



WALL'S POINT-OF-SALE BROCHURE 2023





HOW DO I DECIDE WHICH POS ITEMS TO ORDER FOR MY CUSTOMER?

STEP 1

UNDERSTAND THE
CHANNEL TYPE
CONVENIENCE
OR **LEISURE?**

WALL'S
POINT-OF-SALE
BROCHURE
2023

STEP 2

ARE THEY A
GOLD,
SILVER
OR **BRONZE**
CUSTOMER?





HOW DO I DECIDE WHICH POS ITEMS TO ORDER FOR MY CUSTOMER?

STEP 3

CONSIDER THE
PURPOSE OF THE POS
- IS IT **ATTRACT**,
ENGAGE OR **SELL**?

ATTRACT

10 METRES

- CAPTURE ATTENTION FROM AFAR.
- DRAW CONSUMERS IN.
- MAKE THEM THINK - "OHOO, ICE CREAM"

ENGAGE

5 METRES

- ENGAGE AND ENTICE OUTSIDE OR IN-STORE.
- MAKE THEM THINK -
"MMMM, ICE CREAM... BUT WHICH ONE?"

SELL

1 METRE

- HELP CONSUMERS CHOOSE.
- CLEAR AND CONSIDER RANGE AND PRICING.
- MAKE SURE TO ANSWER -
"WHERE IS IT?" AND "HOW MUCH?"

WALL'S
POINT-OF-SALE
BROCHURE
2023

KEEP THESE ANSWERS IN MIND
AND TAKE GUIDANCE FROM
THE FOLLOWING PAGES





CONVENIENCE - BRONZE

ATTRACT



1230038

ENGAGE

N/A

SELL



1230010



1230017



1230012



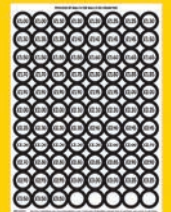
1230013



1230006



1230008



1230015



1230009



1230002



1230003

WALL'S
POINT-OF-SALE
BROCHURE
2023





CONVENIENCE - SILVER

ATTRACT



1230038



1230018

ENGAGE



1230026



1230041



1230027

OR



1120066



1230028

SELL



1230010



1230011



1230017



1230006



1230012

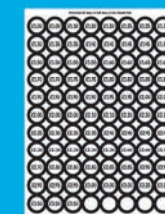


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1230009

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1230003

WALL'S
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BROCHURE
2023





CONVENIENCE - GOLD

ATTRACT



1230018



1120004



1230038



2230012

ENGAGE



1230026



1230041



1230027

OR



1120066



1230028

SELL



1230010



1230011



1230017



1230006



1230012



1230013



1230008



1230015



1230009



1230002



1230003

WALL'S
POINT-OF-SALE
BROCHURE
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LEISURE - BRONZE

ATTRACT



1230038



1230018

ENGAGE



1230026



4230001



1230041



1230020



1230022



1230021



1230027



1230024



1230023

SELL



1230010



1230011



1230017



1230012



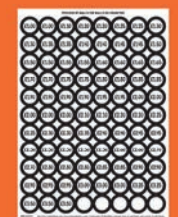
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WALL'S
POINT-OF-SALE
BROCHURE
2023





LEISURE - SILVER

ATTRACT



1230018



1230019



1230035



1230034



1230038



2230012



1230036

ENGAGE



1230026



4230001



1230041



1230020



1230022



1230021



1230027



1230024



1230023

SELL



1230010



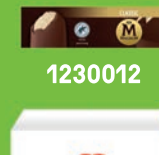
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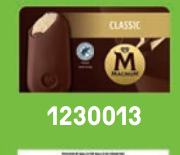
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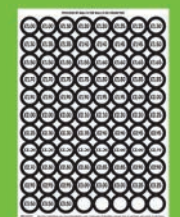
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1230009



