

**METO**<sup>®</sup>  
A DIVISION OF **Checkpoint**

**KRÖNNIX**

**Checkpoint**  
EXCLUSIVE  
MASTER  
DISTRIBUTOR  
**LATIN AMERICA**  
SOLUTIONS • SALES • SERVICE

# Merchandising Solutions Shopping Convenience



**CATALOGUE**

**METO**<sup>®</sup>  
A DIVISION OF **Checkpoint**

# EXCELLENT MERCHANDISE IDENTIFICATION AND LABELING METO – CHECKPOINT'S HIGH-POWERED BRAND

Checkpoint offers the global retail, service and industrial sectors a broad spectrum of innovative, practical and highly efficient solutions under the METO brand name. These solutions break down into three core areas:

■ **Store-level communication**

Comprehensive solutions to optimise your sales floor's interior design and layout

■ **Shelf management solutions**

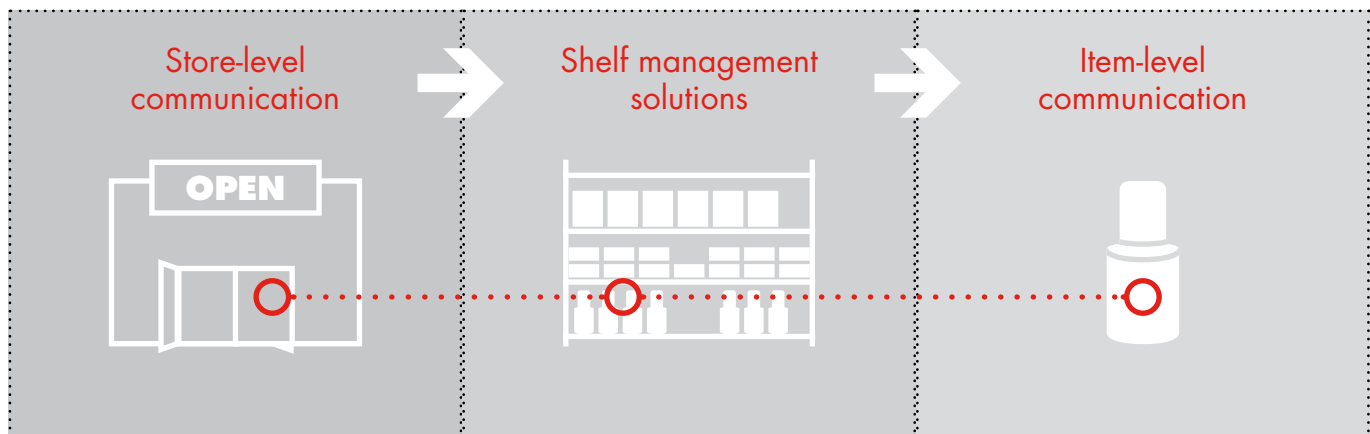
Smart, simple and flexible solutions for perfect shelf order and satisfied customers

■ **Item-level communication**

Hand labelers, dispensers, a unique variety of labels to meet all needs and customer flow management systems plus fasteners and accessories

**Let us know your needs.**

**We are sure to come up with the perfect solution.**





METO has been pioneering new ideas and innovative solutions for retailers for over 50 years now. Our ideas are tailored precisely to the needs of the retail sector and play a role in changing the shape of the market. We have developed numerous sales promotion solutions which have since become integral parts of the standard retail set-up.

METO invented the first hand labeler. The PromoSign price cassettes and poster writing kits also bear our name. Many other patented solutions which will be familiar to you from everyday use are products from our company. We are always looking for ways to make our products even more flexible and easier to use, so that we can meet the needs of retailers.

## The METO guarantee

- Customised sales solutions to satisfy your requirements
- Full service from initial planning through to installation
- Comprehensive product range
- Sound, professional advice
- Decades of experience in the retail trade

Since the beginning of 2006, Checkpoint has employed a distribution system consisting of independent franchise partners to supply regional customers with products belonging to the METO brand. National and global customers receive direct support from our experienced sales personnel.



