

awp

innovation
on display



fresh ideas to build sales

We are show and sell specialists





Top of the food chain

In this business, get noticed or be overlooked. Surprisingly, we've been doing both for 70+ years, working in the background inventing product displays that drive sales for big-name clients and engage shoppers in compelling experiences.

Fact is, we're tops in the food chain for optimizing space, capacity and consumer psychology to boost profitability. As customer behaviours shift, we assist in shaping and positioning stores to thrive in the midst of change. All that and a bag of chips.

about awp

how we work

produce department

floral department

bakery department

meat & seafood

bulk foods

Profit from our expertise

We could go on and on about all we've learned through seven decades. Suffice to say, our creative engineers and craftspeople put exceptional talent on display with enticing, browsable and experiential designs. Some of the world's top grocers choose us for all-in-one wood, metal, wire and plastic solutions from ideas to installation. We collaborate to create atmospheres conducive to consumer spending and representative of brand uniqueness. It's indispensable shelf help.

Industry Pedigree

Many clients consider us part of their in-house design and merchandising team. In addition to presenting products brilliantly to boost sales, we factor in market conditions, customer convenience, safety and maintenance ease, while finding ways to reduce shrink, labour, cross contamination and compensation claims. We cover every department.

Design to deployment

We work from your planograms or help you formulate new ones to increase scale and scope. Our expertise extends to microenvironments, pathway tactics, traffic flow and cross-sell opportunities. To your specs, we fabricate from any combination of metal, wood, plastic or substrates in our hi-tech 120,000 sq. ft. facility, testing and refining throughout the process, to deliver in fast turn-around. After all, time is a hot commodity.

Creativity and Competency

We believe merchandising is the greatest show on earth, with sell-outs resulting from products in the spotlight, positioned advantageously, targeted to consumer preferences. While we serve retail, medical, construction and building industries with equal acumen, the grocery sector is one in which we especially excel. Sure eye level is buy level, but pervasive appeal can spark a full-on spree.

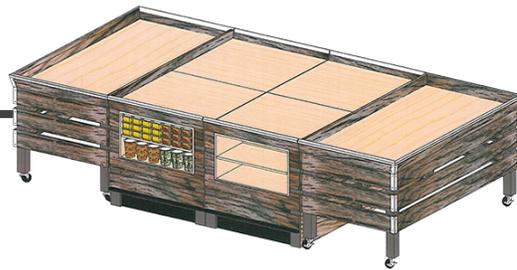
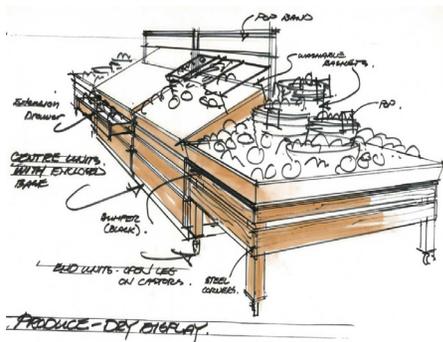




**innovation on
display**

how we work

Our track record of creative solutions for proven success is based on measurable client goals. From concept to construction, we engineer every conceivable detail to ensure quality, efficiency and economy are stacked in your favour. All delivered on budget, with added value built-in benefits: Space saving. Showcasing. Scalability. Simplicity. Self-service.



Brainstorm

- define objectives (prominence, uniqueness, appeal, organization, touchpoints, traffic control, impulse buys etc)
- explore strategies to attain goals
- ensure cost-effectiveness

Design

- determine ideal size, scalability, height, colour, texture and clever attention getters
- consider most efficient materials (metal, wire, wood, plastic, mill-work)
- combine substrates for optimal versatility and durability

Test

- construct a prototype to test structural quality, integrity & functionality
- trouble shoot variables in-house
- set up in a trial store to gather measurable feedback from staff and customers



Refine

- adjust, modify and perfect based on key performance metrics
- streamline configurations and scalable options
- ensure quality and durability



Manufacture

- fabricate to final specs
- utilize advanced technology for precision and speed
- control and check quality at every stage



Deploy

- manage delivery logistics
- expedite shipping
- include all tools, accessories and instructions for do-it-yourself installation (if you prefer, we're happy to do the install for you)

