



Planogram Planning Guidelines for EasyFill Shelves

TurnLoader™ Ambient 48" x 22"

2023-10-12



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v2023.10.12.1

Guideline

Why this guideline?

The EasyFill shelving system always requires a new planogram, as the dimensions will differ from your existing rectangular shelves. Most notable are the cut corners in the back and a slightly shorter shelf width.

Additionally, you need to consider where to put dividers. The divider tracks are placed with 6.3mm distance from each other, and you need to leave enough space for the product to slide.

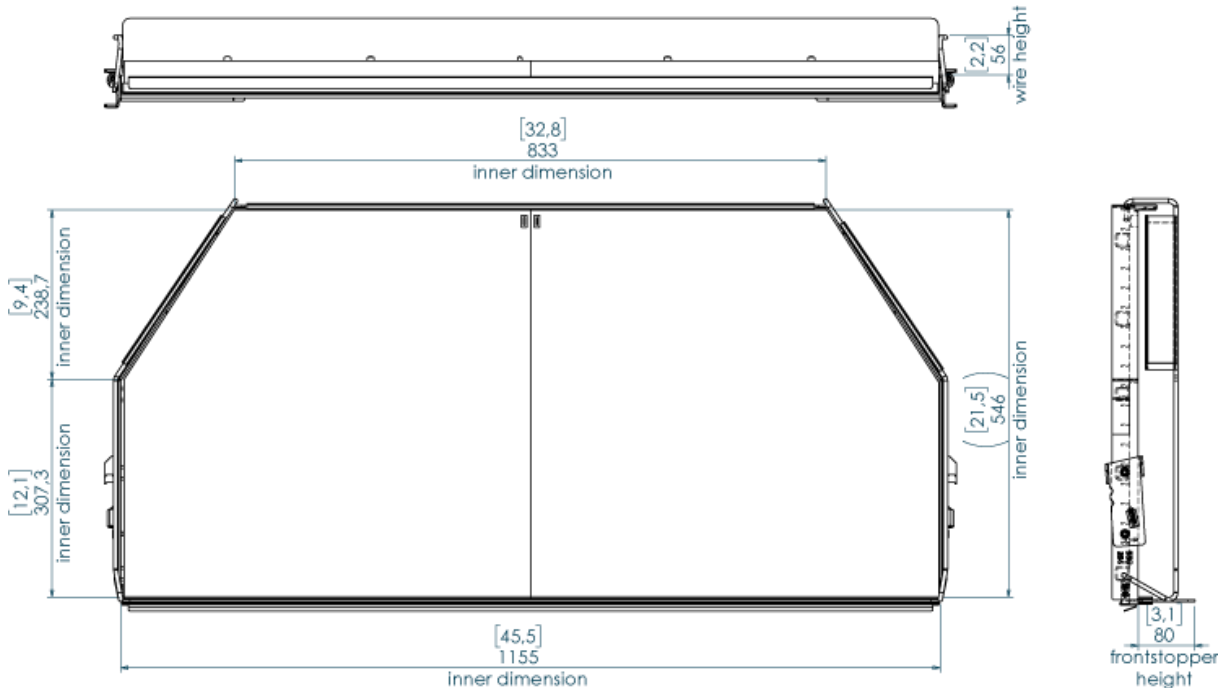
You could possibly fit more shelves than before, due to the fact that refilling from behind requires less space, and that you might be able to elevate the top shelf since the products always will be fronted.

When you have prepared your planogram tool for EasyFill shelves, please follow the step by step guide further down.

