

POINT OF SALE

It pays to display



POINT OF SALE

The importance of effective merchandising

Go Travel is renowned for well-designed products and strong, communicative packaging. How that translates to in-store presentation is also part of our successful brand story.

Be it a counter stand, spinner or custom made display, our POS is supported by 'PlanIT', our own space planning system.

'PlanIT' and in-store promotional material combined with access to our in-house creative team provides the complete service for dynamic and successful merchandising.

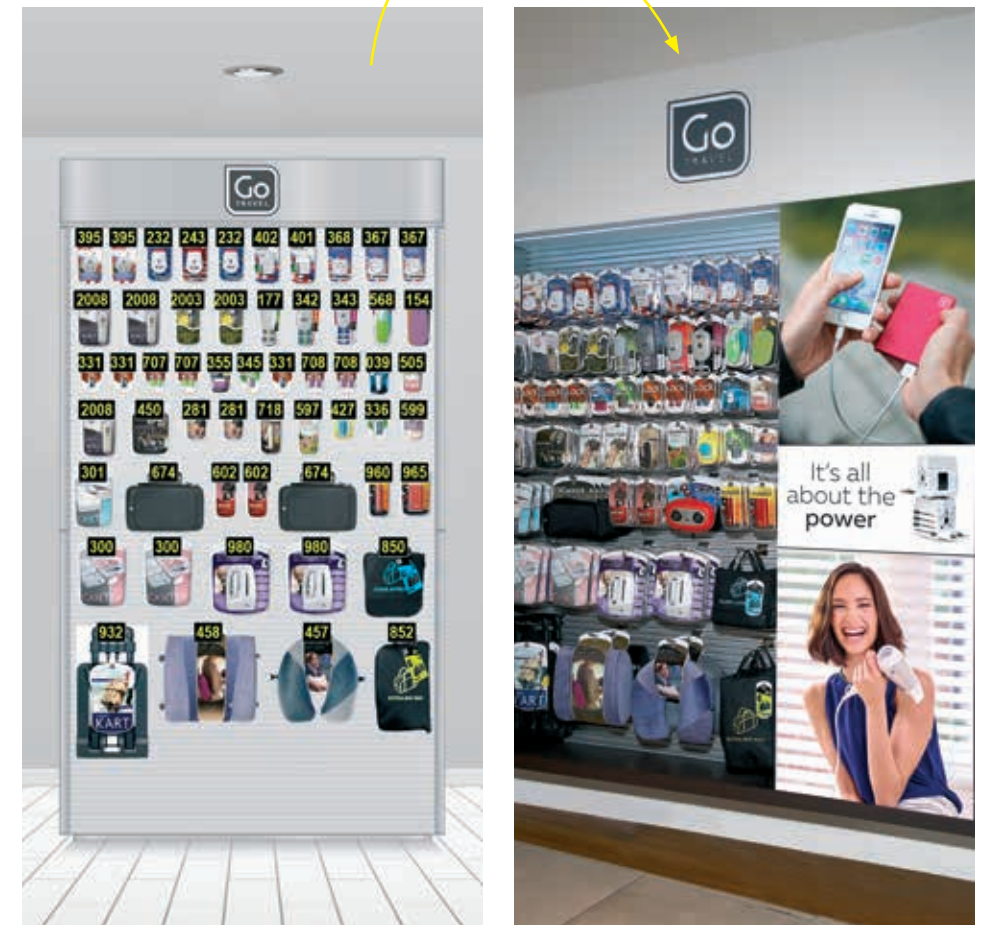
PlanIT – Space Planning

Regardless of the in-store fixture, how products are arranged on a merchandising unit radically affects sales performance. For more than 15 years, we have continuously developed our own software system to great effect.

We create a detailed planogramme for each display, where our experienced team analyse the selected range of products relative to the available space. The system automatically selects the best placement for each product to maximise every stand's revenue per square foot. In addition, this minimises setup time and reduces ongoing merchandising management.

The benefits of good range planning;

- Encourage multiple purchases
- Easier to merchandise
- Maximises visual impact
- Proven to increase sales



FROM PLANAGRAMME TO RETAIL SPACE

CREATIVE SUPPORT

From window posters to wobblers, our expert team of in-house graphic designers are always on hand to create branded visuals and animations that motivate consumers and drive sales.



MADE TO MEASURE

We welcome the opportunity to work with you in creating a bespoke retail project that best suits your store.

Whether you want to make the most of an unusual space or clad an awkward column, our diligent and experienced team can deliver a solution that's right for you.

