

DOSSIER
VISUAL MERCHANDISING
COMMUNICATION IN THE SHOP



A
PERFECT
FIXING

MERCHANDISING SOLUTIONS AT THE POINT OF SALE THAT HELP YOU EXPAND YOUR BUSINESS



ELEMENTS FOR SETS OF SHELVES

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PRODUCT HIGHLIGHTS

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PUBLICITY IN THE SHOP

PAGE 22

At INDEX we offer our distributors a wide range of aids to **promote and communicate our products at the point of sale**, such as sets of shelves, posters, totems, stickers, and much more!

ELEMENTS FOR SETS OF SHELVES



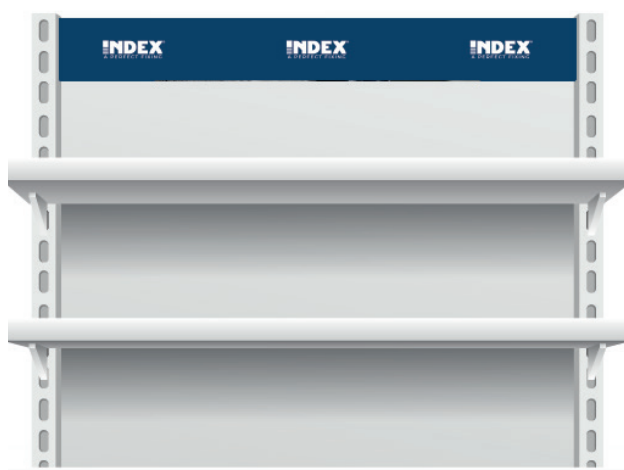
TOP POSTERS

Advertising elements we place at the top of the display.

We have several models to indicate the product family placed on the display, thus facilitating customer choice of product.

Valid for applying to gondolas more than two metres high.

PAGE 6



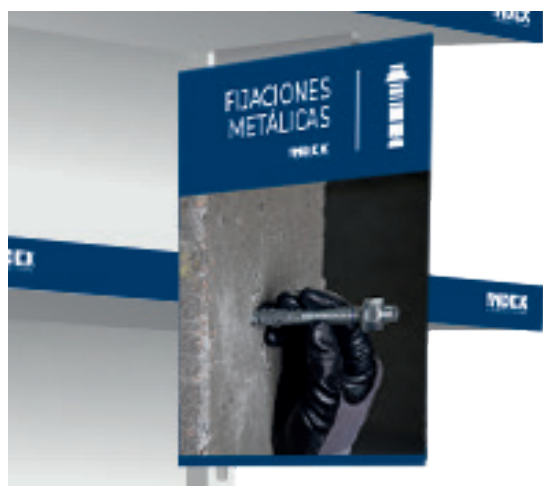
POSTERS FOR LOW GONDOLAS

Advertising elements we place at the top of the display.

We have several models to indicate the product family placed on the display, thus facilitating customer choice of product.

Valid for applying to gondolas more than 1.50 metres high.

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STOPPERS FOR SHELVES

Advertising elements that can be placed in different areas of sets of shelves.

Used to highlight a specific family in a shelf header consisting of different families. It is recommended to highlight between two and three families per module. If the module consists of more families, only the most important, or those with the most space should be promoted.

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LABEL HOLDERS FOR SHELVES

Advertising elements placed in the label holders on each of the display's shelves. These are strips of colour that provide a set of shelves with the corporate identity of INDEX.

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FLOOR VINYL FOR ISLANDS

Adhesive advertising elements to be placed attached to the floor around an island-shaped set of shelves for the purpose of creating a more attractive space that encourages sale of the INDEX product.

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FLOOR VINYL FOR MURALS

Adhesive advertising elements to be placed attached to the floor in front of a set of shelves or wall display with the aim of creating a more attractive space that encourages sale of the INDEX product.

PAGE 13

ELEMENTS FOR SETS OF SHELVES

TOP POSTERS 100 x 40 cm.