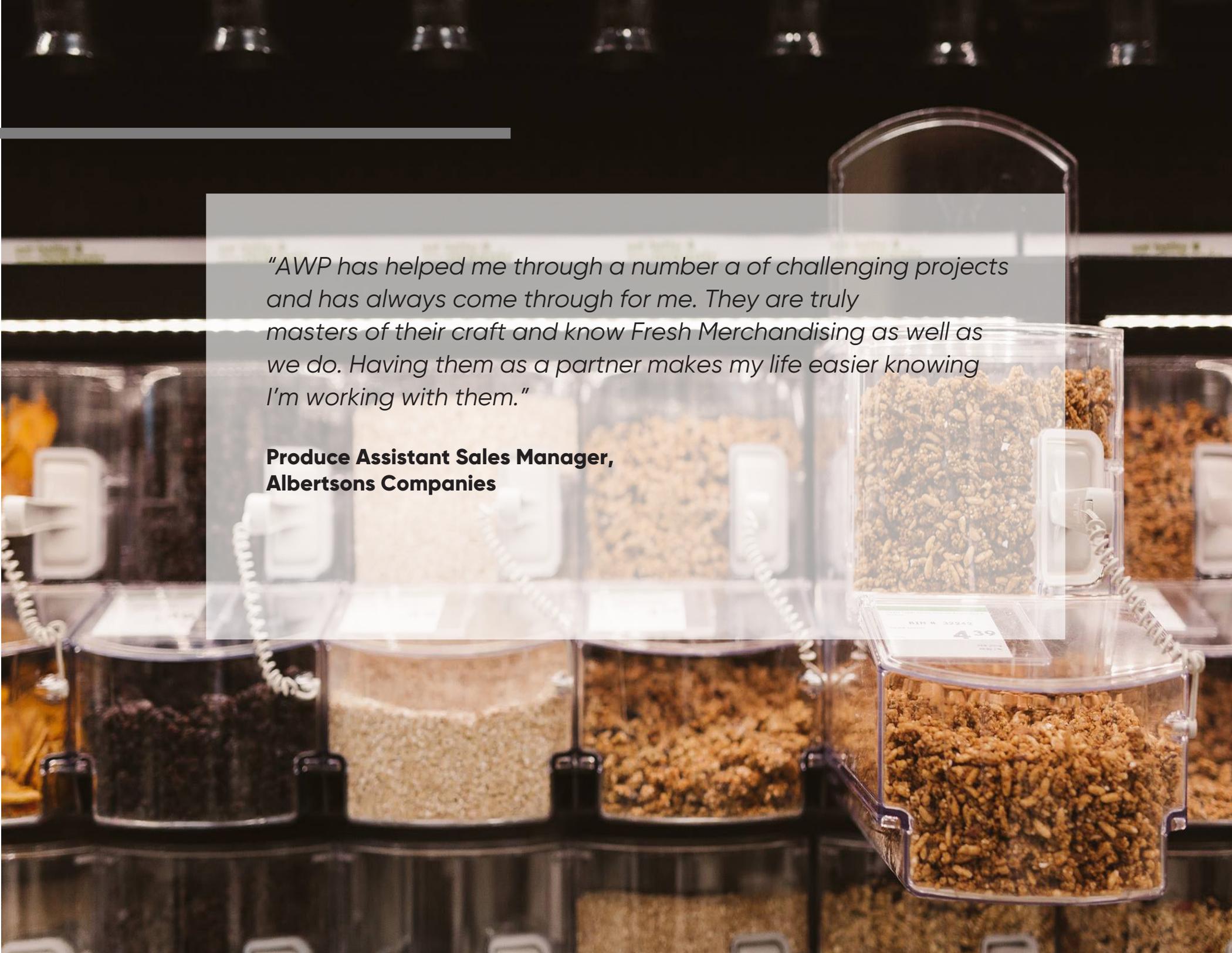
testimonials

"My experience with the team at AWP has been nothing short of outstanding. I found myself in need of a refreshed look and improved process for merchandising our fresh produce. Not only did John help design the layout for new bins, he also recommended a new style of cut out fixtures to maximize our space and next generation risers that would help with the amount of product on the tables. The service didn't stop there as Jordy was on site to assist with the overnight set up of the new bins. The end result was a better merchandised department that I know will continue to increase our sales and assist with only having the freshest product on display."

