

INNOVATIVE DEALER-FRIENDLY POS SYSTEMS

**Selle Royal's Advanced
and Flex retail solutions
for new Scientia range.**



Deutsche
Sporthochschule Köln
German Sport University Cologne

Selle Royal has listened to its retailers – meeting their in-store display and sales concerns head-on with an innovative retail display strategy. It's being unveiled for their significant new Scientia saddles range, launched at August's Eurobike show and hitting stores from the third week of September onwards. Taking the comprehensive and scientific approach to the POS as they did to the saddles themselves, Selle Royal is making the display systems dealer-friendly and customer-friendly all together.



The Scientia POS displays are designed to be simple to install, stock, and sell from

After visiting many stores and talking with dealers, Selle Royal has listened to their concerns of needing to have well-designed displays that show the best products to their advantage, and to save time, effort and space in constructing, positioning and using them. Dealers and customers also want a way through the confusing 'clutter' of different visuals and layouts. And that fits perfectly with the Scientia concept...

"The idea of Scientia is to make it simple for everyone to get the right product for them," says Monica Savio, of Selle Royal Marketing Department.

"The instructions of how to select the right product from the full Scientia range are diagrammatic and easy to understand - and so make it simpler for shop staff to understand the customers' needs and support their purchases."

Specifically for Scientia, Selle Royal introduces the two new POS systems: the Advanced Kit and the Flex Kit.

For more information, please visit <http://www.selleroyal.com/media-center>



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About Selle Royal

Selle Royal has been a world-leading bicycle saddle brand for over 50 years. Our history is one of continuous innovation built on research, technology, and advanced design. Selle Royal exports to over 70 countries worldwide and is the choice of many important and prestigious bicycle manufacturers. Our saddles have won numerous design awards and are today the subject of scientific research in the bio-engineering laboratories of major European Universities.

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The Advanced Kit

The Advanced Kit is most suitable for larger and medium-sized stores. It comes with a display box fully ready-assembled and stocked with product right out of the box – so all the dealer needs to do is to take the packaging off it and wheel it into place. There is no construction time involved and no tools are required. The branding, packaging, and instructions are neat and clear. All nine Scientia models are included and clearly displayed.

The Advanced Kit also includes the unique new Measuring Tool – on which customers' 'sit-bones' are measured and mapped against Scientia models. It's intuitive for dealer and customer to use and gives a reassuring demonstration that the scientific approach design behind the product is delivered right to the end of the chain: the customer.



The Advanced Kit comes fully assembled and stocked with Scientia saddles.

The Flex Kit

The Flex Kits are smaller and modular. Dealers can choose two of three sections of the full Scientia range that best reflect their typical customers' requirements: Athletic, Moderate and Relaxed – each of which contain three individual saddle models. These smaller POS displays are again, delivered fully assembled, can slot right onto their existing walls – being compatible with Tegometall and Slatwall systems.



The Flex Kits are modular and come fully assembled and ready to slot onto wall systems.

The Measuring Tool is also available standalone, either to supplement Flex Kits in smaller store or to add a second tool in larger stores.

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"Having the best products is great, and having a strong understanding of them is very valuable – but having the best thought-through Point Of Purchase material to present choices and benefits to customers quickly and easily, is best for everyone," says Bernardo Fiorini, Selle Royal Retail Specialist.

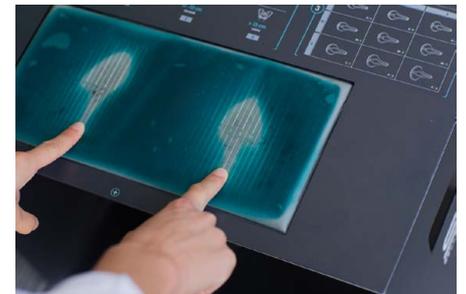
"Being able to choose the full Advanced Kit with Measurement Tool for our larger stores is great, it's like a shop within a shop."

"We are glad that the stores we have been working closely with are positive about the new POS," continues Fiorini.

"We are determined to listen to, and look after, both the larger and the smaller stores out there. While we understand that the smaller modular kits are best for smaller stores where they might not be able to display the full ranges of many products. Making sure that they are equipped as well as possible to inform and help customers is vital for us all."



The Measuring Tool helps the consumer easily identify the right Scientia saddle for them. First, sit at 90° and apply pressure...



Next, calculate the ischial distance...



And the third step is to choose your saddle.



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