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1230004



1230037



1230005

WALL'S
POINT-OF-SALE
BROCHURE
2023





LEISURE - GOLD

ATTRACT



1230038



1230018



1230019



1230035



1230034



2230012



1230036



1230029

ENGAGE



1230026



4230001



1230041



1230020



1230022



1230021



1230027



1230024



1230023

SELL



1230010



1230011



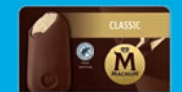
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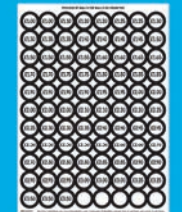
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1230007



1230015



1230004



1230037



1230005

WALL'S
POINT-OF-SALE
BROCHURE
2023





HOW DO I PLACE POS ITEMS ON MY MAXI OR VISTA CABINET?



MAXIVISION POINT OF SALE



VISTA POINT OF SALE

WATCH THESE **VIDEOS** TO SEE
HOW TO PLACE YOUR **POS**

WALL'S
POINT-OF-SALE
BROCHURE
2023



ATTRACT



1230032

ENGAGE



1230026



4230001



2230002



2230001



SELL



2230008



2230007



2230006



2230017



2230004



LEISURE - SILVER

ATTRACT



2230013



1230032



2230015

ENGAGE



1230026



4230001



2230002



2230001



SELL



2230008



2230007



2230006



2230017



2230004



2230016



LEISURE - GOLD

ATTRACT



2230013



2230003



1230032



2230014



2230015

ENGAGE



1230026



4230001



2230002



2230001



SELL



2230008



2230007



2230006



2230017



2230005



2230004



2230016



POS GLOSSARY - HOW TO USE

THIS GLOSSARY CONTAINS ALL OF THE ITEMS THAT ARE AVAILABLE, DIVIDED INTO **WALL'S**, **CARTE D'OR** AND **HARDWARE** SECTIONS.

EACH ITEM WILL HAVE AN **IMAGE**, **ITEM NAME** AND **ITEM CODE**.

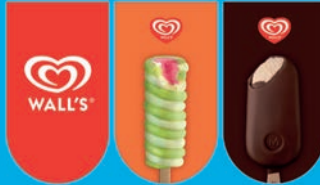
THE ITEM CODE CAN BE USED TO PLACE ORDERS ON THE **DYNAMIC WEBSITE**.

POS WEBSITE LINK: <https://awayfromhomepos.com/en/>





POS GLOSSARY

				
	A Panel - Calippo Range & Cornetto Range - 1230023	A Panel - Mangum Range & Better Choices - 1230024	A Panel - Magnum Starchaser & Twister Range - 1230022	A Panel - Solero & Magnum Vegan - 1230021
				
A Panel - Wall's Modular 12 Range & Wall's Core 4 - 1230041	A Panel - Wall's Modular 18 Range & Dual Magnum NPD - 1230020	Basket Label Set - Wall's Maxivision - 1230012	Basket Label Set - Wall's Vista - 1230013	Window Cling - Wall's Logo - 1230038
				
Beach Flag Fabric Only - Twister - 1230036	Beach Flag Fabric Only - Wall's - 1230035	Bin 45L - Wall's Outdoor - 1120004	Bunting - Wall's - 1230014	Café Barrier - Wall's - 1230029

POS Website Link: <https://awayfromhomepos.com/en/>





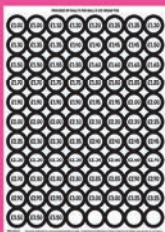
POS GLOSSARY

				
City Flag - Wall's - 2230012	Close The Lid Stickers - 1230017	Front facing stickers for Ice Cream vans - 1230040	Impulse Strip - 1230009	Magnetic Impulse Strip - 4230009
				
Magnum NPD sticker for A panel - 1230045	Magnum NPD sticker for Convenience Rangeboard - 1230047	Magnum NPD sticker for Leisure Rangeboard - 1230044	Modular Product Board for Round Sticker Set - Wall's - 1120066	Modular Sticker Set - Wall's Round - 1230028
				
