

Bruegmann-Group

The Bruegmann-Group is a private company, founded in 1970 based on the core competency of extrusion. Since then, the company has been known as one of the top providers of standard retail merchandising shelf equipment with its current production facilities located in Germany, China, Indonesia and USA.

The added value of the products supplied by Bruegmann has proven to be well accepted in both the retail and brand environment. Bruegmann views the relationships with its customers as long term and mutually beneficial, evidenced by many customer relationships existing for about 30 years.

Global and local retailers, brand companies, advertising agencies as well as printing companies all enjoy the services of Bruegmann, with its supply of



a large range of ready-made retail merchandising equipment and various shelf management products complemented by an innovative range of loss prevention products. The product and service offering is focused on innovative solutions which help retailers and brand companies present and sell products in an optimal way, help increase sales, save labour costs and minimise loss.

The era of the “New Shopper” has driven the Bruegmann organization towards the design and development of innovative in-store and shopper marketing focused merchandising solutions. To achieve this, Bruegmann provides – on the basis of its globalization in-

house design, development and engineering resources – to deliver time sensitive turnkey services on all projects to retailers of all channels and product manufacturers.

The FlexRoller product is the only universal shelf management product available that delivers benefits to the retailer, the shopper and the brands helping them to

implement “shopper marketing”. Empirical data from comparative in-store tests have proven that the equipment drives sales up and labor costs

down, and delivers an enhanced presentation of the product on the shelf. FlexRoller is the optimum equipment that supports all shopper marketing programs, because it takes care of the products at the most important location – the shelf. FlexRoller has been installed in many categories, for different retailers, in various channels around the globe. Examples are: beverages, coolers, cold vaults, dairy, hair colour, spices, vitamins, even spray paints, just to mention the most important ones. This outstanding, innovative product together with big resources for research and development based on a very personal and professional customer treatment is the biggest value of Bruegmann. ■

FlexRoller™

Designed to Deliver

THE PATENTED FLEXROLLER SYSTEM IS THE PREMIUM SHELF MANAGEMENT SYSTEM AVAILABLE



FEATURES

SELF FACING

- Innovative gravity fed roller system
- Always front facing

FLEXIBILITY

- Fast installation
- Easy lane adjustability

DURABILITY

- Designed to last in the most rigorous retail environment

RESULTS

SALES LIFT

- Optimal product exposure
- Improved shoppability

PLANOGRAM COMPLIANCE

- Quick and easy resets

LABOR SAVINGS

- Eliminates manual fronting
- Faster re-stocking
- Re-allocation of labor to higher value tasks

ENVIRONMENTAL IMPACT

- Longer lifespan compared to conventional systems
- Reduces carbon footprint



UNIVERSAL SHELF MANAGEMENT SYSTEM
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