



BACKGROUND

Many petrol forecourts are transitioning into multi-energy stations offering additional facilities. This will change the experience of refuelling vehicles from being a rapid one to an enforced break, providing new opportunities for retailers to extract sales potential on the forecourt.

Research suggests more than 70% of purchase decisions are made as a result of visual and emotional stimuli, which impact the consumer experience and shopper behaviour.

As forecourt retailers look to maximise their non-fuel sales, we anticipate retailers will further utilise their external space to display products suited to Point of Sale (POS). There also exists many instances where POS units are used by convenience retailers at the front of stores to sell seasonal products, presenting an opportunity for sales growth in this area.

As a result, we believe there is a demand for a new compact point of sale display unit ideal for vehicle fuelling forecourts and convenience retail stores, particularly where external space is limited.

DESCRIPTION

Nova™ Storage Bunker is a new point of sale unit that allows storage and display space for products commonly sold on forecourts such as screen wash, charcoal, disposable BBQ's, logs, etc.

The Nova Storage Bunker has been designed to offer a large capacity within a compact footprint offering 25% more capacity per square metre compared to the Orion™ Storage Unit. The more compact width allows the unit to fit on sites where space is limited or maximises sales opportunities on larger sites.

The bunker incorporates a new and unique two-piece door system that not only protects the contents from adverse weather conditions when closed but also acts as a small rain canopy when open offering additional weather protection. The two-piece door is extremely strong and provides excellent vandal resistance and comes as standard with a Hasp and Staple locking feature for security when not in use.

Customisable marine plywood shelving is available to maximise the number of products that can be displayed within the product and dedicated newspaper and flower display shelving can be installed within the product so that multiple units can be placed side by side, creating a coherent display for different items.

The body and door are manufactured from Durapol® and standard colours are Black (15% Recycled), Anthracite Grey, Dark Blue and Red for the body and Mid Grey for the door.

Optional extras include a Padlock Kit for the door, Shelving configurations, Castor Wheel Kit, Newspaper Display Shelving, Flower Display Shelving, replaceable Graphic/Personalisation Signage. Ground fixing fits are available should the unit need to be permanently sited.

KEY FEATURES AND BENEFITS

COMPACT SIZE - ease of siting in front of shop particularly where space is limited.

LARGE CAPACITY - ability to store and display several products of differing sizes, minimise the amount of re-stocking and maximise sales. Holds approximately 60 off 5 litre screen wash bottles.

TWO PART DOOR - lightweight design allows for ease of opening and closing, tidy appearance and compact for the retail environment, durable, robust, secures goods away when locked, graphic area to promote goods being sold, weather protection for stored products.

CUSTOMISABLE SHELVING - maximise number of products stored, minimise re-stocking, weather resistant, minimal maintenance, strong and durable. There are three shelf locations in the unit that provides seven different configurations of unit.

OTHER FEATURES AND BENEFITS

DURAPOL BODY AND DOOR - durable, robust, corrosion resistant, easy to clean, minimal maintenance, long life.

LARGE OPENING - allows for ease of access to products, maximises visual display, ease of cleaning.

INTERCHANGEABLE FOAMEX GRAPHIC - display marketing messages to promote products, brands or store identity.

RAIN PROTECTION CHANNELS - ensures that rain runs off and away from the promoted products.

SMOOTH SURFACES - ease of cleaning, minimal maintenance, ease of removing/restocking products.

DOOR HANDLES - ease of opening.

SIDE HANDLES - ease of carrying and siting.

INTERNAL GROUND FIXING POINTS WITH COVER CAPS - added security, conceals fixing points, provides smooth surfaces for ease of cleaning.

HASP AND STAPLE - lockable for added security when shop is closed, durable, ease of use, neatly stowed when door is open.

DETAILED FEATURES AND BENEFITS - See Sales Presentation and the Product Training Presentation

TECHNICAL DETAILS - See Model Specification Drawing

INSTALLATION, MAINTENANCE AND AFTER-CARE - See Instruction Leaflets

COLOUR RANGE

The Nova Storage Bunker is available in the following standard body colours : Black (contains 15% recycled material), Dark Blue, Red and Anthracite Grey.



The door is available in Mid-Grey as standard.

Alternative colours are available subject to a minimum order quantity. The minimum order quantity for a standard Glasdon colour stocked by the supplier is 10off units. For all special colours not stocked by the supplier, a typical minimum order quantity will be approximately **25off body mouldings, 90off complete door mouldings (90off assembled Nova's) or 20off Nova's with matching body and door.**

Purchasing/Technical Services are to be contacted to confirm the minimum order quantity and cost prior to advising the customer.

FIXING OPTIONS

Ground anchor fixings for installation into preprepared concrete foundations or concrete paving slabs are supplied as a kit.

Installation instructions are supplied with every ground fixing kit supplied.

An optional castor wheel kit is available to allow the unit to be wheeled. The wheels are braked to prevent the product from moving when sited. Instructions on use are included in the Operation and Maintenance Manual supplied with each product.

FRONT DOOR PANEL GRAPHIC

A standard Newspaper, Flower or Blank door panel graphic can be specified if personalisation is not required.

**PLEASE NOTE: ALL ORDERS MUST BE SUPPLIED WITH ONE OF THE FOLLOWING -
A standard graphic (NEWSPAPERS or FLOWERS), personalisation graphic or a blank panel.**



NEWSPAPERS



FLOWERS



BLANK (BLACK)

NON STANDARD GRAPHICS / PERSONALISATION

Personalisation of the three areas below is possible with printed Foamex board and self-adhesive stickers. The side areas have a smooth finish to accept self-adhesive vinyl graphics.

IF NO PERSONALISATION IS REQUIRED A BLANK BLACK DOOR PANEL MUST BE ADDED TO THE ORDER.

For Personalised graphics, Group Marketing are to select from a Foamex template kit that includes either black (155/6300) or white cover caps (155/6301). The template including the appropriate colour of cover cap should be selected which best suits the personalisation artwork requirements to blend in.



Front Door Panel Graphic

1022 x 237 - 3mm printed foamex board
For dimensions refer to drawing number
16B096-21



RH & LH Side Upper Body Graphic

380 x 102mm - printed vinyl



RH & LH Side Lower Body Graphic

470 x 480mm - printed vinyl

GRAPHIC LOCATIONS

