

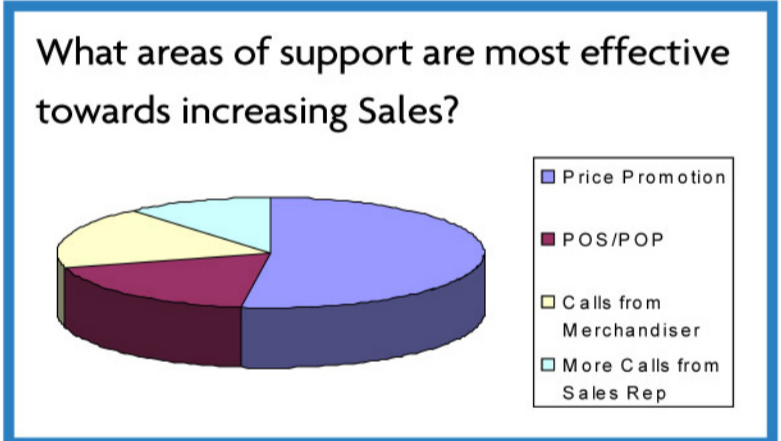


POS KITS BOOST SALES & MARKET VISIBILITY

Q. What areas of support are most effective towards increasing sales?

- Price Promotions 75%
- **More POP/POS Displays 27%**
- Calls from Merchandisers 26%
- More frequent calls from Sales Reps 16%

(Based on survey of 100 convenience retailers)



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