

## Increased sales at greater margins.

## This is the Supply Change.

### The opportunity:

At the end of the day, it's all about getting more product into the hands of more consumers.

Improving your off-shelf product placement. Increasing your on-shelf availability. Keeping the freshness of your products and improving your impact at the point of sale. Making it easier for your consumers to find and purchase your products.

More sales for you, and for your retail partners.

It requires a collaborative effort. You supply the products consumers want, and your retail partners execute from the distribution centre to the point of purchase.

Our sustainable, consumer-facing display platforms make it easier, faster and more profitable for retailers to merchandise and replenish your products on and off-shelf. You'll be meeting their needs as well as yours.

You'll have more product in the right place at the right time. Retailers will thank you for reducing their replenishment costs and increasing freshness of displayed products. Consumers will thank you for improving product quality and availability and their shopping experience. You'll thank them both for increased sales.

### Shared and reusable display platforms:



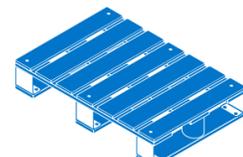
Static Plastic Quarter Pallet



Wheeled Quarter Pallet-Dolly



Half-Size Plastic Pallet



Half-Size Wooden Pallet

### What we do:

We work as a team with you and your retail customer to identify and execute the best store solutions to meet your shared objective of increasing consumer sales.

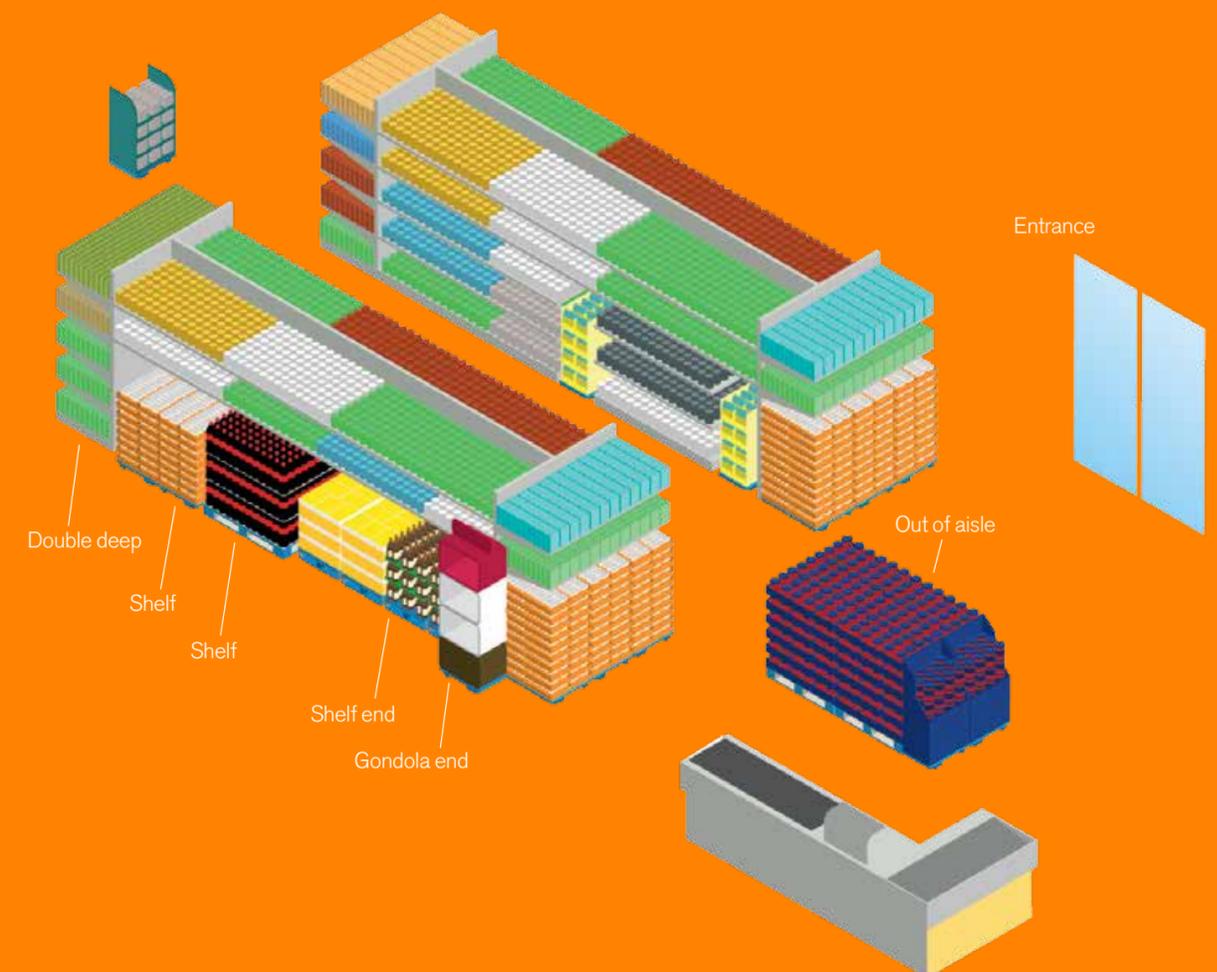
We will support you in developing a range of retail-ready display units for promotional and replenishments activities that inspire shoppers to buy. Display units that better connect with the widest range of consumer-facing display platforms in Europe, designed to move your products more efficiently from the farms or processing facilities onto the store floor.

Our fractional pallets, display pallets, and RPCs (reusable plastic containers) make it easier for retailers to replenish and merchandise your products, by reducing the number of touches required to move your products through their supply chain. Execution improves. Product shelf life is extended. On-shelf availability improves. Product integrity and visibility improve. Sales improve. Profit improves.

Our display platforms also make it easier for retailers to increase your sales off shelf and out of aisle, as they are easily customised to satisfy a retailer's floor design and merchandising and replenishment requirements, within every store format.

We'll help you better meet your retailer requirements and more efficiently transport your products to the shop floor. How to facilitate packaging and co-packing activities by increasing labour efficiency. And, we'll help you protect product integrity with improved connectivity between POS display units and platforms.

Our display platforms create easily deployed, customised POS display units to drive sales throughout any store format.





**This is the  
Supply Change.**

**Together we can  
make it happen.™**

**CHEP**  
A Brambles Company

Store Solutions.  
Just one of many Fresh Solutions  
from CHEP.

If you're looking to improve  
your supply chain, let's talk.

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