# METO PRODUCTS – UNIVERSAL OR CUSTOMISED TO SUIT YOUR NEEDS

In addition to the standard solutions contained in this catalogue, we also produce print run- or volume-based special products tailored to your individual wishes.



## Hand labeling solutions

Printbands / printband sets for individual tool printing with special engraving on the tool logo fields



## Labels

Customer-specific pre-print in accordance with the METO colour chart (Pantone colours) or with your company colours.



## Printing, punching and bending plastic

Shelf crowners, customer stoppers, transparent poster covers for ceilings and shelves, protective covers, PVC attachment pieces for price cassettes / price displays, merchandise text ranges, shelf banners, displays for use as departmental designations or customer direction systems, printing of shopping baskets.





## Injection-moulded plastic

Various colours and formats for price cassettes, price displays, attachment pieces, plastic frames and accessories. Shopping baskets in the colours of your choice.

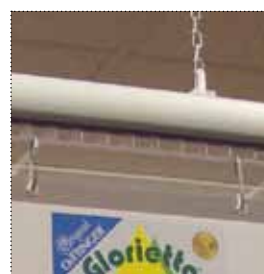


## Textile print

Custom printing of fabrics for EmotionLine motifs (emotional store design) and CoverLine (covers for merchandise protection antennae).

## Aluminium processing

Various colours and formats for aluminium snap frames, pavement stands, suspension rails / suspension tubes, freezer rails and EmotionLine profiles.



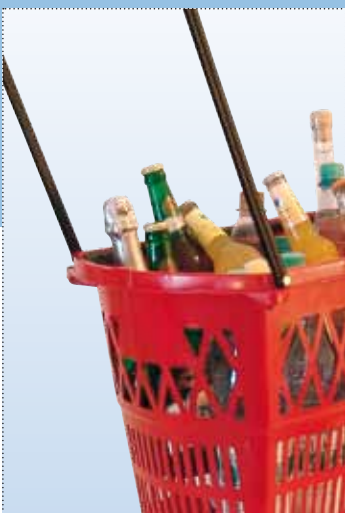
## Plastic extrusion

Coloured shelf edge profiles and PosterLine price displays.





## SHOPPING CONVENIENCE



Simple and convenient: Make it easy for your customers! In addition to offering good guidance and a pleasant atmosphere in the store, little conveniences have an important role to play. Shopping convenience is becoming ever more important in today's market. It increases impulse purchases and helps foster customer loyalty. Our shopping baskets and our "Happy or Not" customer satisfaction analysis tool help to make shopping easier for your customers while providing you with clear feedback on specific issues.

# HAPPY OR NOT

**METO**<sup>®</sup>  
Powered by **HAPPYORNOT**



## HappyOrNot

A specific question for the customer, four self-explanatory smiley buttons for spontaneous replies, a wireless device at the desired spot and all the results swiftly evaluated – the simple way to measure customer satisfaction! HappyOrNot is a mobile service device to promote lasting customer loyalty which can be deployed wherever customers come into contact with a product, an offer, a service or a new item. Asking customers a readily comprehensible question here and offering them a straightforward, anonymous means of responding directly yields important information on buying behaviour. A crucial aspect is the fact that HappyOrNot evaluates these data on a daily basis and transmits the results to the client at a defined time, enabling swift action to be taken as necessary. This provides chain store companies in particular with an effective means of avoiding declines in sales, losses of customers, uncertainty or dissatisfaction while offering an ideal instrument to support change processes or market launches. At the same time, customers feel that they are being taken seriously and that their custom and opinions are appreciated. This establishes closer ties with customers and improves customer satisfaction, leading in the long term to stable or improved sales.

### Who benefits from HappyOrNot?

HappyOrNot is suitable for all areas of business in which it is important to know customers' opinions. As an ideal customer barometer, it remains in direct contact with customers throughout the opening hours of chain stores, retail outlets, service companies or catering establishments, its wireless design enabling it to be deployed wherever appropriate. There's no faster way of gathering and evaluating customers' views.