**General Manager,
Stong's Markets**

"I've been working with AWP for over 20 years and have always relied on them to help grow my business. No matter what department you need a fixture or solution for, they have you covered. The best part about working with AWP is coming up with unique designs that solve all my merchandising needs, no matter how big or how small. They are a great partner to be aligned with if you want to be successful."

**Franchise Owner,
Loblaws City Market**



"AWP has helped me through a number a of challenging projects and has always come through for me. They are truly masters of their craft and know Fresh Merchandising as well as we do. Having them as a partner makes my life easier knowing I'm working with them."

**Produce Assistant Sales Manager,
Albertsons Companies**

Plump up the volume

Make your produce section a hothouse of new revenue potential.

With heightened prominence, wider appeal, and come-hither displays that encourage browsing.

Approachability from all angles so customers can see, touch and choose money-making impulse buys.

New ideas crop up everyday at AWP
- yours fresh for the asking.



Fresh Fact:

**The number one reason consumers shop in-store is the ability to see, touch, smell, hear or try on products.
(Retail Dive)**

produce department



always lowest guaranteed
We can't guarantee your kids won't monkey around... but we can guarantee we have the lowest price on bananas.
.77
card price

always lowest guaranteed

always lowest guaranteed
850+
Items you buy most at the lowest prices guaranteed

Standard Tables





1. AWP Standard Table Set offers maximum flexibility with various table sizes, accessories and riser options to choose from.

2. Shelving inserts for tie in items as well as built in bag holders help remove additional fixtures off the floor while creating a cleaner look and more lineal footage.

3. AWP New Gen Risers provide shelving to keep product looking tidy while reducing the amount of product required to make the set look full and fresh.



Fresh fact:

In-store shopping is still the preferred retail channel for 82% of Millennials, even the ones who also engage in on-line shopping. (Synchrony)



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4. The banana table is a showstopper with its functional shape along with all it's own accessories for tie ins, bag holders and scales.

5. New Gen Risers offer a full look with less inventory, helping reduce shrink and keeping the department looking fresh.

6. A full line of organic accessories are also available including risers, signage and colored holdbacks.

7. Half round tables for rounded tie in items to boost sales for cross merchandising programs.

8. The AWP Standard Tables are available in a number of material options and finishes.



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Euro Tables





1. AWP Euro Tables come in a variety of sizes and styles from closed tables to open tables.
2. With a slanted deck, Euro Tables give your department a full look upon entry to the department.
3. We have a variety of risers and accessory options available, even an add-on top shelf for increased lineals in small format locations.



4. The banana table can be incorporated into the Euro Table set by matching the color or tile style.

5. The closed tables can incorporate shelving with spring loaded pushers and LED lights as well as interchangeable signage.

6. A variety of trays and risers can be used to increase offerings and keep the department looking organized.

7. These tables are available in a variety of tile colors or solid wood options.

8. Our open style Euro tables create a clean look throughout the department.



Fresh fact:
People are continuing to eat, snack and cook with fresh vegetables more than pre-COVID. (IRI 2021)



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Orchard/Field Bins





1. Our Orchard Bins come in a patented panel system that makes them incredibly versatile and easy to set up.
2. Our tables come in a variety of sizes with a number of riser options to choose from.
3. We have a number of spill tables to choose from which allow for cross merchandising tie in items and promotional programs.



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4. Our New Gen Risers system also fits all our Orchard Bin tables to keep the shelves looking full.

5. Tie In shelving comes with LED lighting to make products pop; Brand messaging can also be incorporated into the table panels.

6/7. Our panels can incorporate a variety of finishes from solid wood to vinyl tiles along with metal.

8. We have a variety of accessory tables that tie into the Orchard Bin set to maximize space and shopability in your department.



Fresh fact:
The strength of vegetables remains remarkable whether we look at dollar or volume gains at retail. (Produce Blue Book 2021)



