



For the optimal display of fruit and vegetables

Eye-Catcher

Optimal display of fruit and vegetables in disposable and reusable packaging

The Eye-Catcher lifts fruit or vegetables above the edge of the packaging without having to remove them beforehand. Product stacking becomes unnecessary, the packaging looks fuller, products are more likely to sell and write-offs due to spoilage are reduced. The Eye-Catcher levels out fruit and vegetable packaging of various heights, thus creating a smooth and orderly shelf appearance. For this purpose, the base frame will soon be available at a height of 3 cm – an economical alternative to the common practice of placing folded boxes underneath. This greatly reduces capital employment.

A display with a system

The key feature of the Eye-Catcher system are lifting pins which are inserted into the base frame. With the help of a load-bearing insert, they push through the floor of the packaging and lift the products upwards.



Eye-Catcher with eight lifting pins inserted.



The packaging must be equipped with a product-bearing insert and eight corresponding holes at the bottom.



The full packaging can be placed on the Eye-Catcher.



The Eye-Catcher lifts the products into the desired position.

The supplier can already place the insert — as a printed cardboard version, for example — before filling the packaging. Alternatively, a plastic version can be placed underneath the goods in the store, with no need to unpack them beforehand. This is especially easy with flat packaging!



> Reusable plastic inserts for later use

Levelling packaging of various heights

A fruit and vegetable display should improve the appearance of the products and increase their appeal for the customer. This is often attempted by stacking one or more layers of merchandise – which is not good for sensitive products.

It is common to place a whole variety of inserts under the products, but this requires goods to be removed from their display packaging beforehand. This impacts their quality and more goods will be spoiled and have to be discarded.

- > Products on fruit and vegetable counters are often displayed in a messy fashion.



A perfectly displayed shelf means perfectly presented fruit and vegetables. The goods move to the fore and the packaging recedes into the background. This improves the products' appearance, leading to better sales and fewer write-offs.

On sloping shelves, the modular Eye-Catcher prevents packages placed one behind the other from sliding if the front package is removed from the shelf.

- > Optimal product presentation

A quick return on investment

By using the Eye-Catcher, up to 50 % less write-offs of sensitive products from the fruit and vegetable range can be achieved.

The first users of the new goods presentation system experienced on average 30 % less write-offs across all product groups and increased turnovers of up to 15 %.

Depending on the product group, the system is amortized in 2 months on average.



Description	Type	Dimensions [mm]
Large Eye-Catcher, flat, with lifting pins	EC 6401	600 x 400 x 72
Small Eye-Catcher, flat, with lifting pins	EC 3401	300 x 400 x 72
Large insert without roll-stop	IL 6400	600 x 400 x 03
Large insert with roll-stop, short	IL 6408 S	600 x 400 x 80
Large insert with roll-stop, long	IL 6408 L	600 x 400 x 80
Small insert without roll-stop	IL 3400	300 x 400 x 03
Small insert with roll-stop, short	IL 3408 S	300 x 400 x 80
Small insert with roll-stop, long	IL 3408 L	300 x 400 x 80

Technical data

The Eye-Catcher is suitable for use at temperatures of 0°C to 50°C. Its technical characteristics can be guaranteed under these conditions, assuming proper handling. Ask Cabka if the Eye-Catcher is suitable for your intended use. Cabka is not liable for any damages resulting from improper handling of the Eye-Catcher. Eye-Catcher incl. pins are produced from recycled polypropylene. Inlays are made from food-safe polypropylene.

First order - Content starter package	Dimensions outer box L x W x H (mm)
12 pcs. EC 6401 12 pcs. EC 3401	600 x 400 x 700
6 pcs. IL 6400 6 pcs. IL 3400	
6 pcs. IL 6408 S 6 pcs. IL 3408 S	
6 pcs. IL 6408 L 6 pcs. IL 3408 L	

Repeat order - Individual components	
12 pcs. EC 6401	600 x 400 x 400
18 pcs. EC 3401	600 x 400 x 300
6 pcs. IL 6400 *)	600 x 400 x 20
6 pcs. IL 6408 S	600 x 400 x 100
6 pcs. IL 6408 L	600 x 400 x 100
6 pcs. IL 3400 *)	300 x 400 x 20
6 pcs. IL 3408 S	300 x 400 x 100
6 pcs. IL 3408 L	300 x 400 x 100

*) welded in film