

New Pallet Promota™ a breakthrough innovation for pallet stacks.

Years of retailer concerns with wooden pallet stacks are now a thing of the past, thanks to a revolutionary new merchandising invention.

The Boost Pallet Promota™ was recently granted an Australian Innovation Patent*, and is the result of many years working with retailers and major suppliers.

This innovation is a fantastic opportunity for companies and retailers to improve the presentation and sales of bulky products. The humble pallet has been used around the world for years – now there's a way to turn it from a logistics item into a sales and marketing tool.

The Boost Pallet Promota™ is a set of heavy duty interlocking plastic panels that slot together to enclose a standard wooden pallet. Drop printed graphic cards, pricing poles or banners into the side-moulded slots and in seconds you can transform bulk product stacks into colourful and eye-catching displays.

The great opportunity for manufacturers and retailers is that these displays can be built in and around existing pallet-based floor stacks – without any other hardware. The displays remain in place whilst pallets of stock are replaced. The front panel can be removed allowing the timber pallet to be moved in and out easily.. The Pallet Promota™ cleans up pallet bay displays, delivers OH & S responsibility and creates a store discipline.

Key features of the Boost Pallet Promota™:

- 'Multi-functional' - Slide-in graphics, pricing, overhead signage
- Two sizes of front panels
- Can be customized – branding and colour
- Add hang-sell panel for companion sales
- Highly durable yet lightweight construction
- OH&S compliant – will not splinter, has no nails

About Advantage Line

Advantage Line is a leading provider of strategic merchandising and brand presence solutions. For more information see www.advantageline.com.au

Pallet Promota™ enquiries call 1300 882 352 or visit www.boostdisplays.com.au