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Promo & Seasonal



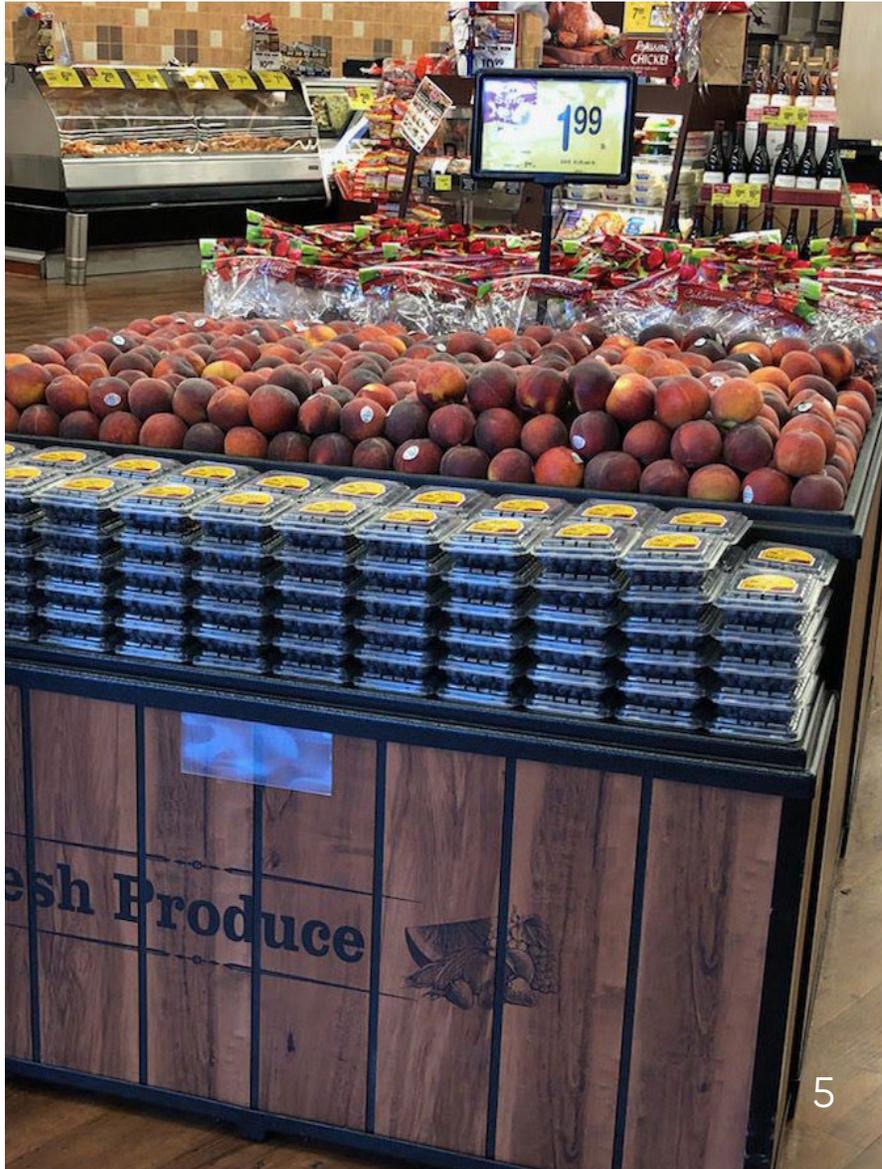
1. Our Promotional Seasonal bins give you that “WOW” you’re looking for when customers walk into your department.

2. We have a variety of solid wood and chloroplast tables to choose from; they all include a strong vacuum formed plastic top and well as a formed plastic base to protect the bins from floor cleaners and buggies.

3/4. Our Refrigerated End Tables can be customized to any refrigerated case.

5. Our Promotional Seasonal Bins can be branded or messaged how ever you would like.





Accessories





We have a number of accessories for any area of your Produce Department from metal and wire shelves to plastic trays and pusher systems.

There's nothing we can't help you with for produce merchandising - from highlighting the produce itself to cross-merchandising with fixtures for related products, like dried fruits, sauces and nuts, to help round out your customers' selections.

Put your petals to the metal

We wilt at the thought of wasted sales opportunities. Our solutions are modular, scalable and easily moveable to other high-traffic areas of the store, while offering unsurpassed flexibility, functionality and cost-efficiency. Not to mention ingenuity to extend floral freshness and reduce perish rates.

We're the pick of the industry for growth potential.



Fresh fact:

69% of Americans believe that the smell or sight of fresh flowers will improve their overall mood.

(Society of American Florists)

floral department



GROWING TOGETHER
Our commitment to top quality food & made possible by long-term partnerships with growers, caretakers, producers, & family get.

GROWING TOGETHER
Our community is made possible by long-term partnerships with growers, caretakers, producers, & family get.

