

# P.O.P DESIGN

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## RUSH ORDERS

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EnVision updated its Art-N-Line conveyor belts using material imprintable with photo-realistic, four-color images and a protective overlaminate.

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Evonik Cyro's Acrylite FF Platinum sheet has a soft, reflective finish with a clear edge. The material can be routed and glued.



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Mactac's Street Rap material is designed for graphics on concrete, asphalt and cinder block surfaces. A clear overlaminating film makes

## Front and Center

Roller system keeps coolers stocked and product up front

By William S. Bike

CHICAGO — Leggett and Platt Display Group rolled out its Front Up Rollers (FUR) display system designed for "gravity feeding of rigid packaged product in aisle displays and cold vault and standalone refrigerated coolers," says Steve Mobley, national accounts director for LPDG.

The system employs a patented smooth roller action at a four-degree shelf angle to automatically keep products consistently at the front. It is designed for "gas stations, supermarkets, and convenience, drug, auto parts and box stores," Mobley says.

The company says the system is meant to enhance product visibility, enable easier stock rotation and ensure a steady flow of products whatever the pack size, ensuring that customers will not mistakenly assume a product to be

out of stock. Products are loaded at the back, eliminating the need to constantly reorganize shelves.

The system's automatic fronting ability also is designed to reduce labor costs incurred in moving or rotating stock.

Units can handle a variety of sizes, shapes and types of products and are engineered to last at least five years, reducing replacement costs.

The system "typically is installed and maintained by the buyer—a consumer package goods company and/or retail chain," Mobley says. "LPDG can arrange installation if needed."

Displays can be branded, explains Mobley, noting they also feature adjustable divider wires that can be set to

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Front Up Rollers by Leggett and Platt keep stock at the front of shelves in coolers.



## Graphics Entertain Waiting Customers

Four-color graphics imprinted on conveyor belts carry ad messages

By Jeffrey Steele

LITTLE ROCK, ARK. — EnVision Marketing Group LLC has rolled out an updated version of its ad-laden conveyor belt that carries groceries from the end of the checkout lane to the attendant's scanner.

Instead of the belt to which they're accustomed, customers at supermarkets using EnVision's Art-N-Line are greeted by four-color ad messages. Colorado utility Denver Water's water conservation campaign on the belt featured a visual resembling a rolling white water stream, replete with smooth pebbles along the streambed.

Advertising messages affixed to either side of divider sticks separating patrons' groceries read "Keep Our Rivers Flowing" and "Use Only What You Need."

Previous efforts to enlist the checkout belt as an ad medium failed, says Frank Cox, president and CEO of EnVision. Digital inks don't adhere to rubber and other materials used in the belts, and films and stickers prove impractical as well.

Cox discovered a proprietary material imprintable with photo-realistic, four-color images. "We have an improved clear-coat, silicone-based UV coating we lay

over the entire printed substrate before we trim and lace the belts for installation," he says.

"That provides a layer of protection . . . Typically we will put new belts with a new creative message on every three months. The importance of that coating is the belts need to look great throughout their life on the conveyor." In addition, EnVision reps visit client stores every two weeks to thoroughly clean and inspect each lane, Cox says.

Art-N-Line is the new name for products formerly called Ads-N-Motion from EnVision, to reflect new and superior graphics, says Cox. Art-N-Line is found in Minyard and Carnival stores in Dallas-Ft. Worth, Vitamin Cottage and Sunflower Market in Denver and Key Food Co-op and White Rose Co-op in the New York-New Jersey area.

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**"We lay a silicone-based UV coating over the entire printed substrate."**

Frank Cox  
EnVision Marketing Group

EnVision prints graphics on conveyor belts in stores. The updated version of the company's imprintable belts uses an improved coating to protect the graphics.

