

## Reset shelves in half the time with Lexmark color planogram strips



How quickly your employees re-set and re-stock store shelves not only affects the bottom line, but it also impacts employee productivity. For many employees, it's frustrating trying to determine the desired location for each product in the store.

Imagine being able to cut the time in half. Lexmark's planogram shelf strips make it much easier to determine where a product should be placed.

**Lexmark's solution takes the confusion out of the process.** A three-foot or four-foot strip of paper is printed and temporarily inserted into a C or U channel shelf edge. The strip includes color images of the products on the shelf. Employees don't have to decipher abbreviated phrases on a traditional tag to determine product placement. The picture is the guide.

Each image is also spaced along the strip to allow for the exact amount of space the product should be given on the shelf. The planogram shelf strips eliminate the guess work.

Once the products are in line behind their color image, the strip is removed and the job is done!

Retailers who have partnered with Lexmark on this solution say they're also able to open new stores faster and store shelves are reset in half the time.

### Unique Planogram Strip Solution

Print special media banner strips that are matched to your shelf edge length (up to 48 inches), including information from the planogram and product information databases. The SKU facings are printed on the strip at intervals matched to the number of facings to be placed on the shelf. Color-digitized images of the packages eliminate errors in deciphering phrases to determine which products go where.



### Improve Store Efficiency

- Reduce time to open stores
- Reduce stocking errors
- Accelerate restocking and resets
- Improve planogram compliance

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