



PRESS RELEASE: Are you interested in saving money?

The Future of Yogurt Category Merchandising, Today.

**Introducing Visi-Yogurt
Reduce Labor, Spoils, and Increase Sales**

Little Rock, AR - 02/15 - Trade Fixtures/Newleaf Designs announces the launch of our Visi-Yogurt™ dairy category shelf merchandising system.



Visi-Yogurt™ is the only complete solution designed to merchandise singles, drinkables, family style containers, and multi packaged styles of yogurt and dairy products.

Trade Fixtures/NewLeaf Designs

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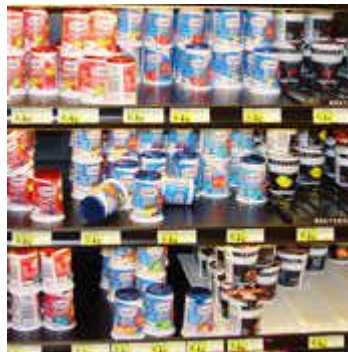
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Does this look familiar?

Retailers who have not yet discovered the Visi-Yogurt™ Merchandising system spend countless hours facing, rotating and cup stacking to maintain a neat and functional yogurt section. The traditional consumer experience includes a yogurt section with cups knocked over, products out of place, and the search for that one flavor that is where it isn't suppose to be.



The New Standard in Yogurt Merchandising...

Those who have discovered the Visi-Yogurt™ merchandising system love it, and in turn their customers love them.

The Visi-Yogurt™ merchandising system is the perfect choice for any grocery retailer looking to increase



yogurt sales through reduction in labor and spoils within their Dairy section.

The Visi-Yogurt™ merchandising system built on the patented Visi-Floor™ base allows product to flow, creating an always fronted Yogurt section. "Visi-Floor™ is the industry leader in front facing technology, and has been the product of choice in the beverage category for many years. It only made sense to build the next category champion Visi-Yogurt™, off of a proven industry leader. Some of our customers have reported a significant decrease in stocking and fronting labor" notes Scott Williams, Director of Marketing. "And all have indicated a sales lift in total store yogurt sales." Williams adds.

The Visi-Yogurt™ system benefits retailers by providing a true First In-First Out rotation, accessibility for those with front or rear loading dairy cases, and minimizes pack out loss. The retailer can then pass along an easy to shop, always stocked appearing, and unobstructed shopping experience to their customers.

President/GM Scott Johnson, "The release of the Visi-Yogurt™ Merchandising system is a culmination of years of R&D, testing, feedback from a core of retail executives we partner with, and a dedication to do it right to ensure the product is a total success. Let my team of professionals help you realize your potential, today!"

For more information on how Trade Fixtures/Newleaf Designs Visi-Yogurt Merchandising System can help you reduce spoils, reduce labor, and increase sales, please visit our website at www.tradefixtures.com/products_yogurt.htm, or email our sales team at cservice@tradefixtures.com.

The Face of Quality, Pride and Innovation

Trade Fixtures/Newleaf Designs is the Industry Leader in Next Generation Bulk Merchandising Solutions. Founded in 1982, and located in Little Rock, Arkansas our company is committed to the manufacturing and assembly of quality merchandising displays and products.

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