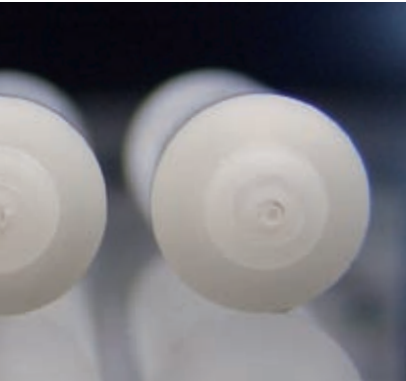
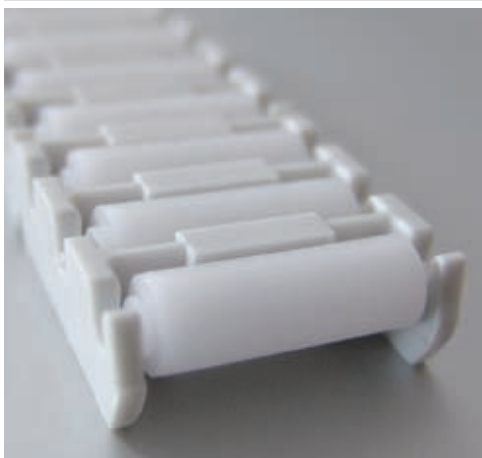




**oechsle display systems**  
*reliable and innovative*



**PRIMA Roller**



**Product pusher systems have become the modern way of improving product presentation.**

**For years, the renowned and proven PRIMA shelf management system made by Oechsle, has provided an easy and attractive way of stimulating sales.**

Now, this proven system has been supplemented by the addition of the

## **PRIMA Roller** (patent pending)

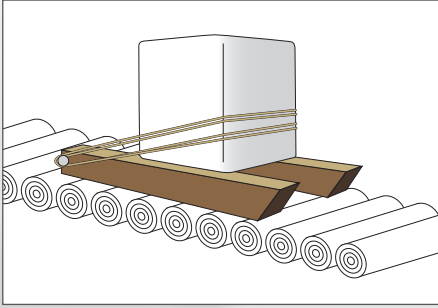
The first and unique gravity system on rolls which is totally flexible. It can be used individually or with already installed shelf management systems.

The PRIMA roller is particularly suitable for bottles and cans and suitable for other product shapes, sizes and weights, which means conventional product pushers can not be used.



Especially designed to be used for fast selling products (dairy products, etc.) and for products with frequently changing shelf locations keeping staff time to a minimum. This cost saving allows staff more time to concentrate on better personal customer service and support.

# PRIMA ROLLER



Since the beginning of time, rolls have been used as a means of transporting large and heavy objects. Still today we can not imagine life without rolls. When goods need to be moved – without rolls and wheels this would not be possible.

In logistics roller shelvings proved very worthwhile since years – now in supermarkets!



By using gravity, the products slide easily to the shelf front providing a very neat and attractive product presentation and clear product visibility for the customers. Increased sales are guaranteed!



Products with a minimum width of 52mm automatically slide to the shelf front where they are securely held by the dividers with front heights of 60, 80 or 120mm.



The roller tracks are easily attached to the shelf dividers; these are then fixed as usual to the T-profile rails at the shelf's front or rear.

Roller tracks are available in different lengths and suitable for shelf depths between 370 - 600mm.



Only one roller track is required at the end of each shelf.



If used for very wide products, the roller system can be easily expanded by using additional tracks. A complete shelf installation might be possible by simply mounting single tracks together.

The PRIMA roller only needs a shelf angle of 5 - 10 degrees to work. Very close and therefore cost-effective distances between shelves can be achieved. While standard commercial shelving and console systems have inclines of between 10 - 15 degrees, the required minimal slope for the PRIMA roller can be achieved by a small adjustment. We can also offer to modify installed consoles or to supply fitting consoles for your shelves.



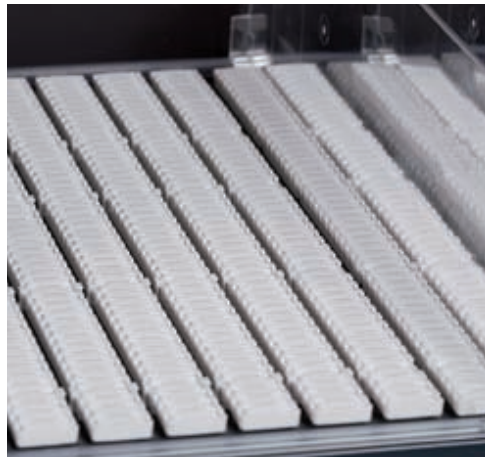
PRIMA roller can also be used on the fixed base shelf or on a single section. An angled support can be supplied manufactured from powder coated steel.



Due to its flexibility, the PRIMA roller is also suitable for use in special or bespoke promotional display stands etc. Special solutions can be designed and developed for unique and individual product presentation.



The PRIMA roller is also easy to clean. Made from high quality plastics, it is resistant against generally used cleaning products. The individual rolls can be easily removed and cleaned in standard dishwashers (up to 50° C). Should the roller become damaged, a single roller or complete track can be replaced quickly and easily.



## Benefits from PRIMA roller

- Lower personnel costs for shelf maintenance
- No more need for "manual pulling" of products to the shelf front
- Easy assembly to dividers
- Quick and easy re-positioning of the system (dividers) when changing product range
- Economical use of space due to minimal shelf angle
- Universally suitable for front and back loading systems
- Easy cleaning
- Especially suitable for use in special or bespoke display stands
- Encourages purchase by neat product presentation



For more details and information on all our PRIMA products and systems please refer to our PRIMA catalogue or visit our website [www.oechsle.de](http://www.oechsle.de)



**oechsle display systems**

*reliable and innovative*

Oechsle Display Systeme GmbH  
Bubesheimer Straße 13-15  
D-89340 Leipheim  
Phone +49 (0) 82 21 / 27 98-0  
Fax +49 (0) 82 21 / 27 98-27  
[www.oechsle.de](http://www.oechsle.de)

**werba**

**werba display prints**

*reliable and innovative*

werba print und display gmbh & co.kg  
Am Froschbaechle 23  
D-77815 Buehl (Baden)  
Phone +49 (0) 72 23 / 98 64-0  
Fax +49 (0) 72 23 / 98 64-30  
[www.werba-print.de](http://www.werba-print.de)

2010

**Oechsle Display Systems:**

**Your competent partner for perfect  
product presentation at the point of sale.**