



WALL'S®

# POINT-OF-SALE BROCHURE



2024



# HOW DO I DECIDE WHICH POS ITEMS TO ORDER FOR MY CUSTOMER?

STEP 1

UNDERSTAND THE CHANNEL TYPE  
**CONVENIENCE**  
OR LEISURE?

STEP 2

ARE THEY A **GOLD**, **SILVER**  
OR **BRONZE** CUSTOMER?



SITES WITH 18 BASKET CABINETS  
OR MULTIPLE FREEZERS



SITES WITH 12 BASKETS CABINETS



SMALL CONVENIENCE STORES





# HOW DO I DECIDE WHICH POS ITEMS TO ORDER FOR MY CUSTOMER?

STEP 3

CONSIDER THE PURPOSE OF THE POS - IS IT **ATTRACT**, **ENGAGE** OR **SELL**?

**ATTRACT**  
10 METRES

Capture attention from afar and draw consumers in.  
Make them think...

“OH HH ICE CREAM”

**ENGAGE**  
5 METRES

Engage and entice outside of or instore.  
Make them think...

“MMMM ICE CREAM - BUT WHICH ONE?”

**SELL**  
1 METRE

Help consumers choose with a clear and concise range and pricing.  
Make sure to answer...

“WHERE IS IT? ...HOW MUCH?”

KEEP THESE ANSWERS IN MIND AND TAKE GUIDANCE FROM THE FOLLOWING PAGES





# CONVENIENCE - BRONZE

ATTRACT

ENGAGE

SELL



1240021



1240057



1240020



1240017



1240016



4240001



1240011



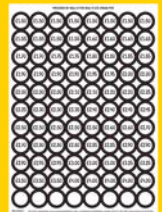
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1240010



1240009



1240013



1240002



1240003





# CONVENIENCE - SILVER

ATTRACT



1240021



1240020



1240044



1240057

ENGAGE



4240002



1240027



1240035

OR



1240031



1240036



1240048

SELL



1240017



1240018



1240016



4240001



1240011



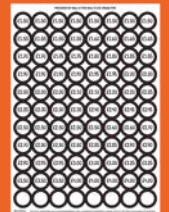
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# CONVENIENCE - GOLD

## ATTRACT



1240021



1240020



1240044



1120004



1240057

## ENGAGE



4240002



1240027



1240035

OR



1240031



1240036

## SELL



1240017



1240018



1240016



4240001



1240011



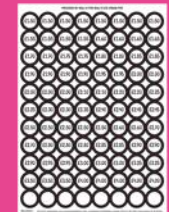
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# LEISURE - BRONZE

## ATTRACT



1240021



1240057



1240020

## ENGAGE



4240002



4240003



1240024



1240026



1240027



1240025



1240035



1240029



1240028

## SELL



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1240018



1240016



4240001



1240011



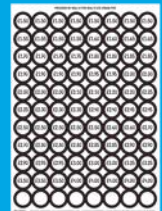
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1240005





# LEISURE - SILVER

## ATTRACT



1240021



1240020



1240044



1240046



1240042



1240043



1240039



1240023

## ENGAGE



4240002



4240003



1240024



1240026



1240027



1240025



1240035



1240029



1240028

## SELL



1240017



1240018



1240016



4240001



1240011



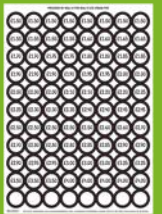
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1240010



1240008



1240013



1240019



1240004



1240005







# LEISURE - GOLD

## ATTRACT



1240021



1240020



1240044



1240042



1240043



1240046



1240047



1240039



1240038

## ENGAGE



4240002



4240003



1240024



1240026



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1240028

## SELL



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1240018



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4240001



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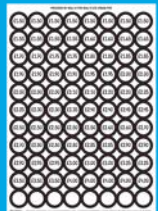
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1240004



