



Pharmacy Merchandising

We support you in increasing your sales by providing you with advice on displays and shelf set-ups that attract customers to buy and make repeat purchases.

Success factor Zoning

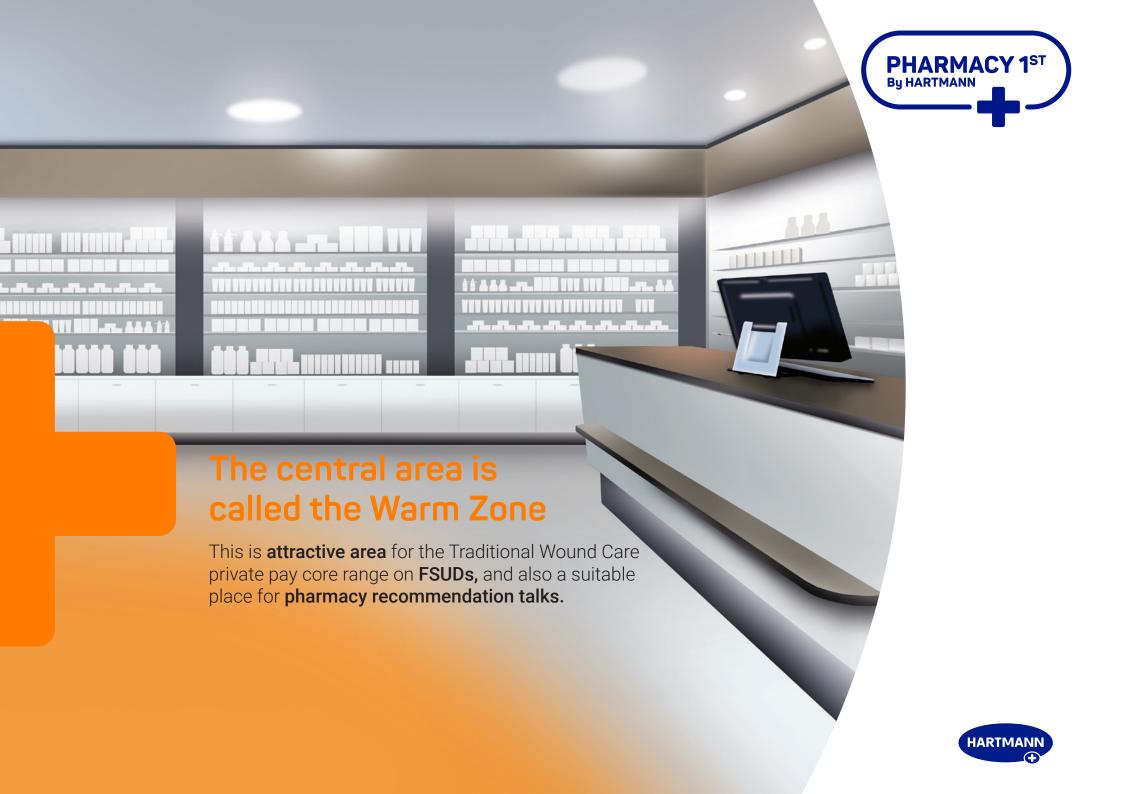
The perfect tool for every sales zone

Today the pharmacy is a comfortable and functional retail space. That is why our merchandising tools are based on experience made in the rest of the retail business. From there we know that success is often based on presenting the right products in the right sales zone.