Planogram Application

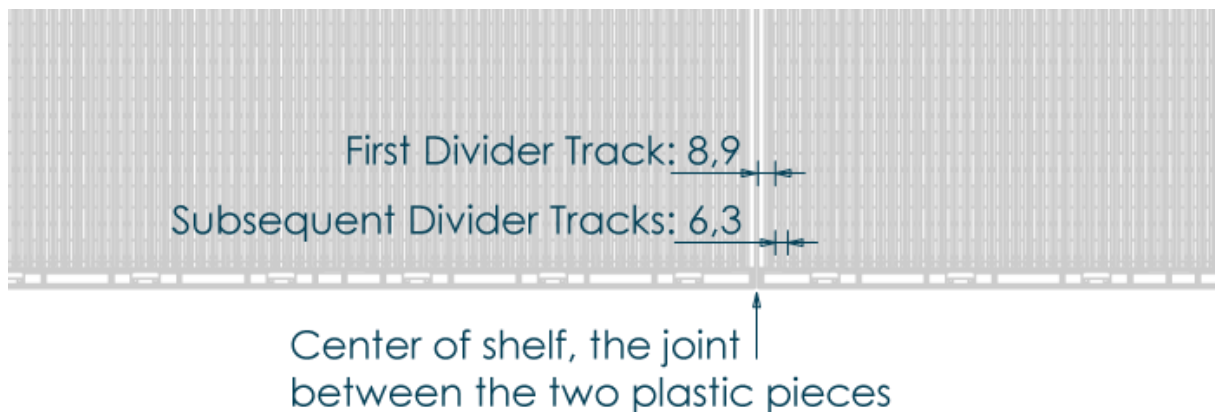
SHELF

Create a polygon shaped fixture/shelf in your planogram application. Please consult the manual for your specific system on how to achieve that. The measurements of the shelf from EasyFill are as follows (millimeters, with inches in brackets):



DIVIDERS

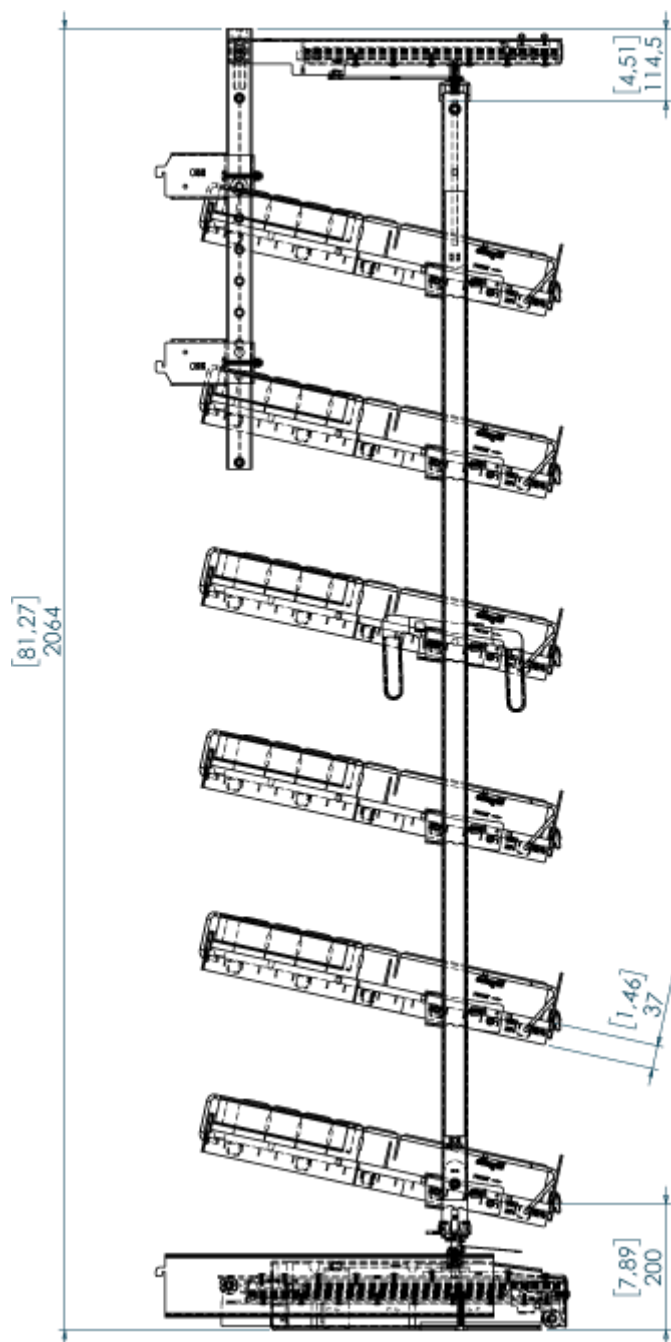
Dividers can be placed in any of the divider tracks. Measured from the center of the shelf (from the joint between the two plastic bottom pieces), the first divider tracks are placed 8.9mm to the right and to the left. After that, divider tracks are placed every 6.3mm. (Measured from the center of the divider track.)



Step by step

BOTTOM SHELF

Start with the bottom shelf. It needs be placed at least 200mm above the flooring.





PLACE PRODUCTS

Same height

Try to place products of the same height on the same shelf. This will make a better appearance and enable you to place the shelves as close as possible. It will also make it easier to pick the correct front stopper height.

