



WALL'S®

# POINT-OF-SALE BROCHURE



2024



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

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

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

**ATTRACT**  
10 METRES

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

**“OH HH ICE CREAM”**

**ENGAGE**  
5 METRES

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

**“MMMM ICE CREAM - BUT WHICH ONE?”**

**SELL**  
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

ATTRACT



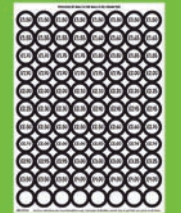
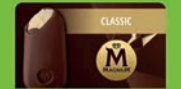
ENGAGE



OR



SELL







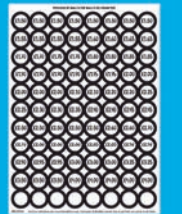
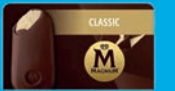
WALL'S®

# LEISURE

ATTRACT

ENGAGE

SELL





# 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**





# CARTE D'OR® LEISURE

## ATTRACT



## ENGAGE



## SELL
















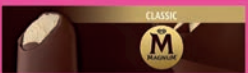




# POS GLOSSARY

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





# POS GLOSSARY

<p><b>WALL'S</b></p>				
	<p>Rangeboard - Standard Convenience - 12 Basket</p>	<p>Rangeboard - Standard Convenience - 18 Basket</p>	<p>Rangeboard - Modular Leisure - 12 Basket</p>	<p>Rangeboard - Modular Leisure - 18 Basket</p>
				
<p>Rangeboard - Secondary Modular Leisure - 12 Basket</p>	<p>POS Kit Envelope - Maxivision</p>	<p>POS Kit Envelope - Vista</p>	<p>NPD Sticker - Magnum Euphoria</p>	<p>NPD Sticker - Twister Berry-licious</p>
				
<p>Basket Label Set - Wall's Maxivision</p>	<p>Basket Label Set - Wall's Vista</p>	<p>Impulse Strip</p>	<p>Magnetic Impulse Strip</p>	<p>Close The Lid Stickers</p>







# POS GLOSSARY

<p>Wall's Walk This Way Sticker - A3</p>	<p>Window Cling - Wall's Logo</p>	<p>A Panel - Wall's Modular 12 Range &amp; Magnum Euphoria</p>	<p>A Panel - Wall's Modular 18 Range &amp; Dual Magnum NPD</p>	<p>A Panel - Magnum Range &amp; Better Choices</p>
<p>A Panel - Calippo Range &amp; Cornetto Range</p>	<p>A Panel - Solero &amp; Cornetto Soft</p>	<p>A Panel - Wall's Core 4 &amp; Twister Range</p>	<p>A Panel - Wall's Round Modular Stickers Board &amp; Twister Berry-licious</p>	<p>A Panel - Wall's Secondary Modular 18 Range</p>
<p>A Panel - Wall's London Centric</p>	<p>A Panel - Magnum Sustainability</p>	<p>A Panel - Kids Sustainability</p>	<p>A Panel - Carte D'Or Sustainability</p>	<p>POW - Wall's</p>





# POS GLOSSARY

				
<p>Pavement Sign - Wall's Red</p>	<p>Pavement Sign - Wall's Retro</p>	<p>Parasol - 1.8m - Wall's</p>	<p>Parasol - 2.5m - Wall's</p>	<p>Beach Flag Fabric Only - Magnum</p>
				
<p>Beach Flag Fabric Only - Twister</p>	<p>City Flag - Wall's</p>	<p>Standard Panel - Wall's Better Choices</p>	<p>Standard Panel - Wall's Core Products</p>	<p>Standard Panel - Wall's Secondary Core Products</p>
				
<p>Modular Sticker Set - Wall's Square</p>	<p>Modular Sticker Set - Wall's Round</p>	<p>Front facing stickers for Ice Cream vans</p>	<p>Bin 45L - Wall's Outdoor</p>	<p>Café Barrier - Wall's</p>







# POS GLOSSARY



Table Talker - Wall's



Wall's Ice Cream Brochure 2024



Bunting - Wall's indoor



Wall's Counter mat - A3



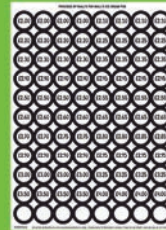
Wall's Wayfinding Posters



Magnum Euphoria Wobbler



Price Sticker Sheet



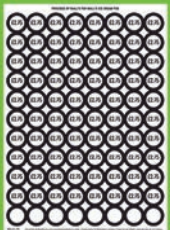
Price Sticker Sheet - £2-£4



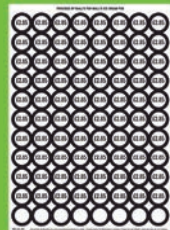
Price Sticker Sheet - Blank



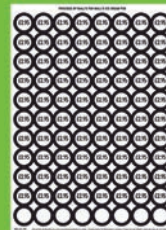
Price Sticker Sheet - £2.65



Price Sticker Sheet - £2.75



Price Sticker Sheet - £2.85



Price Sticker Sheet - £2.95



Open/Close Sign - Wall's





# POS GLOSSARY

## CARTE D'OR



A Panel - Carte D'Or Chocolate Cone & Range



Beach Flag Fabric Only - Carte D'Or



Café Barrier - Carte D'Or



Carte D'Or Allergen Freezer Sticker



Carte D'Or Allergen Info Sheet



Carte D'Or Cone Holder



Carte D'Or Flavour Stabbers



Carte D'Or Magnetic Flavour Labels



Carte D'Or Pocket Black Apron



City Flag - Carte D'Or



Modular Sticker Set - Carte D'Or Square



Parasol - 1.8m - Carte D'Or



Parasol - 2.5m - Carte D'Or



Price Sticker Sheet - Carte D'Or







# POS GLOSSARY



Standard Panel - Carte D'Or  
Ice Cream Sold Here



Standard Panel - Carte D'Or Logo



Table Talker - Carte D'Or



Carte D'Or Scooping Brochure 2024

**BEN &  
JERRY'S**



A Panel - Ben & Jerry's Range  
& Sustainability



City Flag - Ben & Jerry's



Modular Sticker Set -  
Ben & Jerry's Square



Parasol - Ben & Jerry's





# POS GLOSSARY

## HARDWARE



Pivot Grippers for freezer rangeboards (x3)



A Frame White



Snap Frame Metal with Double Sided tape

Anti Glare poster for A-boards and snap frames



Beach Flag - Pole & Base



Parasol Base - 1.8m Red



Parasol Base - 1.8m White



Parasol Cross Base - 2.5m



Unbranded Ice Cream Scoop

Pole + Base 9 kgs in 1 carton







# 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.