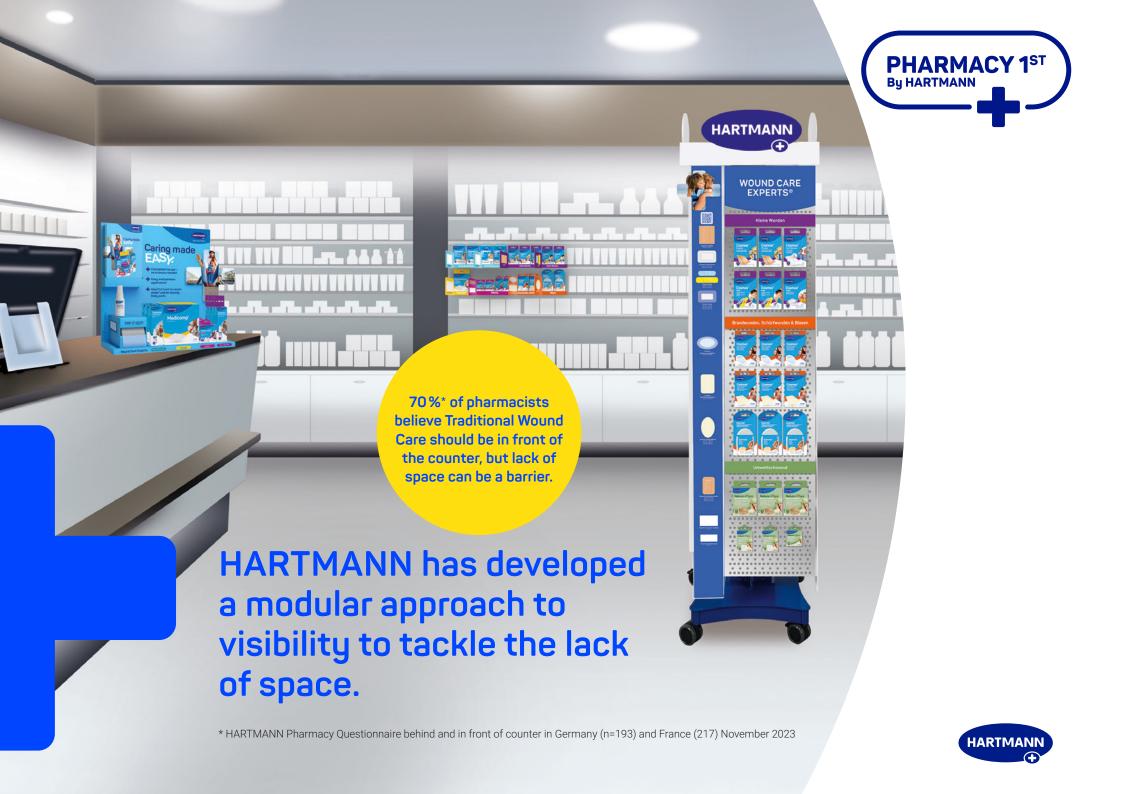












Merchandising made easy

The new Counter Display for Wound Care Innovations in the Hot Zone

32-41% of shopper buy on impulse¹ Our new Wound Care counter display **'EASY'** creates the best conditions to leverage innovative products – and at the same time minimize recommendation effort.

It is an ideal tool to gain customer interest and activate impulse buyers.









Highly attractive from the customer's perspective

An **appealing** and **stimulating** product presentation in a counter display that touches the important customer group **,Mums'** emotionally. It gives a **lot of information,** offers **diverse solutions** and encourages **trying out** innovations.

Leaflet with product info & how to use

QR Code leading to Wound Care Experts website







Highly sales-supportive from your perspective

The **back** of the display provides your team with **convincing sales arguments**, leaves no customer question unanswered and helps to recommend **additional products for your customer's needs**.

Helps you to recommend the right product

Provides information about cross-selling opportunities

Provides **detailed selling arguments** for each product





Terms and conditions



Counter Display



Product	Size	PZN	AEP	UVP

To place your order, please call **+49-7321-360**



The top-selling FSU-Wound-Care-Display for the Warm Zone

Our 4 sided **360° rotating display** presents the whole TWC private pay range clearly assorted for different target groups. **Attention grabbing, compact** and **attractive.**

The ideal tool to upgrade your sales area and generate **maximum turnover** in the Warm Zone.





A guidance for your customers

With our well-structured display customers can **quickly** find a product that meets their needs. **Samples on the side panels** make the products tangible and can therefore also help to choose the right solution for their problem.

QR code leading to Wound Care Experts website with product selector tool and application videos

Side panels with **tactile patterns**







We support you with your work

- Supports you in consulting and saves walking distances
- Replaces recommendation in many cases
- Generates increase in sales through impulse urchases
- Unique position compared to drugstores and retailers
- Partnership-based **suppor**t by our sales force
- Free of charge for you: delivery, assembly and packaging disposal





Planogram FSU













Terms and conditions



FSU Display



Product	Size	PZN	AEP	UVP

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The new shelf decoration for extra visibility in the Cool Zone

Our new shelf liners and shelf stoppers give strong presence and orientation where shoppers expect to find wound care products for planned purchases. A simple but effective tool for permanent sales without much consultation effort.









Supports customers in finding the right product

The attention-grabbing tools do not only break the monotony of the shelves they help the customers to specifically **find the product they are looking for.** No long search but **thanks to the integrated samples** help with product selection.

- Eye-catching design
- Clearly understandable product naming and descriptions







Shelf decoration



Product	Size	PZN	AEP	UVP

To place your order, please call **+49-7321-360**





Supports you in making optimal use of your shelves

By using this attractive and self-explanatory merchandising tools even your most remote areas and corners of the pharmacy will be used optimally. Steady sales without much recommendation effort.

- Increased visibility that attracts the attention of customers
- · Clear segmentation
- Planograms showing the optimal assembly and arrangement of the products
- Partnership-based support by our sales force
- Free of charge for you: delivery, assembly and packaging disposal







Experience how shelves and displays look like in your pharmacy!

Your HARTMANN Sales Rep is happy to arrange a meeting in order to **demonstrate via AR** how our shelves and displays fit into your store.