1240005





# HOW DO I PLACE POS ITEMS ON MY MAXI OR VISTA CABINET?



MAXIVISION POINT OF SALE

HOW TO PLACE  
POINT OF SALE FOR  
YOUR MAXI CABINET



MAXIVISION POINT OF SALE



VISTA POINT OF SALE

HOW TO PLACE  
POINT OF SALE FOR  
YOUR VISTA CABINET



VISTA POINT OF SALE

WATCH THESE **VIDEOS** TO SEE HOW TO PLACE YOUR **POS**



# CARTE D'OR®

# LEISURE - BRONZE

## ATTRACT



2240007

## ENGAGE



4240002



4240003



2240014



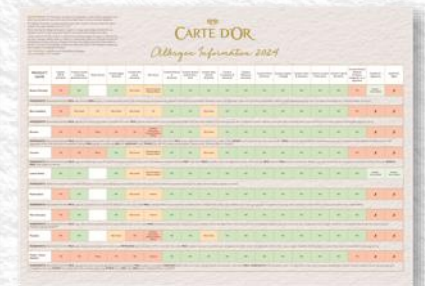
2240002



## SELL



2240016



2240015



2240011



2240017



2240012

## ATTRACT



2240008



2240007



2240006

## ENGAGE



4240002



4240003



2240014



2240002



## SELL



2240016



2240015



2240011



2240017



2240012



2240018

## ATTRACT



2240008



2240010



2240007



2240009



2240006

## ENGAGE



4240002



4240003



2240014



2240002



## SELL



2240016



2240015



2240011



2240017



2240013



2240012



2240018



# POS GLOSSARY - HOW TO USE

THIS GLOSSARY CONTAINS ALL OF THE ITEMS THAT ARE AVAILABLE, DIVIDED INTO **WALL'S**, **CARTE D'OR**, **BEN & JERRY'S** AND **HARDWARE** SECTIONS.

EACH ITEM WILL HAVE AN **IMAGE**, **ITEM NAME** AND **ITEM CODE**.

THE **ITEM CODE** CAN BE USED TO PLACE ORDERS ON THE **DYNAMIC WEBSITE**.

POS WEBSITE LINK: <https://awayfromhomepos.com>





# POS GLOSSARY

	<p>Rangeboard - Standard Convenience - 12 Basket - 1240002</p>	<p>Rangeboard - Standard Convenience - 18 Basket - 1240003</p>	<p>Rangeboard - Modular Leisure – 12 Basket - 1240004</p>	<p>Rangeboard - Modular Leisure – 18 Basket - 1240005</p>
<p>Rangeboard - Secondary Modular Leisure - 12 Basket - 1240006</p>	<p>POS Kit Envelope – Maxivision - 1240008</p>	<p>POS Kit Envelope – Vista - 1240009</p>	<p>NPD Sticker – Magnum Euphoria - 1240017</p>	<p>NPD Sticker – Twister Berry-licious - 1240018</p>
<p>Basket Label Set - Wall's Maxivision - 1240011</p>	<p>Basket Label Set - Wall's Vista - 1240012</p>	<p>Impulse Strip - 1240010</p>	<p>Magnetic Impulse Strip - 1240007</p>	<p>Close The Lid Stickers - 1240016</p>

POS WEBSITE LINK: <https://awayfromhomepos.com>





# POS GLOSSARY

<p>Wall's Walk This Way Sticker - A3 - 1240057</p>	<p>Window Cling - Wall's Logo - 1240020</p>	<p>A Panel - Wall's Modular 12 Range &amp; Magnum Euphoria - 1240027</p>	<p>A Panel - Wall's Modular 18 Range &amp; Dual Magnum NPD - 1240024</p>	<p>A Panel - Magnum Range &amp; Better Choices - 1240029</p>
<p>A Panel - Calippo Range &amp; Cornetto Range - 1240028</p>	<p>A Panel - Solero &amp; Cornetto Soft - 1240025</p>	<p>A Panel - Wall's Core 4 &amp; Twister Range - 1240026</p>	<p>A Panel - Wall's Round Modular Stickers Board &amp; Twister Berry-licious - 1240031</p>	<p>A Panel - Wall's Secondary Modular 18 Range - 1240030</p>
<p>A Panel - Wall's London Centric - 1240034</p>	<p>A Panel - Magnum Sustainability - 1240032</p>	<p>A Panel - Kids Sustainability - 1240033</p>	<p>A Panel - Carte D'Or Sustainability - 2240003</p>	<p>POW - Wall's - 1240023</p>

