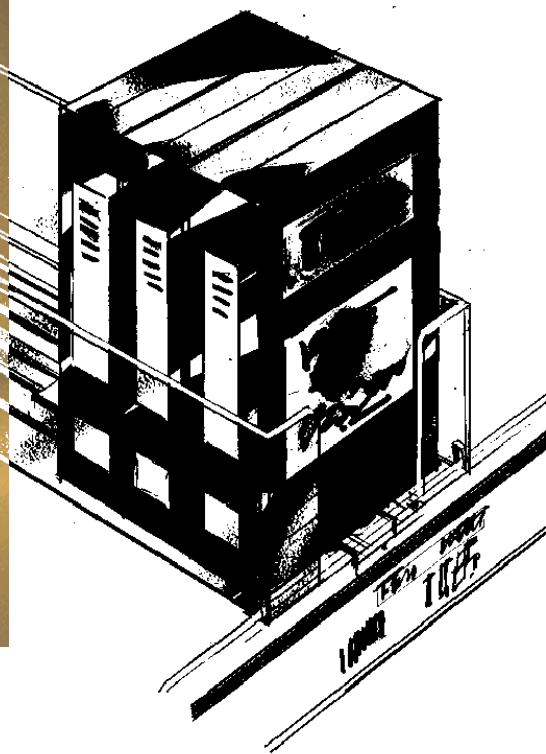
# Trion®

## Automatic Sales

Display Merchandising Systems



- Maximizes product visibility
- Stimulates impulse buying
- Improves stock rotation!
- Decreases labor costs
- Increases your profit!

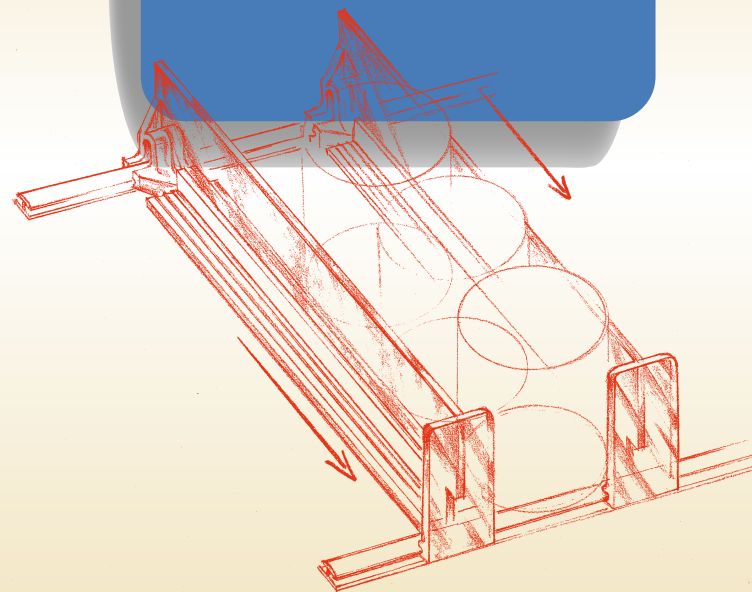




## Automate your sales!

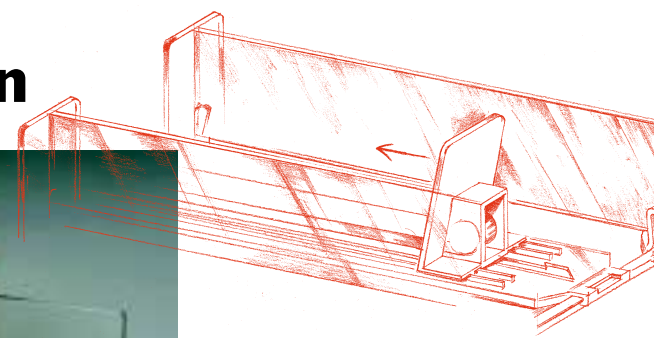
Poorly displayed goods result in lower short term profits and loss of long term customer satisfaction and confidence. Optimal is a modular shelf merchandising system perfectly adapted to the challenge of your store environment. It is a system that automatically merchandises your wares for maximum visual impact, maximum sales and profits, and maximum customer satisfaction.

Working with both retail and brand manufacturers across many different markets, Optimal engineers have developed the solutions you need for your products in your market. In that the most crucial aspect of merchandising is product visibility, the Optimal System provides "automatic merchandising" by adding spring-fed Pusher and Gravity Feed Systems to an advanced, modular shelf divider system. The synergy of these systems insures that product is always well-ordered and displayed to maximum effect. This maximum visual impact stimulates impulse buying and adds vital incremental sales and profit to your operation.