31.99

19.99

26.99

22.99

FRESH IDEAS FOR FLORAL DEPARTMENTS



1. We carry a variety of ring systems for various style cases.

2/3/4. A nesting table cluster is a great way to display fresh flowers and we've got a number of styles and finishes to choose from.

5. The round ring display makes for a great, full look that takes advantage of your existing buckets.





Make revenues rise.

Stale fixtures just don't cut it. To sell by best-before dates and reduce loss, you have to target the consumer sweet spot, especially if your store lacks the aromatic allure of baking on the premises.

Our shopper-stopper tactics turn heads and feet towards temptation purchases as well as everyday staples.



Fresh Fact: Bakeries are the fastest growing food sector, with an average annual GDP growth rate of 5.4% since 2015. (FCC www.fcc-fac.ca/en/knowledge/economics/fall-2020-bakery-outlook)

bakery department



LOVE LUNCH
SANDWICH BREAD
ITALIAN STYLE BREAD

GO WITH THE GRAIN
WHOLE GRAINS
PULSES
ANCIENT GRAINS

SIMPLY NATURAL
ORGANIC
SPROUTED GRAIN

COMFORT FOOD FAVES
HAMBURGER BUNS
HOT DOG BUNS

START EVERYDAY FRESH
BAGELS
ENGLISH MUFFINS
SWEET FRUIT BREAD

WRAP IT UP
TORTILLAS
KHAAN
PITA BREAD

FRESH IDEAS FOR BAKERY DEPARTMENTS



2

1. (see previous page) Our rolling bread racks are designed to make filling and rotation easy and quick. The gravity fed shelves help product face itself without employee interaction.
2. End caps are a great spot to sell lots of product and we've designed fixtures for a variety of products.
3. We have both wood and metal cortina style fixtures that are modular and easy to use.
- 4/5. If you're looking for a custom case for your fresh products, we've got those as well.



Cut to the choice.

No bones about it, consumers tend to spend a lot of time here browsing, mulling and comparing.

We help catalyze decision making with grade A opportunities for whim purchases with displays and enclosures that grandstand quality and selection, with freshness at the forefront.

Chop it up to our experience.



Fresh Fact: Doubling the size of a store's shopping carts can lead shoppers to buy as much as 40% more. (www.fivestarchomefoods.com/blog/grocery-shopping-facts)

meat & seafood



1

We have a variety of Meat and Seafood trays in different shapes and sizes. All our trays are food safe, durable and create a great show within your service case.



Fresh Fact: Transparency is becoming an important driver of purchase decisions. Consumers want to know about where their meat comes from and the journey it takes to reach their plates. (Forbes.com)



Weigh the benefits.

Stocking loose goods is a mixed bag. While unwieldy, the high-margin profitability and on-trend draw as eco-conscious consumers shun packaged products makes this section well worth updating. We help streamline and sanitize this section with state-of-the-art dispensers that control flow, measure volume and track both inventory and expiration.

We've bin there, done that. Ask us for the scoop on how to optimize mass appeal.

bulk foods



Fresh Fact: Food retailers can save between \$40,000 and \$170,000 for every one million units of pre-packed product they convert to self-dispensing bulk systems. (Waste and Resources Action Program)



baking needs
baking nuts

Drink by the bowl
organic snacks
organic cereal

Coca-Cola

**NATURALLY
GOOD**

Scoop up the savings with our great selection of natural and organic bulk items.

PAUSE

Let's pause. Allow us to help you choose a product or product mix that's right for you. We're here to help you choose the best product for you.

TRY A BIT

Try a bit of everything. We have a wide variety of natural and organic bulk items.

fresh ground

fresh ground
nut mill

TRASH

FRESH IDEAS FOR BULK FOODS DEPARTMENTS



1. (see previous page) Custom scoop bins with wood grain finish provide the perfect finish to a great looking Bulk Department. We have strategic partnerships set up with some of the largest Bulk Bin providers in the world so we are able to supply a full department if desired.

2. As new trends become more popular we are able to provide solutions to drive new sales. These K-Cup displays do exactly that.

3/4. We have a variety of different style bin options for all types of bulk products from salty snacks to sweet treats and even spices.

5. Bulk Islands are a great way to add sales to your Produce Department and we have all the options you could ask

6. Full service cabinets that include everything you need for a nut butter station are available as well.



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**We show. You sell.
It's simple, cost-effective,
smart business.**

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