

# Trion

## TALKING WITH...

### John S. Thalenfeld

PRESIDENT, TRION INDUSTRIES, INC.

One might say that Trion Industries, Inc. is a fixture in the retail industry. Rated among the nation's top 50 retail fixture and point-of-purchase fixture manufacturers and founded by former retailers, Wilkes-Barre, PA-based Trion provides a variety of products to supermarkets, ranging from display hooks to complete solutions for category management with shelf dividers and automatic feed and pusher systems. Among its most innovative patented solutions: WonderBar™ display bar merchandisers for freezers and coolers and the company's AMT™ Adjustable Merchandising Trays.

#### **Progressive Grocer: What are today's grocers looking for in retail fixtures, and how are your systems helping them achieve their goals?**

**John Thalenfeld:** Essentially, if grocers themselves had a shopping list for fixtures, it would include savings on labor and energy, added facings, reduced shrink, improved shop-ability and increased sales. The spring-fed tray system in the WonderBar™, for example, reduces shrink and helps retailers with labor savings; it can be installed in 1/10th the time of traditional bar systems without tools and using half the staff. WonderBar™ merchandisers also give store personnel an easier means of rotating products. Because they are rear loaded, they keep dated products in the front. In addition, retailers can do better inventory management if they don't have to start with 20 bags: by putting in our system, they may only have to put in 10 bags to get that same full look. For shop-ability, this system is very organized and you see the products quite well. The shopper does not have to rummage to find a flavor or variety. Supermarkets also can get an up-scale look to their store, which helps them in an ever-competitive market. Meanwhile, Trion's new AMT™ tray system also helps grocers meet their multiple goals, because it handles unruly products like yogurt and ice cream with manual facing capability.



#### **PG: What are some examples of categories that have done well with your fixtures?**

**JT:** The applications for these fixtures are broad. The WonderBar™ line started out as a shelf-based system for frozen pizza and is now used for a variety of products, from cooler and freezer environments with items like frozen foods, bagged salads and packaged meats, to center store, with candy and gum and beyond. The AMT™, for its part, is designed for yogurts, ice cream, pudding and gelatin cups, soup cups, tubs, bottles, and other difficult-to-organize products.

Because of the varied uses and effective results across many categories, all types of grocers have installed these display fixtures, including mass retail chains, mom-and-pop stores, convenience stores and more.

#### **PG: What are Trion's specific advantages as a partner to supermarkets?**

**JT:** Trion was created by retailers to make fixtures for retailers- we knew exactly what we wanted when we were in the industry – and, over the decades, our professionals have gained vast additional experience. Trion's extensive range of existing solutions for all needs also benefits supermarkets looking for solutions for their respective stores. We are focused on continual improvements to our lines, too, to add more features and benefits and a lot of those enhancements are based on input we get from retailers. Further, because we are the manufacturer, we control the entire process of making the fixtures and can quickly turn things around. Finally, one key focus in our design has been a low cost of implementation -- the fixtures and displays are generally out of the box and ready to go. Grocers can check out these and other advantages by reading case studies and watching demonstrations on our website, [www.triononline.com](http://www.triononline.com).