**Perfect display at all times -**  
even during the busiest trading hours

## The Pusher Solution



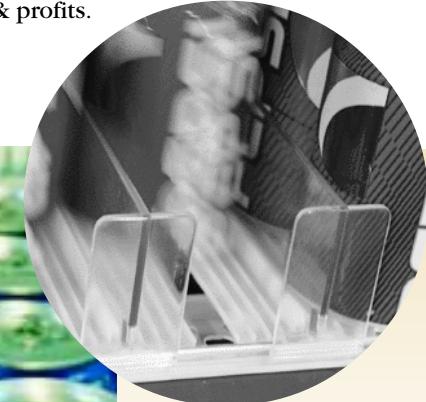
### Spring into action

Spring fed systems keep your product visible. Product facings disappear as soon as a few items are sold, particularly on the lowest and highest shelves. Automatic feeding puts your product directly in view, and our high quality springs will not fatigue over time, lasting more than 10,000 cycles.



### Increase your sales

Improved presentation and simplified shelf management increase sales & profits.



## The Gravity Feed Solution



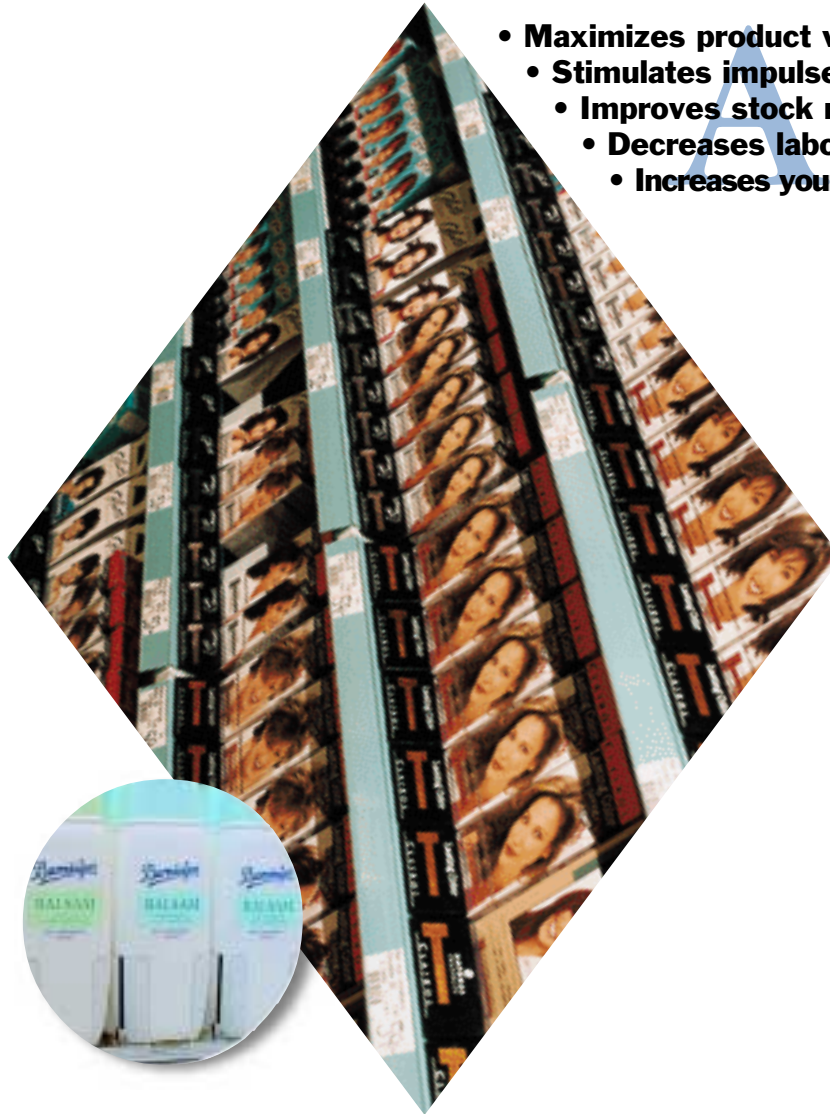
### Let the gravity do the job

The Gravity Feed system is comprised of low friction slides mounted on our modular Optimal divider system. Angled shelves and gravity will forward the products to the shelf edge. Product is always visible, ready for the next customer.



**Use the laws of nature**

Why spend hours on manual merchandising? Gravity can do it for you automatically.



- Maximizes product visibility
- Stimulates impulse buying
- Improves stock rotation!
- Decreases labor costs
- Increases your profit!

## Automate your sales

With automatic feeding, shelves can be placed closer to each other vertically. Hence, your shelf space is increased. Both spring-fed Pusher and Gravity Feed Systems are based on our Optimal modular shelf merchandising concept. Sales will go up, costs will come down. The effect on your profitability will be easy to see.

**For your automated shelf management solution contact:**



**Trion Industries, Inc.**

297 Laird Street, Wilkes-Barre, PA 18702-6997

Phone 570-824-1000 • Fax 570-823-4080 • E-MAIL [info@trionind.com](mailto:info@trionind.com) • WEB <http://www.trionind.com>



**Free Catalog and Free Samples Upon Request**



**Call Toll-Free 1-800-444-4665 Anywhere in the U.S.A.**