



Self-Facing "SLIP" Display Creates Excitement, Movement and Efficiency at the Point-of-Sale

Successful ice cream manufacturers and retailers are taking advantage of the multiple merchandising benefits provided by "SLIP" Display Shelving from Cannon. The system uses gravity to feed containers to the front of the shelf after each purchase, ensuring maximum visibility for all of your product labels.

With product faced off right in front of the shopper, selection is easier. There's less clutter and no harried searching for buried containers. Doors are kept open for shorter periods of time and energy efficiency is maintained.

The self facing display increases stocking productivity and aids the rotation of code-dated product.



Less time is required for restocking and product quality is easier to maintain.

"SLIP" Display Shelving is available in several different models for merchandising pints, quarts, 1/2 gallon rounds and bricks. Specially packed kits are available to accommodate either cantilevered or non-cantilevered shelf cases.

SLIP

Self Facing
Ice Cream Shelves

Patent
Pending

Product selection is easier when all of the containers are faced off right in front of the shopper, generating impulse sales and making planned purchases easier to find.



Conventional Shelving

Rounds

The installation of "SLIP" in this display for 1/2 gallon rounds made a big difference in product appearance, enhancing merchandising appeal and effectiveness. Kits are available for 1/2 gallon rounds in 5-1/4" and 5-3/4" to 6-3/4" sizes as well as for 4-5/8" quarts.

With "SLIP"
Shelving



Conventional Shelving

Bricks

In 1/2 gallon square applications, "SLIP" Shelving eliminates the practice of double stacking and increases the number of flavors available for display. Kits are available for 7" square 1/2 gallon containers, providing 4 facings across and up to 6 containers deep.

With "SLIP" Shelving



Conventional Shelving



With "SLIP" Shelving

Pints

Generate additional impulse sales with the installation of a "SLIP" display for pints. Kits are available for round containers measuring 3-1/2 to 4-1/2 inch diameters, providing up to 7 facings across and 5 containers deep.

Fast and Simple Installation

- 1) Universal H-frames come pre-assembled for quick installation in cantilevered shelf cases. Place the H-Frame mounting hooks into the slotted openings in the rear of the freezer.
- 2) Tighten the fully adjustable sliding brackets to secure the H-frame to the slotted uprights. Use the 1/2" wrench provided.
- 3) Working from the bottom up, determine the proper spacing for the position of your first shelf. Hook the left and right-hand shelf brackets into corresponding slots on both sides of the H-frame.
- 4) Hook the rear of the shelf over the top of the channeled shelf bracket on both sides of the H-frame. Continue to lower the shelf until the wires fit between the grooved channels.



Other Design Features and Benefits

- Shelf wires are capped with a ribbed plastic extrusion that is impregnated with specially formulated low friction silicone to provide an effective self-facing display.



Shoppers appreciate the orderly appearance of "SLIP" displays. Product labels are always visible for efficient selection of planned purchases and maximum opportunities for impulse sales.

- Universal H-Frame features a durable zinc electroplate finish with a lacquer dip for increased longevity and corrosion resistance.
- Shelves and shelf brackets feature an epoxy powder-coated paint finish on top of zinc plating to provide superior abrasion and corrosion resistance.
- Meets FDA requirements.

SLIP
Self Facing
Ice Cream Shelves

Product Application Specifications

“SLIP” Self-Facing Ice Cream Display Kits			
Cooler Application	Container Application	Part Number	Description
<i>Cantilevered shelf coolers:</i> <i>Hill Hussman Tyler Kysor/Warren Style Zone</i>	Round 1/2 Gallons and Quarts, 5-1/4" diameter.	73-2237-001	5 facings, 3-6 containers deep, 15-30 per shelf; 37 lbs.
	Round 1/2 Gallons, 5-3/4" to 6-3/4" diameter.	73-2238-001	4 facings, 3 containers deep, 12 per shelf; 36.5 lbs.
	Round Quarts, 4-5/8" diameter.	73-2239-001	6 facings, 4 containers deep, 24 per shelf; 38.5 lbs.
	Round Pints, 3-1/2 to 4" diameter	73-2542-001	7 facings, 5 containers deep, 35 per shelf; 39 lbs.
	Square 1/2 Gallons, 7" wide.	73-2340-001	4 facings, up to 6 containers deep, up to 24 per shelf; 36.5 lbs.
	<i>All shelf kits listed above are packed (4) shelves, (4) pairs of brackets and (4) price channels per carton.</i>		
	<i>Above shelves require Universal H-Frame Mounting Kits at right which adjust to fit shelves 28.5 - 31" wide. Packed 4 per carton.</i>	73-2345-001	For use in full door applications; 38 lbs.
	73-2348-001	For use in half-door applications; 32 lbs.	
<i>Zero Zone and other non-cantilevered shelf cases, 29.5" shelf width.</i>	Round 1/2 Gallons and Quarts, 5-1/4" diameter.	73-2341-000	5 facings, 3-6 containers deep, 15-30 per shelf; 34.5 lbs.
	Round 1/2 Gallons, 5-3/4" to 6-3/4" diameter.	73-2342-000	4 facings, 3 containers deep, 12 per shelf; 35 lbs.
	Round Quarts and Pints, 3-1/2 to 4-1/2" diameter.	73-2528-000	6 facings, 4-5 containers deep, 24-30 per shelf; 36 lbs.
	Square 1/2 Gallons, 7" wide.	73-2511-000	4 facings, 6 containers deep, up to 24 per shelf; 35.5 lbs.
<i>Zero Zone and other non-cantilevered shelf cases, 32" shelf width.</i>	Round 1/2 Gallons and Quarts, 5-1/4" diameter.	73-2343-000	6 facings, 3-6 containers deep, 18-36 per shelf; 36 lbs.
	Round 1/2 Gallons, 5-3/4" to 6-3/4" diameter.	73-2344-000	5 facings, 3 containers deep, 15 per shelf; 35.5 lbs.
	Round Quarts and Pints, 3-1/2 to 4-1/2" diameter.	73-2529-000	7 facings, 4-5 containers deep, 28-35 per shelf; 36.5 lbs.
	Square 1/2 Gallons, 7" wide.	73-2512-000	4 facings, 6 containers deep, up to 24 per shelf; 35.5 lbs.
<i>All non-cantilevered shelf kits listed above utilize existing shelf clips inside the cooler and do not require H-Frame Mounting Kits. Packed (4) Shelves and (4) price channels per carton.</i>			

For more information call: 1-800-533-2071