Corporate INDEX



INDEXmix



Metal fixings



Chemical fixings



Plastic fixings



Fixings for hollow materials



Plasterboard fixings



Nylon cable tie



Drill and thread-plate screws



Metric screws



Wood screws



Connectors for wood



Rivets



Nails and hook screws

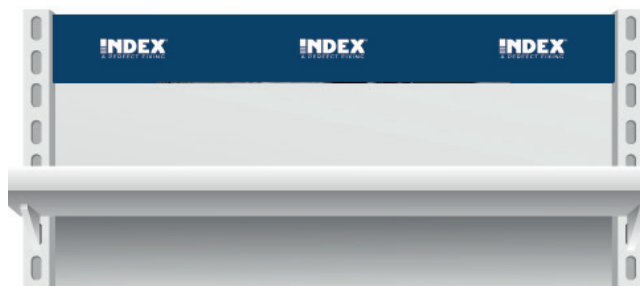


Stainless fixings



Installation systems

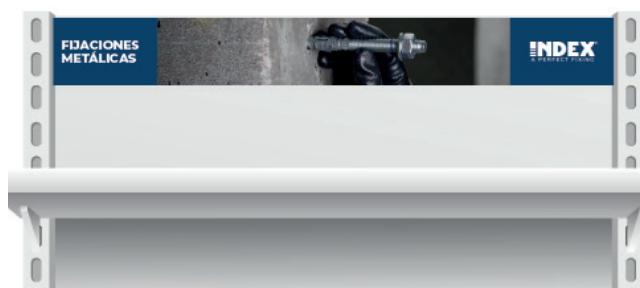
BRACKETS FOR LOW GONDOLAS 100 x 12 cm.