Start from the middle

Start with the product in the middle of the shelf and place it across the joint between the two plastic pieces that form the bottom of the shelf.

Leave some space

Place dividers on each side of the product. Make sure that there is a little extra space. If the dividers are placed too tight, the products will not slide.

Continue

Continue to place products to the right and left, with dividers in between, until the shelf is full.

Next shelf

Place the next shelf above the top of the highest product. Leave a 10mm distance (approximately 0.4 inches). Then continue according to the principle above.

The last shelf

It should be possible for a customer to reach the products on the top shelf. However, on an always fronted shelf like this, the customer only needs to reach the first row, which might make it possible for you to have a higher top shelf than before.

Do take into account that there is front stopper. The front stopper should typically be 1/3 of the highest product height. For that reason, consider not to place tall products on the top shelf.

Tips and Tricks

PLACEMENT OF PRODUCTS

Understand your top sellers and low performer products and consider this in your planning. Place high margin products in line of sight and in an easy-to-grab height.

Place products of the approximate same height together on the same shelf. It will make the shelf easier on the eye and enable you to place shelves closer to each other.

SHELF DISTANCE

When refilling from behind, the replenishment staff does not need much space in between the shelves, which means that you can put the shelves tighter together. This gives you a couple of advantages:

- You can fit more shelves in one section, which equals more facings.
- You stop customers from grabbing products from the back. This is important for the First In, First Out principle to have effect.

Consider the neighboring sections. You might have to choose if you want to maximize the number of shelves, or if you rather want to align shelves between the sections for a more homogeneous look.

DOUBLE STACKING

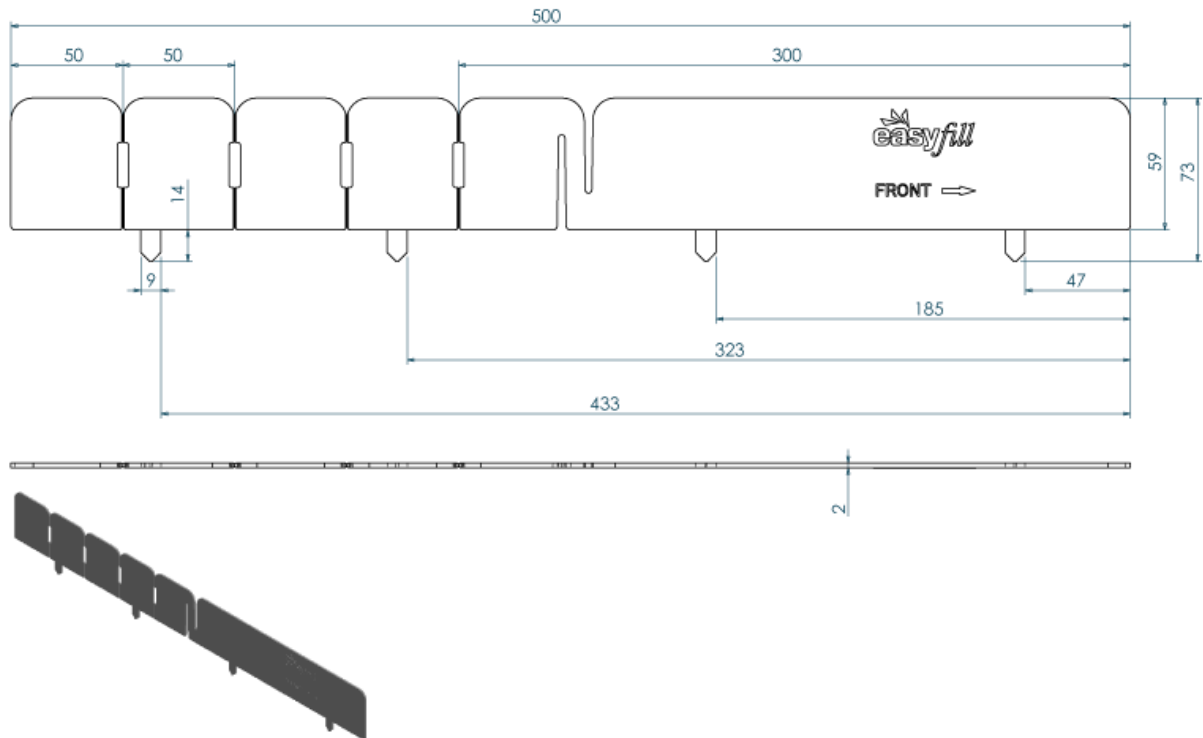
Generally, it's not recommended to double stack products on a tilted shelf. Although it could be possible to do with some tin cans, there is always a risk that a product will fall over and hit someone in the head. For that reason, if you do make an exception from the rule, keep double stacking to the lower shelves.