For more information please contact our sales department:
Telephone: +44 (0)20 8906 8505
Email: sales@go.travel



WALL DISPLAY

REF	081
NO. OF FACINGS	35
DIMENSIONS (H X W X D)	182 x 66 x 24cm (71.5 x 26 x 9.5")
REF	082
NO. OF FACINGS	50
DIMENSIONS (H X W X D)	182 x 80 x 24cm (71.5 x 31.5 x 9.5")
REF	083
NO. OF FACINGS	60
DIMENSIONS (H X W X D)	182 x 100 x 24cm (71.5 x 39 x 9.5")



REVOLVING DISPLAY

REF	080
NO. OF FACINGS	60
DIMENSIONS (H X W X D)	199 x 67 x 67cm (78 x 26 x 26")



COMPACT TRI-SPINNER

REF	078
NO. OF FACINGS	63
DIMENSIONS (H X W X D)	150 x 67 x 67cm (59 x 26 x 26")



MINI TRI-SPINNER

REF	087
NO. OF FACINGS	42
DIMENSIONS (H X W X D)	182 x 66 x 66cm (71.5 x 26 x 26")



TRI-SPINNER

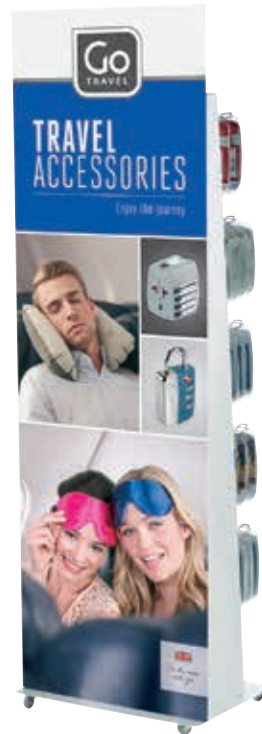
REF	085
NO. OF FACINGS	80
DIMENSIONS (H X W X D)	197 x 78 x 78cm (77.5 x 31 x 31")

FREE STANDING DISPLAY

REF	O65
NO. OF FACINGS	18
DIMENSIONS (H X W X D)	175 x 54 x 45cm (69 x 21 x 18")



Front



Back



TWO SIDED SPINNER (SMALL)

REF	O88
NO. OF FACINGS	20
DIMENSIONS (H X W X D)	78.5 x 41 x 41cm (31 x 16 x 16")



COUNTER TOP UNIT

REF	O89
NO. OF FACINGS	8
DIMENSIONS (H X W X D)	46 x 51 x 21cm (18 x 20 x 8")



COUNTER STAND

REF	O56
NO. OF FACINGS	8
DIMENSIONS (H X W X D)	66 x 49 x 40cm (26 x 19 x 16")

ULTIMATE PILLOW STAND

REF	O65U
NO. OF FACINGS	6
DIMENSIONS (H X W X D)	175 x 54 x 45cm (69 x 21 x 18")



Front



Back



TROLLEY STAND

REF	O600
NO. OF FACINGS	Holds 6 trolleys (Ref.'s 932 & 935)
DIMENSIONS (H X W X D)	28 x 57 x 39cm (11 x 22.5 x 15")



SINGLE PRONG COUNTER STAND

REF	O86
NO. OF FACINGS	1
DIMENSIONS (H X W X D)	29 x 14 x 22cm (11.5 x 5.5 x 9")



PILLOW STATION

REF	O61
NO. OF FACINGS	Holds 12 neck pillows
DIMENSIONS (H X W X D)	121 x 30.5 x 30.5cm (47.5 x 12 x 12")

OPTIONAL EXTRAS

The O61 Pillow Station DOES NOT include the following:-

1. CLIP STRIP EXTENSIONS (2 PER PACK)

REF	O61CS
NO. OF FACINGS	Dependant on product Example shown: ref 466 (6 per strip)

2. PILLOW STATION HEADER

REF	O61H
DIMENSIONS (H X W)	30.5 x 30.5cm (12 x 12")



DUO STAND (WITH PILLOW STATION)

REF	O70
NO. OF FACINGS	25 approx.
DIMENSIONS (H X W X D)	150 x 46 x 59cm (59 x 18 x 23")



DUO STAND (WITHOUT PILLOW STATION)

REF	O70
NO. OF FACINGS	40 approx.
DIMENSIONS (H X W X D)	150 x 46 x 59cm (59 x 18 x 23")

OPTIONAL EXTRAS

The O70 Duo Stand DOES NOT include the following.
Please order the below as an addition to the O70 Duo Stand.

1. ADDITIONAL HOOKS (14 PER PACK)

You will require these if you DO NOT wish to take the O61 Pillow Station

REF	O70HK
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2. PILLOW STATION

REF	O61
NO. OF FACINGS	Holds 12 neck pillows
DIMENSIONS (H X W X D)	121 x 30.5 x 30.5cm (47.5 x 12 x 12")