



For Immediate Release

June 24, 2010

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New Front-End Merchandising System from Cannon Equipment is an Industry First

Innovative system drives sales and reduces costs

ROSEMOUNT, MINN. – June 24, 2010 –Cannon Equipment unveiled this week a unique merchandising solution designed specifically for the retail front-end display space. With its new fully sustainable, permanent and reconfigurable design, VersaGrid™ allows retailers in any market to maximize front-end profits by adapting to market trends, consumer preferences and seasonal changes on a real-time basis. Its design not only allows for traditional front-end configurations but is also the first merchandising system designed for single-line queuing and self checkout merchandising.

At the 2010 ECRM (Efficient Collaborative Retail Marketing) Checklane and Front End EPPS® event in Florida, retailers were able to touch and play with the new system for the first time. As a complete solution, VersaGrid™ brings value to all of our partners, retailers, brand owners, magazine publishers and installers. Shelves, pockets, pegs, and bins can be accurately moved and changed at any time, or securely locked into place to ensure 100% program and contract compliance. The system is also eco-friendly as the frame is designed to last for over ten years and all merchandising components can be reused through the nation-wide Cannon Equipment system.

“VersaGrid™ will forever change the way products are displayed at the front-end and in other high value areas of the retail environment,” said Chuck Gruber, President, [Cannon Equipment](#). “Ultimately, the [VersaGrid™ system](#) will be a game changer providing retailers a competitive edge by allowing them to stay on top of merchandising innovations in this very valuable space in their stores. This system also addresses the retailer’s environmental concerns of disposing front-end fixtures every three to five years as programs change.”

“The patent-pending VersaGrid™ system was designed based on input from the grocery, retail, magazine and brand communities” said Kenny Ramsey, Vice President of Marketing and New Product Development, [Cannon Equipment](#). “Our main objective was to develop a front-end solution that would address the needs of retailers and participants today while providing flexibility to allow for future changes in consumer preferences, product innovations, and corporate directives.”

The system uses a series of permanent reconfigurable base frames connected together to meet any design criteria. The patent pending innovative frame connection system allows retailers to connect multiple frames together to extend the display as needed, add perpendicular end panels, incorporate a beverage cooler or create multiple angles. Once the desired footprint is established, standard and custom interchangeable merchandising components, such as shelves, baskets, pegs and magazine pockets, can be attached anywhere on the [VersaGrid™ system](#). The component attachment brackets are

designed to allow for up to one-quarter inch adjustment vertically and infinite adjustment horizontally, and all adjustments are tool free if desired or locked as needed. To help quickly and easily locate the merchandising components anywhere on the merchandiser, an intuitive component locator panel is designed into the [VersaGrid™ system](#). All system components can be tracked and cataloged using a Cannon Equipment supplied asset tag system which allows for quick and easy real time fixture and component changes at store level.

The [VersaGrid™ system](#) was officially launched at the 2010 ECRM conference. Feedback was extremely positive with a level of excitement that has not been seen in the front-end space for decades.

For more information about VersaGrid™ go to www.Versagrid.com, or call 888.848.8801.



New VersaGrid™ System (above)

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 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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