

TENSATOR®

leading the customer journey



In-Queue Merchandising

Our Value Proposition

Tensator understands the pressure for improved efficiencies, incremental sales and profit growth. We provide merchandising and queue management solutions that are proven to provide positive results in each of these areas.

The queue provides the smart retailer opportunity to extend the shopping experience, transforming what would otherwise be unoccupied waiting time into valuable extra revenue generating minutes often at high margins.



The Benefits of In-Queue Merchandising (IQM™):

In-Queue Merchandising (IQM™) from Tensator is a highly adaptable, modular, point of purchase system specifically designed for placement in front of the point of sale to capture last minute impulse purchase revenues from waiting customers. All systems are completely customisable to any environment and branding requirements, and will create immediate return of investment.

Specifically engineered by our experienced retail designers to take up no more floor space than a conventional queue management system, IQM™ transforms previously wasted or dead queuing space into valuable retail space.

- ➔ Convert waiting time into extended shopping time – **boost impulse sales by up to 400%**
- ➔ **Increase margins by up to 30%** - turn queue flow into cash flow
- ➔ Improve navigation and dramatically **reduce customer walk-aways by up to 96%**
- ➔ Aid customer guidance and create space division for clear queuing systems
- ➔ Increase customer satisfaction and deepen loyalty

Case Studies



“The flexibility of the In-Queue Merchandising units allows our retail staff to promote the seasons with ease and allow promotional activity to be the focus of the passing customer. The flexibility of the system again allows all products to be displayed in the correct manner from hanging items to folded products - a great system for adding sales.”

“An added benefit is that the system is simple in its construction and can be extended or reduced with minimum effort by the retail team; a real benefit when promotional activity changes at short notice.”

Gary Wilks, Head of Group Projects and Facilities, New Look



“Intersport chose Tensator because its In-Queue Merchandising range offered flexibility and was perfect for the task of displaying small impulse items, such as sports nutrition products, sport accessories and technical sports socks, to name a few.”

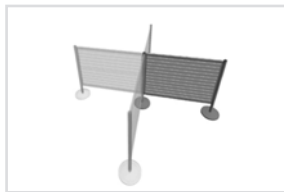
Jordan Salvador, Senior Visual Merchandiser, Intersport

Building your IQM™ System

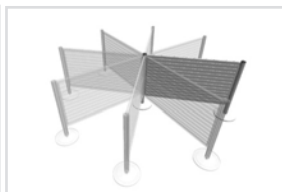
Post diameter and connectivity

- Standard 63.5mm with 4 way connectivity
- 63.5mm with 8 way connectivity
- 58.8mm with 4 way connectivity

Please note that there are limitations to the accessories available with the 63.5mm 8 way and the 58.8 mm 4 way post



Standard 63.5mm with 4 way connectivity



63.5mm with 8 way connectivity



58.8mm with 4 way connectivity

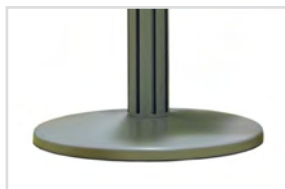
Posts

Choose from
3 post fixings:

in 2 heights:

- Free Standing
- Magnetic Mounted
- Surface Fixed

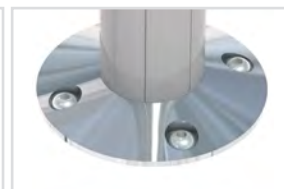
- 970 mm
- 1200mm



Free Standing



Magnetic Base



Surface Fixed

Socket Mounted and Surface Fixed options are only available with the standard post.

Panels or Beams

Pick from

3 1.2m panel lengths:

in 2 heights:

- Slat (acrylic/MDF)
- Acrylic Media Panel

- 600mm
- 955mm



Slat



Floating Wire Baskets
1271 mm L x 302mm W



Floating Acrylic Shelves
1271 mm L x 254mm W

Or opt for 1.2m length Beams,
Floating Baskets or Floating Shelves

Acrylic Media Panel and Beams only available with the standard post.