POS WEBSITE LINK: <https://awayfromhomepos.com>







# POS GLOSSARY



Pavement Sign - Wall's Red - 1240021



Pavement Sign - Wall's Retro - 1240022



Parasol - 1.8m - Wall's - 1240045



Parasol - 2.5m - Wall's - 1240046



Beach Flag Fabric Only - Magnum - 1240042



Beach Flag Fabric Only - Twister - 1240043



City Flag - Wall's - 1240044



Standard Panel - Wall's Better Choices - 1240038



Standard Panel - Wall's Core Products - 1240039



Standard Panel - Wall's Secondary Core Products - 1240040



Modular Sticker Set - Wall's Square - 1240035



Modular Sticker Set - Wall's Round - 1240036



Front facing stickers for Ice Cream vans - 1240037



Bin 45L - Wall's Outdoor - 1120004



Café Barrier - Wall's - 1240047

POS WEBSITE LINK: <https://awayfromhomepos.com>





# POS GLOSSARY



Table Talker - Wall's - 1240019



Wall's Ice Cream Brochure 2024 - 1240001



Bunting - Wall's indoor - 1240041



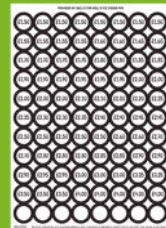
Wall's Countermat - A3 - 1240048



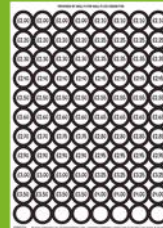
Wall's Wayfinding Posters - 1240049



Magnum Euphoria Wobbler - 1240054



Price Sticker Sheet - 1240013



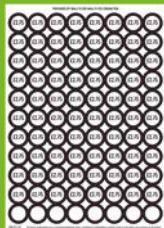
Price Sticker Sheet - £2-£4 - 1240014



Price Sticker Sheet - Blank - 1240015



Price Sticker Sheet - £2.65 - 1240050



Price Sticker Sheet - £2.75 - 1240051



Price Sticker Sheet - £2.85 - 1240052



Price Sticker Sheet - £2.95 - 1240053



Open/Close Sign - Wall's - 0000000

POS WEBSITE LINK: <https://awayfromhomepos.com>





# POS GLOSSARY

## CARTE D'OR



A Panel - Carte D'Or Chocolate Cone & Range - 2240002



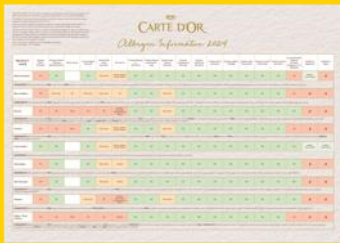
Beach Flag Fabric Only - Carte D'Or - 2240006



Café Barrier - Carte D'Or - 2240010



Carte D'Or Allergen Freezer Sticker - 2240017



Carte D'Or Allergen Info Sheet - 2240015



Carte D'Or Cone Holder - 2240011



Carte D'Or Flavour Stabbers - 2240013



Carte D'Or Magnetic Flavour Labels - 2240012



Carte D'Or Pocket Black Apron - 2240019



City Flag - Carte D'Or - 2240007



Modular Sticker Set - Carte D'Or Square - 2240014



Parasol - 1.8m - Carte D'Or - 2240008



Parasol - 2.5m - Carte D'Or - 2240009



Price Sticker Sheet - Carte D'Or - 2240016

POS WEBSITE LINK: <https://awayfromhomepos.com>





# POS GLOSSARY



Standard Panel - Carte D'Or  
Ice Cream Sold Here - 2240004



Standard Panel - Carte D'Or  
Logo - 2240005



Table Talker - Carte D'Or - 2240018



Carte D'Or Scooping Brochure 2024 -  
2240001

**BEN &  
JERRY'S**



A Panel - Ben & Jerry's Range &  
Sustainability - 3240003



City Flag - Ben & Jerry's - 3240001



Modular Sticker Set - Ben & Jerry's  
Square - 3240004











Parasol - Ben & Jerry's - 3240002

**POS WEBSITE LINK: <https://awayfromhomepos.com>**





# POS GLOSSARY

<b>HARDWARE</b>				
	Pivot Grippers for freezer rangeboards (x3) - 4240001	A Frame White - 4240002	Snap Frame Metal with Double Sided tape - 4240003	Anti Glare poster for A-boards and snap frames - 4240004
				
Beach Flag - Pole & Base - 4240005	Parasol Base - 1.8m Red - 4240006	Parasol Base - 1.8m White - 4240007	Parasol Cross Base - 2.5m - 4240008	Unbranded Ice Cream Scoop - 4240009
Pole + Base 9 kgs in 1 carton - 0000000				

POS WEBSITE LINK: <https://awayfromhomepos.com>





# POS ORDERING - TOP TIPS

- RANGEBOARDS & POS KITS ARE ESSENTIAL ITEMS FOR ALL OUTLETS!
- YOU NEED 2 PIVOT GRIPPERS FOR 12 BASKET RANGEBOARDS AND 3 FOR 18 BASKET RANGEBOARDS.
- ALL OF THE A PANELS ARE DOUBLE SIDED. TO MAKE 1 FULL A BOARD YOU WILL NEED 1 FRAME & 2 PANELS.
- USE THE PRODUCT BOARDS AND MODULAR STICKERS TO CREATE BESPOKE MENU BOARDS.
- BEACH FLAGS & 1.8M PARASOLS - ORDER THE FLAG AND BASE SEPARATELY.
- PRICE STICKERS CAN BE USED ON RANGEBOARDS, MODULAR STICKERS AND BASKET LABELS.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT YOUR LINE MANAGER.

