

# MP NEWS & PRESS RELEASES

## SUPERMARKETS NOTED INCREASE IN SALES DUE TO CROSS MERCHANDISING RACKS

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Supermarkets using the HI-VIS cooler door racks on their cooler and freezer doors have noticed an increase in sales. Several condiment items when placed in HI-VIS racks on glass door in front of certain products, are selling out. It was noticed that tarter sauce sales increased when placed in a HI-VIS rack in front of the frozen fish, also noted, was increase in bottles of catsup sold when catsup was placed in rack in front of the frozen French fries, as well as other items sold well. The increase in the sale of toppings, and colored sprinkles when placed on the glass freezer doors in front of the ice cream was very notable. Miscellaneous items are very easy to cross merchandise in HI-VIS racks.

Working moms love the idea of cross merchandizing. They say that it saves them time. Many have even said that they would have forgotten to buy catsup or tarter sauce had it not been right there with the frozen fish or French fries. One mother of three small children even said that she will pick up an extra bottle of catsup when it's right there just so she can make certain she has enough at home.

Displays by Martin Paul Inc. is proud to be a leader in manufacturing of cross merchandising racks, and is continually developing new products to increase sales for stores a variety of display racks. Displays By Martin Paul, Inc. has recently come out with a line of new shelf extenders. It will give extra room to display products on the gondola racks with taking up any valuable floor space.