



FOR IMMEDIATE RELEASE

“VERSAGRID™ SYSTEM HELPING RETAILERS INCREASE SALES AND PROFITS THROUGH IMPULSE BUYS”

(Rosemount, MN – October 2011) – Cannon Equipment’s new Versagrid™ front-end merchandising system was designed to help retailers increase sales and profits by the use of dense merchandising of impulse items in high traffic areas. This patent-pending, flexible, configurable, modular display system allows a retailer to layout, arrange and easily rearrange permanent front-end systems in a way that has not been possible with traditional custom fixtures. In addition to being modular, it is completely customizable to meet any retailer’s look or design direction. Now retailers can capture impulse purchases including new SKU introductions, packaging innovations and cooler additions and changes. To help quickly and easily locate merchandising components anywhere on the merchandising system, an intuitive component locator board can be used to set customer specific planograms, and then easily removed for a clean and attractive appearance. Because VersaGrid™ is a modular system, it can be shipped knocked-down or completely assembled depending on the customer’s requirements.

“Retailers told us they were looking for a flexible way to adapt and update their front-end systems to capitalize on changes in consumer preferences, product innovations and corporate directives in a way that just was not possible with traditional custom fixtures” said Kenny Ramsey, Vice President of Marketing and New Product Development at Cannon Equipment. “We challenged our design team to find a solution and they came up with the ultimate game changer. We are excited to let retailers know that Versagrid™ is now available. It is possible to have a front-end system that maximizes space, increases flexibility, uses standard parts, and enhances a shopper’s overall experience while delivering increased sales and profits to retailers”, said Ramsey.

The patent-pending technology behind the Versagrid™ merchandising system creates a sustainable, reconfigurable merchandising solution that is like no other on the market today. The permanent modular display is designed to last ten-plus years and uses standard components which can be locked into place to satisfy the requirements of all major cost share programs and participants and can be easily rearranged into different configurations for cross-merchandising space. Shelves, pockets, baskets and bins can be changed out or rearranged to satisfy any customer layout. A unique bracket system with up to ¼-inch vertical adjustment and infinite horizontal adjustment enables very tight pack outs to optimize

space. The system is on a grid which offers horizontal adjustments with standard heights of 54 inches, 57 inches, 60 inches and 63 inches. Custom configurations are also available. VersaGrid™ is NOW available for order!

For further information about Versagrid™, please visit www.versagrid.com, or call us at 1-888-848-8801.

About Cannon Equipment

Cannon Equipment is a provider of innovative and sustainable solutions that drive impulse purchases of high-margin items to increase profits for brand owners and retailers. Cannon Equipment also specializes in providing value-added closed-loop material handling systems that reduce costs and deliver supply chain efficiencies to manufacturing and supply chain businesses. Operating with the highest degree of integrity and business responsibility, Cannon Equipment, as part of the IMI Merchandising Group, has the strength and backing of its global parent company, IMI plc. Cannon Equipment is headquartered in Rosemount, Minnesota with three manufacturing locations in Minnesota and Tennessee. More information about Cannon Equipment is available at www.CannonEquipment.com.

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