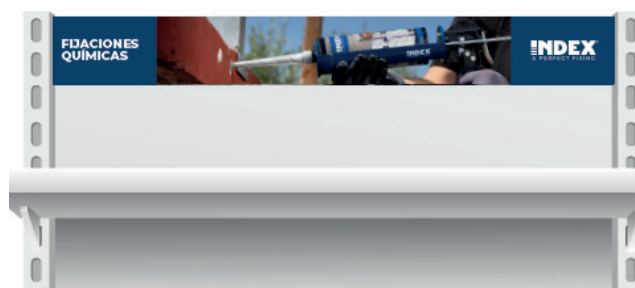
Corporate



INDEXmix



Metal fixings



Chemical fixings



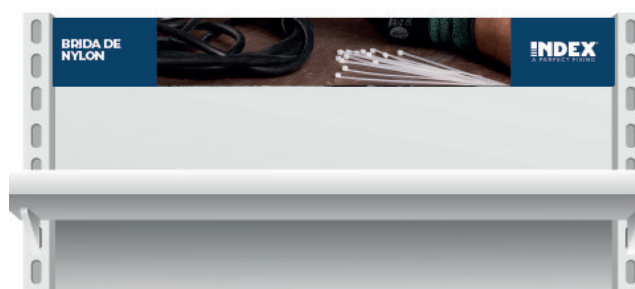
Plastic fixings



Fixings for hollow materials



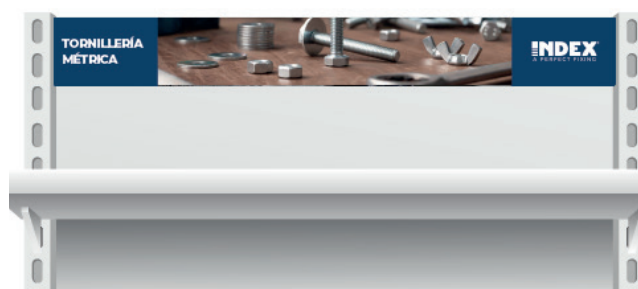
Plasterboard fixings



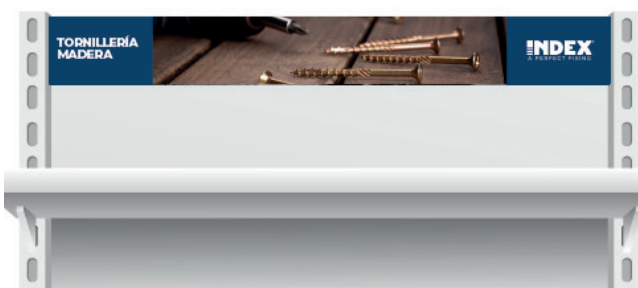
Nylon cable tie



Drill and thread-plate screws



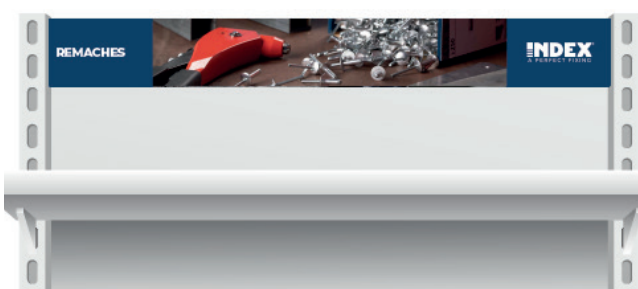
Metric screws



Wood screws



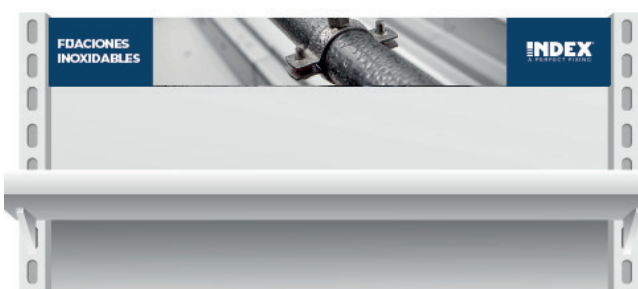
Connectors for wood



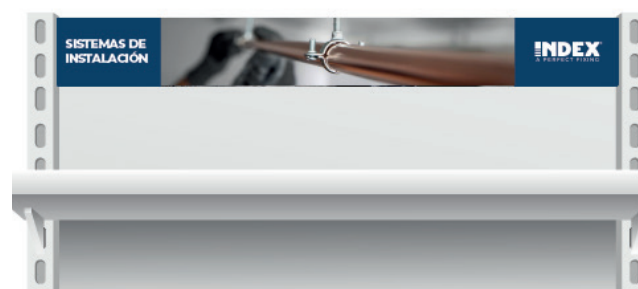
Rivets



Nails and hook screws



Stainless fixings



Installation systems

STOPPERS FOR SETS OF SHELVES 12 x 20 cm.



