



**MODI**

Solutions

# MODI

In-shelf



# Brief

The brief was to create a unique solution that overcomes unusual dimension of the product that did not fit inside the standard retail shelf dimensions.

By placing all the products at an angled approach, we managed to fit them inside the restrictions of a standard shelf height of 12 cm. Spring loaded pusher is now rotated and placed above the product and pushing out the next pack as they get depleted.





**Vuse GO**  
Creamy  
Tobacco

**Vuse GO**  
Berry Blend

**Vuse GO**  
Berry  
Watermelon

**Vuse GO**  
Watermelon  
Ice

**Vuse GO**  
Grape Ice

**Vuse GO**  
500 ZÜGE \*  
BIS ZU

**Vuse GO**  
500 ZÜGE \*  
BIS ZU

**Vuse GO**  
500 ZÜGE \*  
BIS ZU

**Vuse GO**  
500 ZÜGE \*  
BIS ZU

**Vuse GO**  
500 ZÜGE \*  
BIS ZU



# Modularity

In-shell is fully modular concept and can be used in many different variations, ranging from five in a row or just one standalone unit. They are smartly designed to be easily configured without the need of any tools or mechanical screws holding them together. Making them intuitive and adjustable on the spot by merchants.



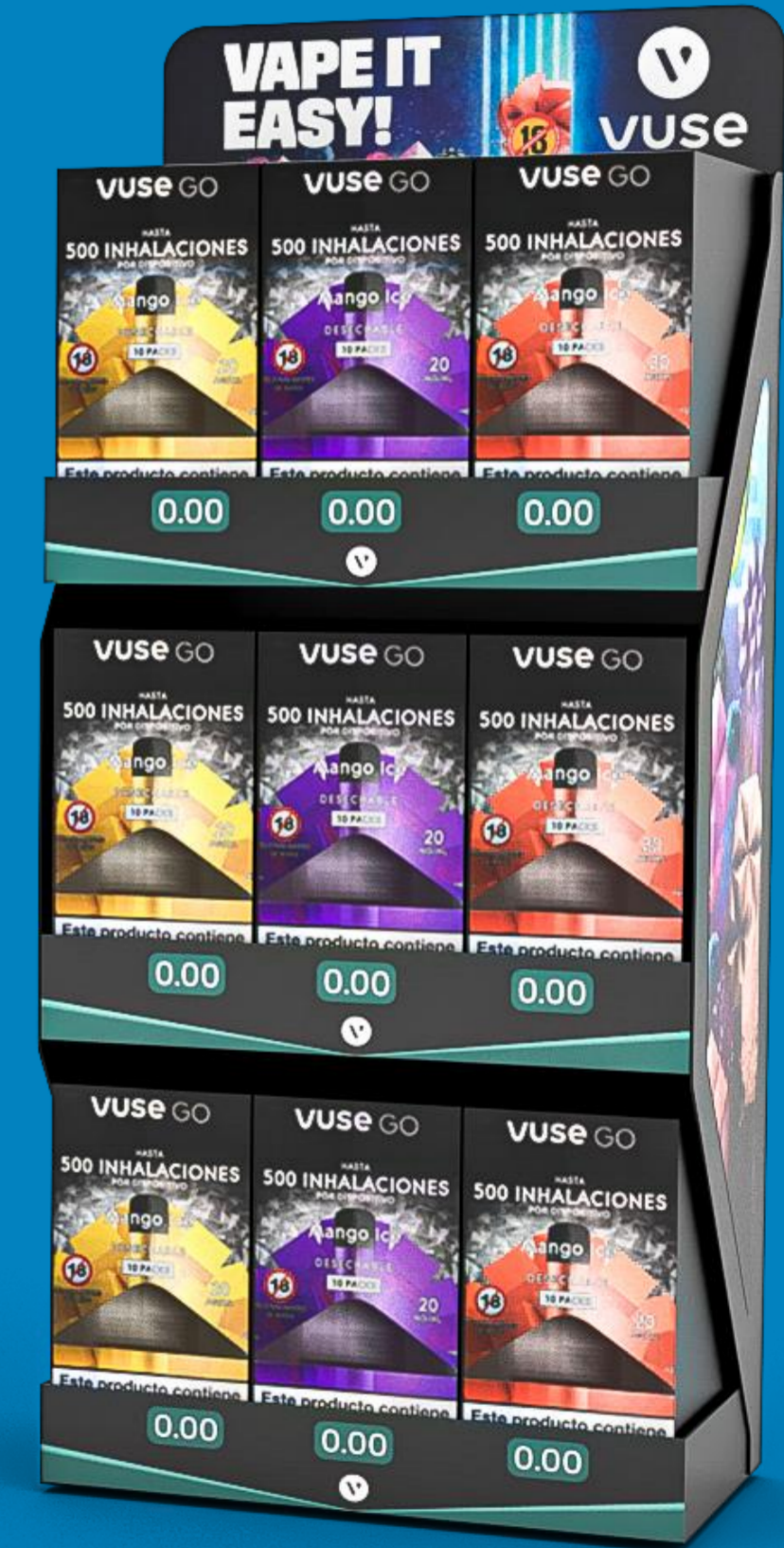
## Interchangeable Visuals

Future proof design allows the in-shelf to be used with any future products with similar dimension or new flavors. This is achieved by simply changing and adapting visuals on the front of the unit.



Dimensions

# MODI Counter



# Modularity

Future proof design allows the counter to be used with any future products with similar dimension or new flavors. This is achieved by simply changing and adapting visuals on the front and sides of the display.

New labels/prices can be printed sent out and replaced by merchants in stores without using any tools or chemicals.





Dimensions



# Thank You.

[www.bgreklam.com](http://www.bgreklam.com)

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