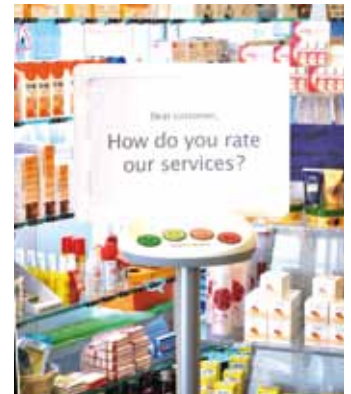
### How it works

- The devices are installed at the desired service points
- The customer answers the questions voluntarily, anonymously and spontaneously
- Data transfer and evaluation take place on a daily basis
- Corresponding daily reports are supplied to the client by e-mail or online

### Advantages

- Simple and clearly comprehensible operation
- Company-wide data collection for enhanced service quality
- Improved customer satisfaction and customer loyalty
- Increased staff motivation
- Strengthened market position and higher revenue possible
- Improved image
- Art. no.: On request

**Unit quantity: 1**



## SHOPPING BASKETS





### Bobby, the rolling shopping basket

Application: Universally practical shopping basket on wheels, that can be carried or pulled along, taking the weight out of shopping!

#### Advantages

- Bobby increases the average time spent in the shop by 18 % (according to customer survey)
- Larger than an average shopping basket
- 2 handles for carrying or pulling along
- Lightweight and easy to manoeuvre
- Stackable, saves space when compared to shopping trolleys



Art. no.	Wheels	Colour
9200853*	3 (2 with stainless steel rod, 1 multi-directional guide ball)	red 
9200969*	3 (2 with stainless steel rod, 1 multi-directional guide ball)	green 
9200970*	3 (2 with stainless steel rod, 1 multi-directional guide ball)	blue 
9220425**	4 (2 with stainless steel rod, 2 multi-directional)	red 
9220424**	4 (2 with stainless steel rod, 2 multi-directional)	green 
9220423**	4 (2 with stainless steel rod, 2 multi-directional)	blue 

\* Product on request, minimum order quantity 125 units  
 \*\* Product on request, minimum order quantity 100 units

Other colours available on request. Bobby can be branded with your company name or logo and supplied with a security element of any available EAS technology.

Material: Polyethylene (High Density)  
 Handles: Central handle made of polypropylene · extendible handle made of GFR polyamide  
 Capacity: 28 litres  
 Weight: 1.3 kg  
 Measurements: 520 x 355 x 345 mm

Unit quantity: 1

### Shopping basket with 1 or 2 handles

Application: Standard, stackable shopping basket for a comfortable shopping experience in five standard colours, other colours available on request.

#### Advantages

- For carrying, stackable
- Sturdy quality
- Customisable

Art. no. 1 handle	Art. no. 2 handles	Colour
9410860*	9231329*	red RAL 3020 
9410131*	9410239*	blue Pantone 286 
9411835*	9410377*	green RAL 6024 
9410863*	9407870*	yellow RAL 1018 
9409948*	9410352*	black RAL 9005 

\* Product on request, minimum order quantity 10 units

Material: Polyethylene (High Density)  
 Capacity: 22 litres  
 Weight: 670 g  
 Measurements: 430 x 300 x 230 mm

Unit quantity: 1





METO®, a business unit of Checkpoint®, offers the global retail sector a great variety of innovative and highly cost-efficient labeling and sales promotion solutions. These include in-store communication and advertising, shelf management, merchandise identification and labeling and shopping convenience.

Over the past 50 years, METO has invented an ongoing succession of sales promotion and merchandise labeling solutions which define today's standard practice in the retail sector. METO develops solutions which are easy to handle and set up. As such, these solutions meet the requirements of a retail sector which faces constant change and which operates according to the motto: time is money. Solutions from METO help to ensure effective communications in all areas, from pricing through advertising to information on product origin, use-by dates or other details which play a role the sale of merchandise.

METO combines quality with durability and inspires retailers to communicate with their customers in an effective manner.

METO's success is due in part to its close cooperation with retailers, service providers and industry. These partnerships enable us to continue developing innovative concepts for our customers.

### STORE-LEVEL COMMUNICATION



### SHELF-MANAGEMENT SOLUTIONS



### ITEM-LEVEL COMMUNICATION



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