



POINT-OF-SALE BROCHURE

MAGNUM

Corretto

SOLERO

Twister

CARTE D'OR

BEN & JERRY'S



2025



MAXIMISE YOUR SALES



1. HHG & KMMS Golden Riles audit of Unilever POSM
AW 2020 – SellCheck and GfK Matched Panel Test.





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

STEP 1

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

STEP 2

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



SITES WITH 18 BASKET CABINETS
OR MULTIPLE FREEZERS



SITES WITH 12 BASKETS CABINETS



SMALL CONVENIENCE STORES



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

Visible from
5-10 metres

Capture attention from afar and draw
consumers in. Make them think...

"OH HH ICE CREAM"

ENGAGE

Visible from
2-5 metres

Engage and entice outside of or instore.
Make them think...

"MMMM ICE CREAM - BUT WHICH ONE?"

SELL

Visible from
<1 metre

Help consumers choose with a clear
and concise range and pricing.
Make sure to answer...

"WHERE IS IT? ...HOW MUCH?"

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



CONVENIENCE - BRONZE

ATTRACT



1250034

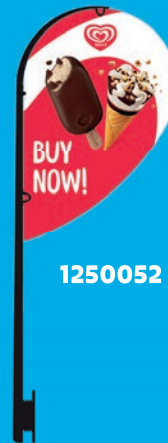


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1250008

ENGAGE



1250052

SELL



1250040



1250055



4250004



1250007



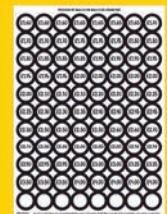
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CONVENIENCE - SILVER

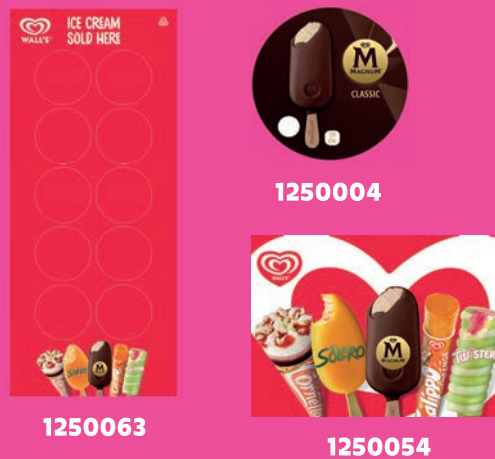
ATTRACT



ENGAGE



OR



SELL





CONVENIENCE - GOLD

ATTRACT



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1250008



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1250062

ENGAGE



4250007



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1250003

OR



1250063



1250004

SELL



1250040



1250039



1250055



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LEISURE - BRONZE

ATTRACT



1250034



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1250008

ENGAGE



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1250014



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1250003



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1250063

SELL



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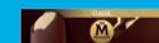
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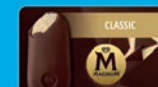
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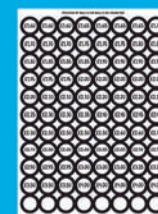
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1250043



1250042



LEISURE - SILVER

ATTRACT



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1250008



1250056



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1250060



1250059



1250010



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ENGAGE



4250007



1250014



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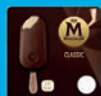
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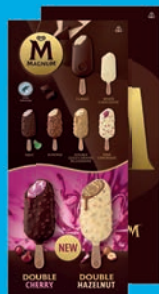
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1250003



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1250063

SELL



1250040



1250039



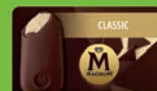
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4250004



1250007



1250001



1250049



1250032



1250029



1250043



1250042



LEISURE - GOLD

ATTRACT



1250034



1250008



1250056



1250060

1250059



1250036



1250011



10 1250010



1250070

ENGAGE



4250007



1250014



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1250003



1250065



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SELL



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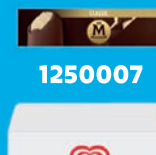
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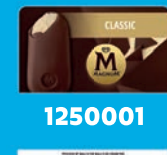
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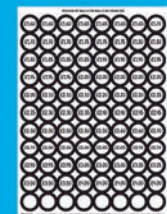
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HOW DO I PLACE POS ITEMS ON MY **MAXI** OR **VISTA** CABINET?



MAXIVISION POINT OF SALE

HOW TO PLACE
POINT OF SALE FOR
YOUR MAXI CABINET



MAXIVISION POINT OF SALE



VISTA POINT OF SALE

HOW TO PLACE
POINT OF SALE FOR
YOUR VISTA CABINET



VISTA POINT OF SALE

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

LEISURE - BRONZE

ATTRACT



2250003

ENGAGE



4250007



1250014



2250006



2250020

SELL



2250007



2250013



2250009



2250012



2250008



2250005

LEISURE - SILVER

ATTRACT



1250037



2250003



2250017

ENGAGE



4250007



1250014



2250006



2250020

SELL



2250007



2250013



2250009



2250012



2250008



2250005

LEISURE - GOLD

ATTRACT



1250037



2250010



2250003



2250001



2250017

ENGAGE



4250007



1250014



2250006



2250020



SELL



2250007



2250013



2250009



2250012



2250008



2250005



POS GLOSSARY - **HOW TO USE**

THIS GLOSSARY CONTAINS ALL OF THE ITEMS THAT ARE AVAILABLE, DIVIDED INTO **Wall's, Carte D'Or, Ben & Jerry's** 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>