Metal fixings



Plastic fixings



Flange head screws



Sheet metal screws



Wood screws



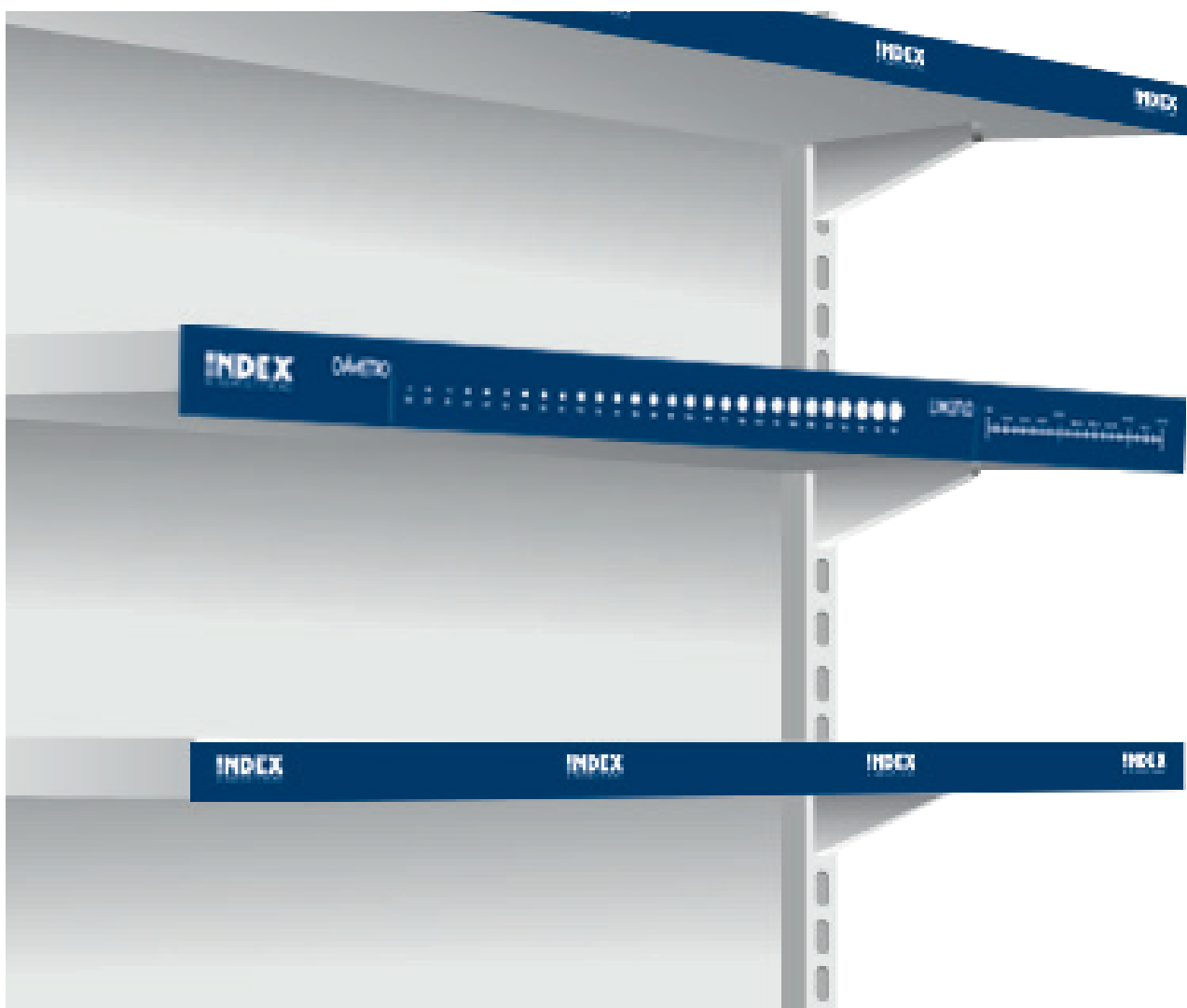
Metric screws



Plasterboard screws



Chemical fixings



Screw gauge. Diameter and length.

ELEMENTS FOR SETS OF SHELVES

LABEL HOLDERS FOR SHELVES



CORPORATE LABEL HOLDERS

INDEXMIX LABEL HOLDERS



ELEMENTS FOR SETS OF SHELVES

FLOOR VINYLS FOR MURALS



ELEMENTS FOR SETS OF SHELVES

FLOOR VINYLS FOR ISLANDS



PRODUCT HIGHLIGHTS



BANNERS 200 x 80 cm.

Advertising elements for highlighting specific products to decorate a store and enhance brand image and product visibility.

The perfect location is to be hanging from the ceiling in a visible area.

The designs consist of the most important families in the INDEX range.

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PRODUCT POSTERS 50 x 70 cm.

Advertising elements for highlighting specific products to decorate a store and enhance brand image and product visibility.

The perfect location is on walls, sides of shelves or furniture in establishments, in an area where they are visible.

The designs consist of the most important families in the INDEX range.

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PRODUCT HIGHLIGHTS

BANNERS 200 x 80 cm.



Metal fixings



Chemical fixings



Plastic fixings



Installation systems



Fixings for hollow materials



Nylon cable tie



Plasterboard fixings



Stainless fixings

PRODUCT POSTERS 50 x 70 cm.



TH. Direct anchoring on concrete



MT. Anchoring for high loads



Chemical fixings



Polyurethane foams



Silicones



MS adhesives



T4S. Multi-material nylon plug



TEX. High performance lag screw

OUTDOOR SIGNS



BANNERS FOR INDUSTRIAL SUPPLIES AND HARDWARE

Large-format advertising banners for placing on exterior facades of establishments or on interior walls or supports.

Recommended for indicating that this establishment sells INDEX fixings.

There are four types of banners differentiated according to the channel to which the establishment belongs.

The size of these banners are customizable according to the needs of the client.



BANNERS FOR PLUMBING AND AIR CONDITIONING CENTRES



BANNERS FOR SUPPLIES OF ELECTRICAL MATERIAL



BANNERS FOR CONSTRUCTION WAREHOUSES

PUBLICITY IN THE SHOP



STICKERS FOR SHOP WINDOWS

Adhesive vinyl to paste on the glass of shop windows of establishments.

They indicate a point of sale of INDEX products.

Size: 25 x 25 cm.



ADHESIVES FOR FLOORS

Adhesive vinyl to paste on the floor of an establishment.

They indicate the path to follow for finding where the INDEX product is located within the establishment.

Size: 30 x 60 cm.

Not suitable for porous or non-uniform surfaces.

A perfect fixing
for your business

DOSPLV22



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