Acrylic Media Panel

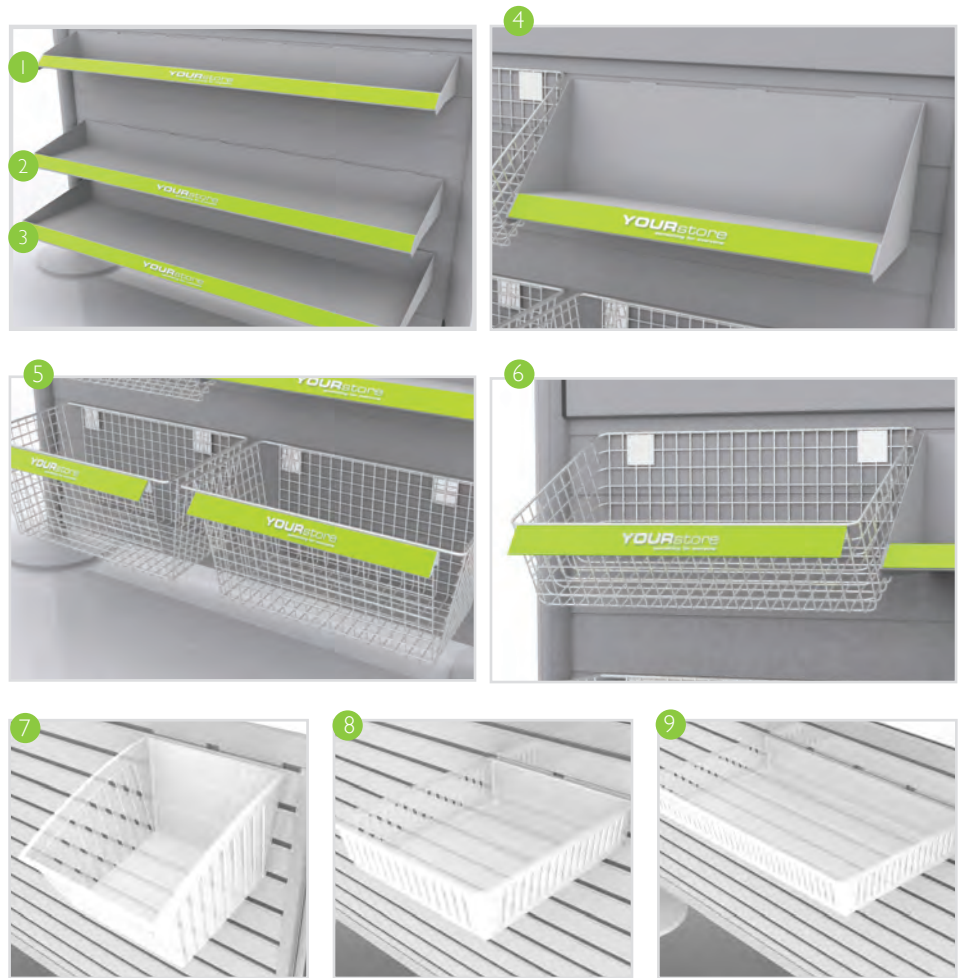


Beams

Accessories

Shelves and Baskets

- 1 MA18 Steel Display Merchandising Shelf
1190mm W x 150mm D
- 2 MA17 Steel Display Merchandising Shelf
1190mm W x 225mm D
- 3 MA16 Steel Display Merchandising Shelf
1190mm W x 300mm D
- 4 MA41 Steel Display Merchandising Shelf
596mm W X 216mm D
- 5 MA3 Wire Basket
560mm W x 300mm D
- 6 MA46 Angled Wired Basket
560mm W x 300mm D
- 7 Plastic Angled Basket
225mm W x 135mm D
- 8 Plastic Narrow Basket
250mm W x 85mm D
- 9 Plastic Wide Basket
525mm W x 85mm D

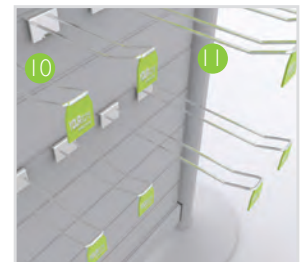


Hooks and Prongs

- 8 MA5 Wire Merchandising Display Prong 150mm Length
- 9 MA32 Wire Merchandising Display Prong 250mm Length