POS GLOSSARY

WALL'S				
	Rangeboard - Standard Convenience - 12 Basket - 1250017	Rangeboard - Standard Convenience - 18 Basket - 1250018	Rangeboard - Modular Leisure - 12 Basket - 1250043	Rangeboard - Modular Leisure - 18 Basket - 1250042
				
Rangeboard - Secondary Modular Leisure - 12 Basket - 1250022	POS Kit Envelope - No contents Maxivision - 1250032	POS Kit Envelope - No contents Vista - 1250031	NPD Sticker - Magnum Double Cherry - 1250040	NPD Sticker - Haribo - 1250039
				
Basket Label Set - Wall's Maxivision - 1250007	Basket Label Set - Wall's Vista - 1250001	Basket Label Set - Wall's Upright Cabinets - 1250061	Impulse Strip - 1250049	Magnetic Impulse Strip - 1250045

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



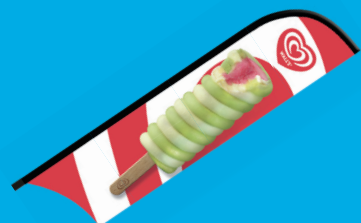
POS GLOSSARY

Close The Lid Stickers - 1250055	Modular Sticker Set - Wall's Square - 1250003	Modular Sticker Set - Wall's Round - 1250004	Front facing stickers for Ice Cream vans - 1250051	POW - Wall's - 1250030

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



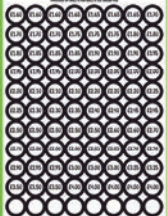
POS GLOSSARY

				
Pavement Sign - Wall's Red - 1250034	Pavement Sign - Wall's Retro - 1250033	Parasol - 1.8m - Wall's - 1250037	Parasol - 2.5m - Wall's - 1250036	Beach Flag Fabric Only - Magnum - 1250060
				
Beach Flag Fabric Only - Twister - 1250059	City Flag - Wall's - 1250056	Standard Panel - Wall's Better Choices - 1250070	Standard Panel - Wall's Core Products - 1250010	Standard Panel - Wall's Secondary Core Products - 1250021
				
Suction City Flag - Wall's - 1250016	Freezer Flags - Wall's - 1250052	Bin 75L - Wall's Outdoor - 1250038	Café Barrier Kit - Wall's - 1250011	Café Barrier Material - Wall's - 1250013

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



POS GLOSSARY

				
Wall's Ice Cream Brochure 2025 - 1250009	Bunting - Wall's indoor - 1250057	Wall's Counter mat - A3 - 1250054	Magnum Double Cherry Wobbler - 1250044	Price Sticker Sheet - 1250029
				
Wall's Wayfinding Poster - Red - Left Pointing - 1250006	Wall's Wayfinding Poster - Red - Right Pointing - 1250005	Wall's Wayfinding Poster - Secondary - Left Pointing - 1250020	Wall's Wayfinding Poster - Secondary - Right Pointing - 1250019	

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



POS GLOSSARY

CARTE D'OR



A Panel - Carte D'Or Chocolate Cone & Range - 2250020



A Panel - Carte D'Or Sustainability & Square Modular Products - 2250019



Beach Flag Fabric Only - Carte D'Or - 2250017



Café Barrier - Carte D'Or - 2250010



Carte D'Or Allergen A5 Freezer Sticker - 2250012



Carte D'Or Allergen Info Sheet - 2250013



Carte D'Or Cone Holder - 2250009



Carte D'Or Flavour Stabbers - 2250005



Carte D'Or Magnetic Flavour Labels - 2250008



Carte D'Or Pocket Black Apron - 2250016



City Flag - Carte D'Or - 2250003



Modular Sticker Set - Carte D'Or Square - 2250006



Parasol - 1,8m - Carte D'Or - 1250037



Parasol - 2,5m - Carte D'Or - 2250001

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



POS GLOSSARY

				
Price Sticker Sheet - Carte D'Or - 2250007	Standard Panel - Carte D'Or Ice Cream Sold Here - 2250015	Standard Panel - Carte D'Or Logo - 2250014		
BEN & JERRY'S				
	A Panel - Ben & Jerry's Range & Sustainability - 3250003	Pavement Sign - Ben & Jerry's - 3250004	City Flag - Ben & Jerry's - 3250007	Parasol - 1.8m - Ben & Jerry's - 3250001

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



POS GLOSSARY

HARDWARE				
	Pivot Grippers for freezer rangeboards (x3) - 4250004	A Frame Metal - White - 4250007	Snap Frame Metal with Double Sided tape - 1250014	Anti Glare poster for A-boards and snap frames - 4250006
				
Beach Flag - Pole & Base - 4250005	Parasol Base - 1.8m Red - 4250003	Parasol Base - 1.8m White - 4250008	Parasol Cross Base - 2.5m & Slabs - 4250002	Unbranded Ice Cream Scoop - 4240009

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



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.**

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