

# Shelf Logic

Brings You the Benefits of  
Planogramming  
with an Affordable Software  
Program Easy Enough for Anyone  
to Use

Planogramming started as a way to standardize store layouts in chain stores. Now it's used to customize layouts for regional differences in products and buying patterns.

- Improved sales presentations & closure results
- Increased consumer appeal of product displays
- Better brand awareness through consistency
- Improved efficiency of shelf space allocations
- Improved financial performance of assortments
- Better packaging testing through tighter controls
- Faster, more accurate replenishments
- Quicker inventory resets
- Better grasp of relative product performance
- Much better marketing through targeted displays
- Improved awareness of visual merchandising

The Planogram is becoming the way in which you measure the success of your retailing effort. Well placed products yield greater profits.

Planograms are essential for manufacturers to show how their products will look in the retail store. Planograms will increase brand awareness by maximizing the use of your allocated shelf space.

Shelf Logic is perfect for the first time planogrammer. It's easy enough for anyone in your company to use.

- You can run Financial Profit Analysis Reports as soon as your planogram is finished
- You can perform Space Analysis reports to give you the loading efficiency of your plan

Imagine your sales force being able to fine tune your planograms to the exact needs of your customer. Think how impressed your customers will be when you design a planogram just for them.

# Accuracy Flexibility Ease of Use

## Accuracy

- Creates 'Real-World' displays that can be built
- Peg items can only move in peg hole increments
- Shelves move up and down in notch increments

## Flexibility

- English or Metric measurements, or both
- For Manufacturers, Retailers, distributors, Salespersons... any industry can benefit from it.
- Customize Database Field Names, 3 User Defined Fields
- Create Custom Reports

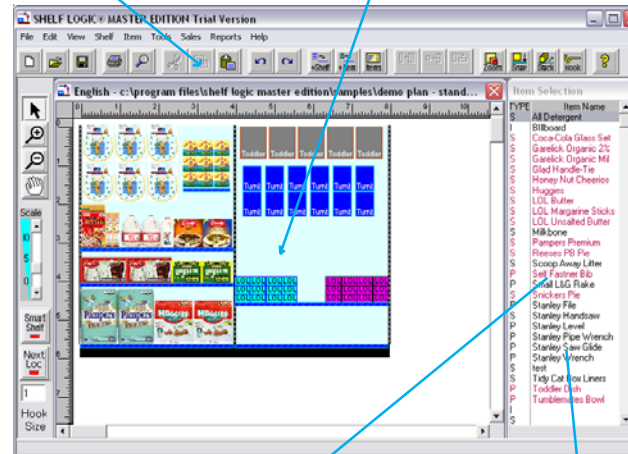
## Ease of Use

- Familiar Windows Interface with ToolBar, Hot Buttons, Right Click menus
- Easy enough for anyone in your company to use
- Video Training Program available to start you using the program in no time.

## The Shelf Logic Main Screen

The **Button Bar** lets you activate commonly used commands with a single click.

This is a **finished planogram**. The items on this side have no photos and are displayed as boxes.



This is a list of products in your database. **Drag & Drop** them onto your planogram or **Double-Click** to place a product in the next available shelf location.

You can display products by:  
- UPC Code  
- SKU Code  
- Item Number  
- Item Name  
- Description

# Shelf Logic Features

## Powerful

- Signage - add signs and sign photos
- Notes - each with choice of font style and color
- 10 levels of undo and redo
- Rotate product to any angle in all 3 axis
- Use Bar Code Scanner to fill your planogram
- Multiple products can be put in a single facing with the ability to move items forwards or backwards
- Cut & Paste shelves, items, sections between plans
- Duplicate Facings vertically and horizontally
- Database Filtering for large databases. The product list can be filtered to view selected products

## Automation Aids

- Quickly and Accurately Place Products onto your Planogram
- *Smart Shelf*: Puts items together for closest fit and keeps shelves aligned between uprights
- *Auto Fill*: Fills the shelf or peg hook with as many items as will fit in a single facing
- *Next Location*: Fills a shelf from left to right each time you double-click an item in the selection listbox
- *Rapid Item Placement*: Fills an entire shelf or peg area with a single mouse click
- *Smart Plan*: Builds entire plans by specifying products and quantities.

## Easy to Position your Products

- *Snap-To* brings an item on to a shelf or guideline when you get close to it
- Variable sized *Grid* and Horizontal and Vertical *Guidelines* to aid in product placement
- *Align* Products top, bottom, left or right
- *Nudge* Products and Shelves a pixel or more at a time

## Image Support

- 21 Image Types Supported
- No need to import or convert images
- *Transparent Background* available for all image types. Each product can have its own transparent color
- Support for 3 sided images so front, top and side images can be seen.