Modular Sticker Set - Wall's Square - 1230027	NPD Sticker - Magnum Dual - 1230010	NPD Sticker - Twister Zinger - 1230011	Open/Close Sign - Wall's - 111924	Parasol - 1.8m - Wall's - 1230033

POS Website Link: <https://awayfromhomepos.com/en/>



POS GLOSSARY

				
Parasol - 2.5m - Wall's - 1230034	Pavement Sign - Wall's Red - 1230018	POW - Wall's - 1230019	Pivot Grippers for freezer rangeboards (x3) - 1230006	POS Kit Envelope - Maxivision - 1230007
				
POS Kit Envelope - Vista - 1230008	Price Sticker Sheet - 1230015	Price Sticker Sheet - £2-£4 - 1230043	Price Sticker Sheet - Blank - 1230016	Rangeboard - Modular Leisure - 12 Basket - 1230004
				
Rangeboard - Modular Leisure - 18 Basket - 1230005	Rangeboard - Standard Convenience - 12 Basket - 1230002	Rangeboard - Standard Convenience - 18 Basket - 1230003	Standard Panel - Wall's Better Choices - 1230030	Standard Panel - Wall's Core Products - 1230031

POS Website Link: <https://awayfromhomepos.com/en/>





POS GLOSSARY

				
Table Talker - Wall's - 1230037	Wall's Ice Cream Brochure 2023 - 1230001		A Panel - Carte D'Or Chocolate Cone & Range - 2230001	Beach Flag Fabric Only - Carte D'Or - 2230015
				
Café Barrier - Carte D'Or - 2230003	Carte D'Or Allergen Freezer Sticker - 2230017	Carte D'Or Allergen Info Sheet - 2230007	Carte D'Or Cone Holder - 2230006	Unbranded Ice Cream Scoop - 4230003
				
Carte D'Or Flavour Stabbers - 2230005	Carte D'Or Magnetic Flavour Labels - 2230004	Carte D'Or Pocket Black Apron - 2230009	City Flag - Carte D'Or - 1230032	Modular Sticker Set - Carte D'Or Square - 2230002

POS Website Link: <https://awayfromhomepos.com/en/>





POS GLOSSARY

Parasol - 1.8m - Carte D'Or - 2230013	Parasol - 2.5m - Carte D'Or - 2230014	Price Sticker Sheet - Carte D'Or - 2230008	Standard Panel - Carte D'Or Ice Cream Sold Here - 2230010	Standard Panel - Carte D'Or Logo - 2230011
	HARDWARE			
Table Talker - Carte D'Or - 2230016		A Frame White - 1230026	Snap Frame Metal with Double Sided tape - 4230001	Beach Flag - Pole & Base - 4230008
Parasol Base - 1.8m Red - 4230004	Parasol Base - 1.8m White - 4230005	Parasol Bases - 2.5m - 4230006		

POS Website Link: <https://awayfromhomepos.com/en/>





POS ORDERING - TOP TIPS

- RANGEBOARDS & POS KITS ARE ESSENTIAL ITEMS FOR ALL OUTLETS!
- YOU NEED 2 PIVOT GRIPPERS FOR 12 BASKET RANGEBOARDS AND 3 FOR 18 BASKET RANGEBOARDS.
- ALL OF THE A PANELS ARE DOUBLE SIDED. TO MAKE 1 FULL A BOARD YOU WILL NEED 1 FRAME & 2 PANELS.
- USE THE PRODUCT BOARDS AND MODULAR STICKERS TO CREATE BESPOKE MENU BOARDS.
- BEACH FLAGS & 1.8M PARASOLS - ORDER THE FLAG AND BASE SEPARATELY.
- PRICE STICKERS CAN BE USED ON RANGEBOARDS, MODULAR STICKERS AND BASKET LABELS.

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IF YOU HAVE ANY QUESTIONS,
PLEASE CONTACT YOUR
LINE MANAGER.