SLIDING AIDS

Dividers

Dividers will help your products to slide as intended, without them getting stuck together. Just make sure that the dividers leave some space and don't squeeze the products.

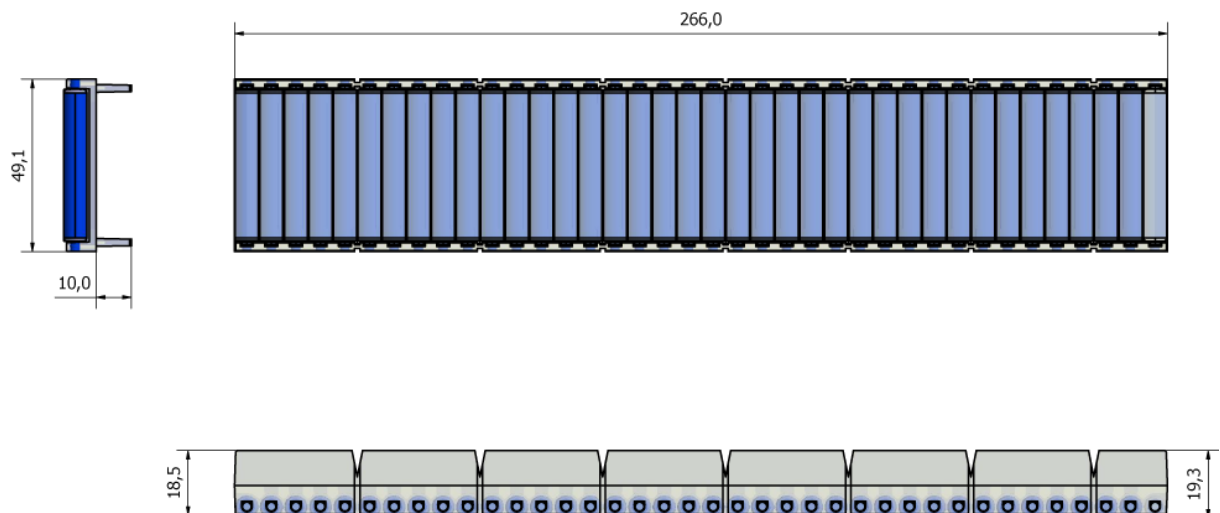
If your planogram needs some extra millimeters, you could experiment with removing a divider to let two of the same product share a lane. Most suitable products for this are round, fairly heavy with a good sliding performance, for example tin cans or glass jars. However, as a rule of thumb, you should avoid this.



Roller Tracks

For products that don't slide well due to their weight, plan to use roller tracks. This is typically low weight carbon boxes but could also be high weight packages with a high friction bottom.

EasyFill roller tracks are modular and adjustable in length. They are fitted in the divider tracks and can be easily moved around and placed only where needed. For wider products you might need two parallel roller tracks for balance, but you will never need to fill the entire shelf bottom.

