

BD Rowa™ Vmotion

Planogram design guide

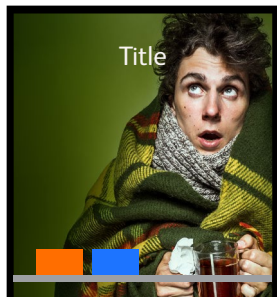
What effect can a well-designed planogram achieve?

- Large selection of high-quality content to appeal to customers on an emotional level.
- Visually appealing support for advice and additional sales.
- Highlight offers, product advertising, and own services.



Want to learn more?

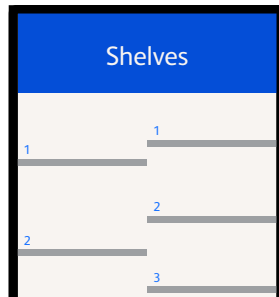
Visit the BD Rowa™ Customer Learning Center at <https://clc.rowa.de>.



Title & background

Use contrasts!

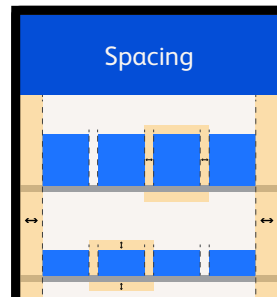
If you want your offer to be seen, announce it clearly and in high contrast. Match the color of the title to the background image and ensure sufficient contrast between the text, packs, and the background.



Shelves

Use the space!

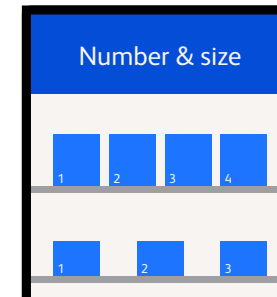
Choose the right amount of shelves to create a good ratio between pack size and shelf height. We recommend using four to five shelves.



Spacing

Create space!

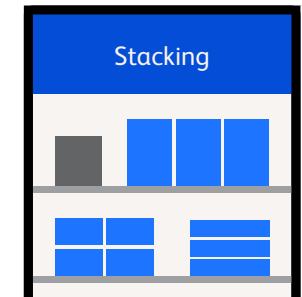
Make sure that there is some space between the packs, the sides, and the top edge of the shelf. To achieve a neat effect, you can align the left and right sides evenly.



Number and size of products

Focus on visibility!

Make sure that all product names are easily recognizable. Your customers should be able to read the smallest name even at a distance from the screen. In order to fill the shelf space optimally, you should display a maximum of four products per shelf.



Stacks

Optimize!

Fill the rows harmoniously. For stacks of the same product, we recommend combining a maximum of four packs in width and three packs in height.

If you have any questions, please contact BD Rowa™ Service.

This document does not replace the operating instructions.
The contents of the operating instructions must be read carefully and followed!

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