- 10 MA31 Wire Merchandising Display Hook 150mm Length
- 11 MA4 Wire Merchandising Display Hook 250mm Length



Impulse Items



- 12 Acrylic Impulse Box with adjustable dividers (to fit on top of beams) 1120mm L x 300mm W



- 13 Merchandising Bowl 320mm D x 276mm H

Signage



- 14 Post Top Signage in a choice of A4 or A3 / Portrait or Landscape



- 15 Headers to fit on 955mm panels with 1200mm height posts 1300mm L X 255mm H

Branding Opportunities

In-Queue Merchandising merges design with functionality and Tensator's unique "easy-change" panels allow retailers to offer a wide range of products and brand messaging to a captive queuing audience.

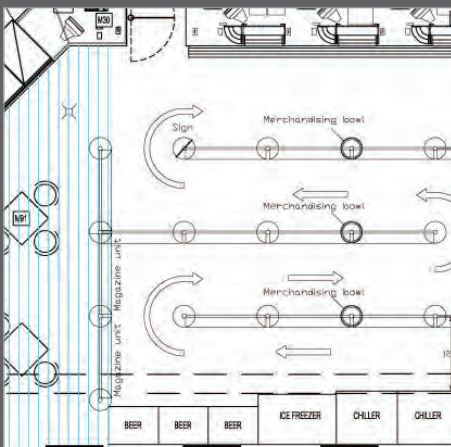


Customised Solutions

Tensator offers a cost-effective, full design consultancy service in-house as part of its "one stop shop" approach, removing the need for expensive third-party design agencies.

Our retail solutions are fully adaptable to customer requirements and queue layouts.

Our dedicated design team can work with you to create personalised products and develop new concepts to satisfy specific needs, producing photo realistic renderings using solid works 3D modelling systems to help guide you through the initial sketch to production.



Sketch



Rendering



Installation

Complementary Products

Tensamedia®

Tensator provides an innovative array of Tensamedia® queue management solutions that complement our IQM™ range and create cutting edge media platforms which will engage, excite and entertain queuing customers, reducing perceived waiting times and increasing impulse revenues or promotional messaging opportunities.

InQ-tv®

Entertain, inspire and communicate to waiting customers with Tensator's next generation 'in queue' digital platform. InQ-tv® provides a platform for the display of a variety of media, brand or promotional messages, with LCD screens mounted within an IQM™ system.

With full software management capabilities, media can be networked, scheduled and synchronised throughout the queue, allowing space owners to play their own information/promotions/media at any time.

InQ-tv® can increase brand presence and in turn increase revenues through impulse purchases within the queue.

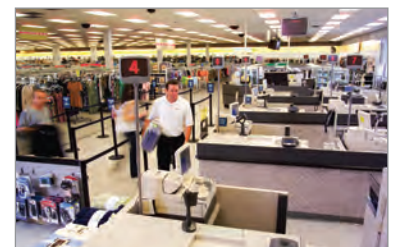


eQ™ Single Line Queuing (SLQ)

An eQ™ SLQ system serves customers in the order they queue, and an audio announcement calls waiting customers forward, helping to improve queue management and providing operational efficiencies:

- ➔ Reducing waiting times by 30%
- ➔ Improving queue flow by 25%
- ➔ Reducing walk-aways by 96%
- ➔ Improving staff utilisation by improving queue flow
- ➔ Resulting in more transactions per employee
- ➔ Also increasing the capacity for more transactions overall

To maximise effectiveness, incorporate an eQ™ SLQ3000 call forward system with media into your queue and promote additional products and services to your captive queuing audience.



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The Customer Journey

The customer journey should begin from the moment the consumer enters the retail environment. It is this "journey", the in-store experience in its entirety which will keep the customer engaged from arrival through purchase completion and store departure.

By introducing an efficient Tensator Queue Management solution we can guarantee the following benefits for your business and your customers:

- ➔ Minimised waiting times and reduced frustrations
- ➔ Increased footfall and increased sales & profitability
- ➔ Increased satisfaction levels and improved customer retention rates
- ➔ Improved productivity and operational efficiencies
- ➔ More informative and entertaining waiting time

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