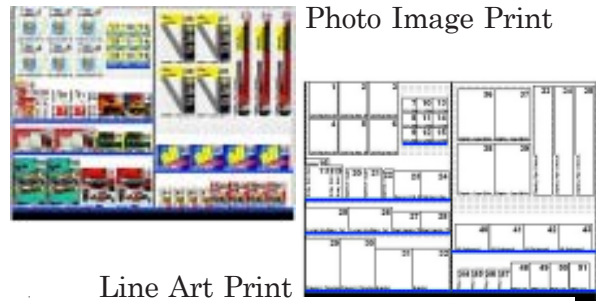
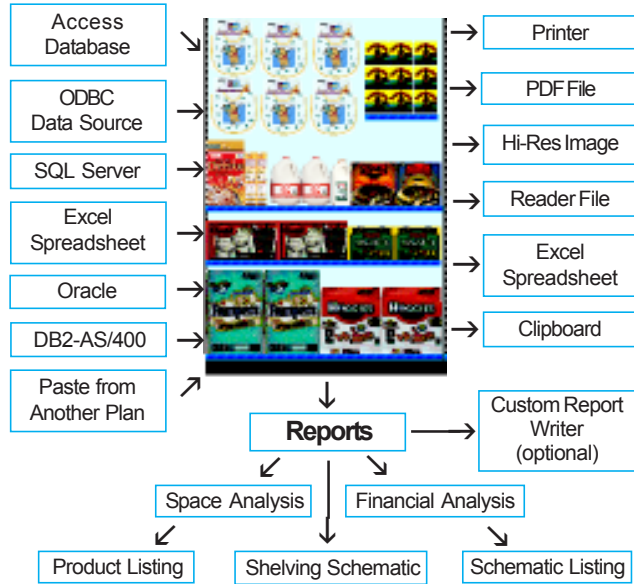
## Uses Built in Access 2000 Database

- Unlimited Database Size
- Import data from Excel
- Use your own Digital photos or purchase them
- You don't need to own Access2000

## Shelf Logic is a Flexible Planning Tool that Interacts with the Windows Environment.

Product data can come from a variety of sources.

Plans can be output in many formats for display, emailing or web publishing.



*this is a heading that is very long and irrelevant for Product Listing*

SKU	Brand	Item	Price	Quantity	Weight	Volume	Height	Width	Depth	Color	Material	Notes
1	10000	10000	1.00	100	100	100	100	100	100	100	100	100
2	20000	20000	2.00	200	200	200	200	200	200	200	200	200
3	30000	30000	3.00	300	300	300	300	300	300	300	300	300
4	40000	40000	4.00	400	400	400	400	400	400	400	400	400
5	50000	50000	5.00	500	500	500	500	500	500	500	500	500
6	60000	60000	6.00	600	600	600	600	600	600	600	600	600
7	70000	70000	7.00	700	700	700	700	700	700	700	700	700
8	80000	80000	8.00	800	800	800	800	800	800	800	800	800
9	90000	90000	9.00	900	900	900	900	900	900	900	900	900
10	100000	100000	10.00	1000	1000	1000	1000	1000	1000	1000	1000	1000

Product Listing Report

# Shelf Logic

## Compared to Drawing Programs

- Shelf Logic gives you a live planogram, not a static drawing. In a Shelf Logic plan, the product boxes, sections and shelves are logically interconnected.
- Shelf Logic knows to which shelf a product belongs, to which section a shelf belongs and can run reports based on this information.
- Shelf Logic uses product depth and shelf depth data to calculate the number of products that will fit on the display. This lets you run financial profit and space analysis reports on the planogram.
- Accurate product placement lets you move only where a peg hole is present. Shelves can only move where a shelf notch is available. This makes sure you have a plan that can be built in real life.
- There's a live database of product information behind each 'box' on the plan. Extensive reports can be run using this information.

## Compared to Planogram Service Bureaus

- Price - Shelf Logic will pay for itself with the first few planograms done by a service bureau. In some case, Shelf Logic is less than a single service bureau planogram.
- Turnaround Time - Service Bureaus can take weeks to get changes back to you. Shelf Logic does it immediately.
- Changes - make as many alterations as you want without having to pay a price and time penalty with each change.
- Control - You control your database. It's yours to keep forever. No yearly renewal is needed.



## Planogram Software

*The World's Leading Dedicated Planogram Software*

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