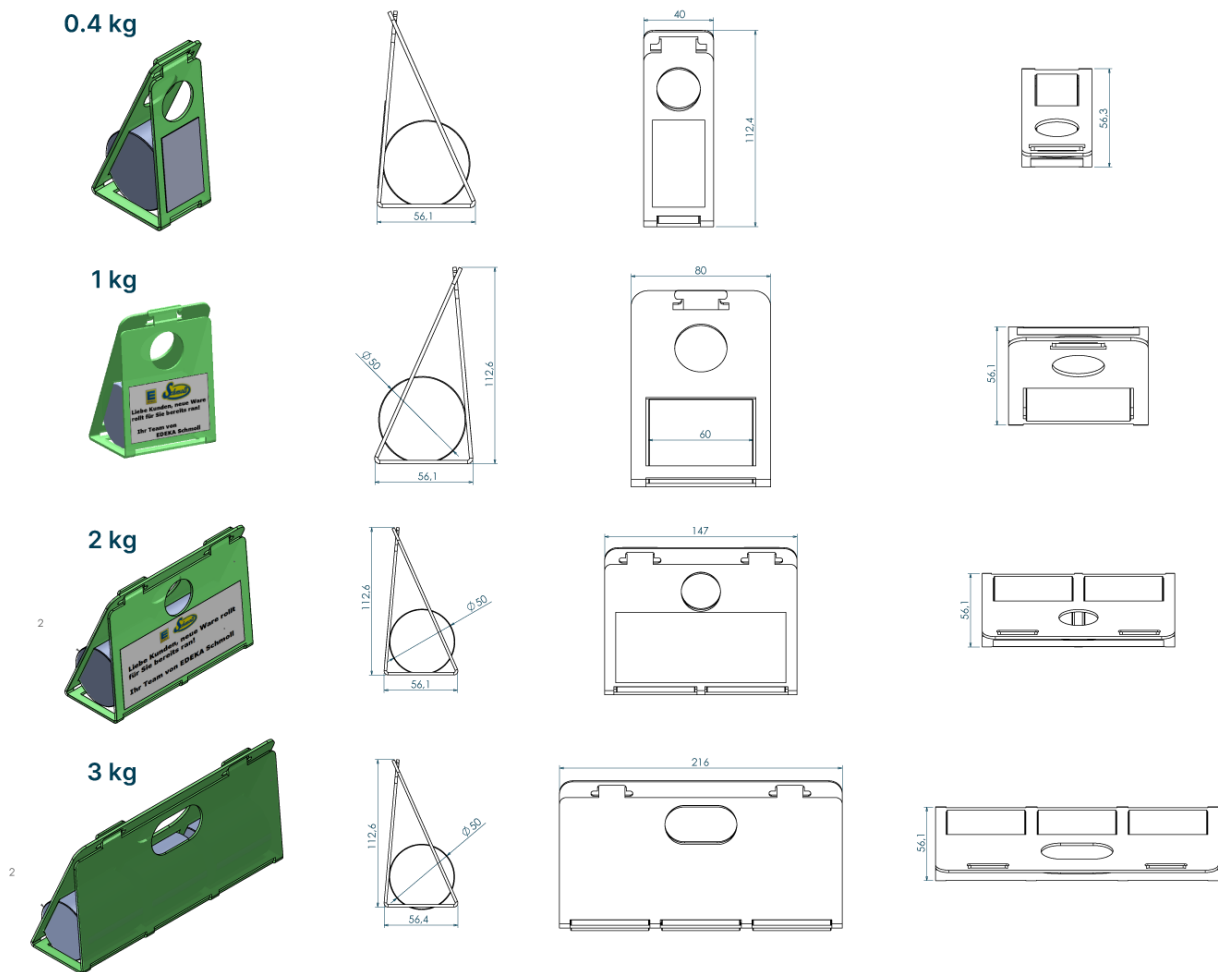


Gravity Pushers

For products that don't slide well due to their design, plan to use gravity pushers. This is typically needed for high products that can't stand on their own, like bags of dry soup mixes or chocolate bars.

The gravity pusher gives extra weight from behind and helps the products to stand up together. It comes in four different sizes and is easy for the replenishment staff to put aside when refilling.

You can put a sticker on the gravity pusher that will be visible if the products run out.



CLEAN SHELVES

The sliding performance will decrease with time. Though not exactly a part of the planogram planning process, it is good to know that this is easily solved.

Super Glidex

Use Super Glidex, a silicon-based lubricant, to enhance sliding performance. Put a small amount of Super Glidex on a sponge and apply it evenly over the surface where the sliding needs to improve. It is done in a few seconds. Super Glidex could be bought from EasyFill.



Wash the Shelf

If the shelf is really dirty, for instance if a jar of jam breaks, it needs to be thoroughly cleaned. Luckily, it is easy to remove the shelf bottom, even without tools.

1. Remove all the products.
2. Remove the front stopper by pulling it straight up.
3. Lift up the two plastic bottom pieces.
4. If necessary, remove the dividers, otherwise let them stay in place.
5. Wash the bottom pieces with dish soap and water, or simply put them in a dishwasher.
6. Finish the job by applying Super Glidex.
7. Put the shelf back together.

ASK EASYFILL FOR HELP

As with standard shelving, the best results are achieved when the planogram is made as close to the business operations as possible, close to the knowledge of the customers, the sales statistics and the look and feel of the store.

EasyFill is here to help. Don't hesitate to contact us with any questions.

info@easyfill.se