



## FOR IMMEDIATE RELEASE

### **“NEW VERSAGRID.COM WEBSITE DESIGNED TO HELP RETAILERS GROW FRONT-END SALES”**

(Rosemount, MN – January 2012) – Cannon Equipment has announced the launch of [www.versagrid.com](http://www.versagrid.com), a new website that supports the sales and service of its revolutionary Versagrid™ front-end merchandising system. The website was developed as a resource tool for retailers, providing content that is designed to further educate retailers on how they can use retail science, best practices and new technologies to maximize their front-end sales.

“Our goal was to create a dynamic website that would actually show retailers ways they can adapt and update their front-end systems to fully take advantage of high margin space” said Kenny Ramsey, Vice President of Marketing and New Product Development at Cannon Equipment. “Versagrid™ is a flexible system that uses dense merchandising of high impulse items that makes it possible for retailers to capitalize on changes in consumer preferences, product innovations and corporate directives in a way that has not been possible in the past”, added Ramsey.

The site welcomes visitors with animated displays showing the Versagrid™ system in action. The start-to-finish displays highlight several applications including: a grocery/supermarket and mass merchandise system, a hardware store and DIY retailer application, a home goods and home furnishing retail system, an office supply retailer application and a craft/hobby store retailer application. These animated displays allow visitors to quickly see exactly what Versagrid™ is and how it can work for them.

The section “What is Versagrid™?” details front-end challenges that retailers face and provides information on how retailers can overcome these obstacles with the Versagrid™ system. Versagrid™ makes it possible for retailers to layout, arrange and then later easily rearrange the permanent front-end system that is built to last ten-plus years. Retailers can capture impulse purchases including new SKU introductions, packaging innovations and seasonal promotions with one long lasting front-end system that is completely customizable to satisfy all major cost share programs.

The website is designed to be user-friendly and is very easy to navigate. And while the content of the site is built around the Versagrid™ system, it also offers visitors important guidelines and information on best practices and retail science. The “Best Practices” section contains information on the value of the front-end, impulse opportunities that exist for retailers, the merchandising cycle and ways to make a best practice program more effective. And the “Retail Science” section is a must-see, loaded with information

on customer & shopper behavior, trip mission data, front-end impulse purchases and ways retailers can use engagement to capture sales.

Other sections of the website include a section dedicated to “Self-Checkout (SCO) and Queuing” Merchandising Management solutions, plus a “Services” section that details Versagrid™’s customer support and Cost Share Program. The “Info Center” contains FAQ’s, case studies and downloadable brochures with other information a retailer may be seeking from Cannon.

For further information about the Versagrid™ front-end system, please visit [www.versagrid.com](http://www.versagrid.com).

**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](http://www.CannonEquipment.com).

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