

# From Paper to ESL Display Solutions





01

Mission, Vision  
and Values



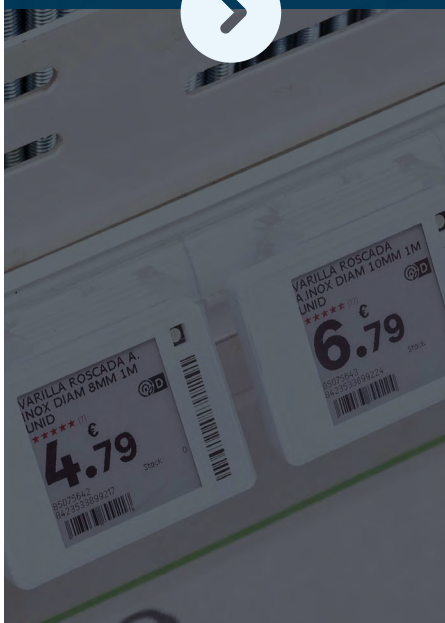
02

Success  
Story



03

Catalogue



01

**Mission, Vision  
and Values**



## Mission, Vision and Values



### Mission

We help retailers and brands optimize their customers' shopping experience and drive sales through communication, organization, and in-store equipment solutions.



### Vision

To establish ourselves as a leading company in the development of comprehensive communication and organization solutions for the point of sale. We are recognized for our innovation, reliability, industry expertise, and the breadth of our products and services, enabling us to adapt to the wide range of our clients' needs.

## Values



### Customer focus

We place the customer at the center of all our decisions, working to understand their current needs and anticipate future ones, with the aim of delivering solutions that create real and sustainable value.



### Excellence and continuous improvement

We strive for excellence in everything we do, continuously raising our standards of quality, service, and responsiveness. We proactively adapt to an ever-evolving environment.



### Teamwork

We work collaboratively, sharing knowledge and aligning efforts to achieve common goals. We believe in the combined strength of our capabilities as the foundation of our success.



### Integrity

We act with honesty, responsibility, and consistency in all our relationships, honoring our commitments and respecting people, society, and the environment.

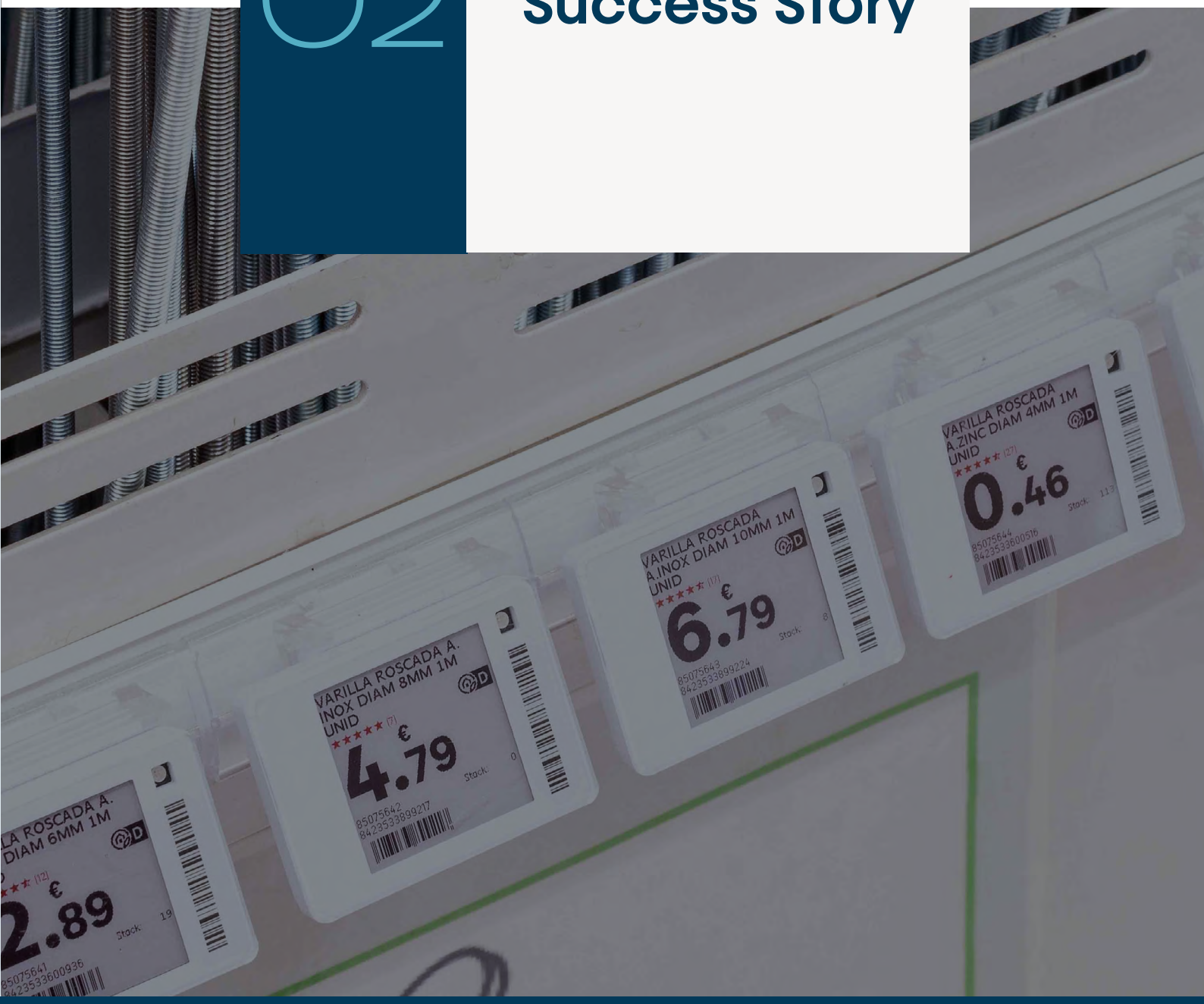


### Commitment

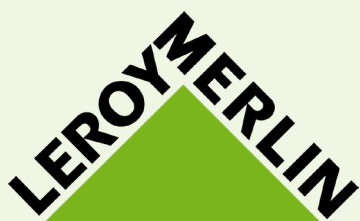
We are committed to building close, trust-based, long-term relationships. We take individual responsibility as a driver of collective success, with dedication and involvement in every project.

O2

## Success Story



## Success Story



## ***OM Retail completes the successful implementation of more than 3 million electronic labels in Leroy Merlin's 128 stores in Spain.***

**The project was carried out in three phases, each lasting**

We have taken care of:

- ✓ The manufacture and assembly of the profiles.
- ✓ The installation of the new ESL (Electronic Shelf Labels).
- ✓ The activation of the system, ready to apply all the advantages of electronic label interactivity.



### **Replacement of profiles**

We have replaced over 500,000 linear metres of profiles.



### **Night shift**

Working at night has not affected either the channel's teams or the public.



### **450 installers**

A total of 450 installers have made this complex process possible.



### **Turnkey**

Turnkey technological renovation. We have taken care of the entire process.

## **Benefits**



**Automation of price management.**



**Demonstrate the product's sustainability.**



**Display the ratings** that customers give you on the website or apps.



**Monitor stock levels**, alerting you when an item is about to run out.

03

# Catalogue





# 01

## Shelf solutions

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## Shelf solutions

### Starline

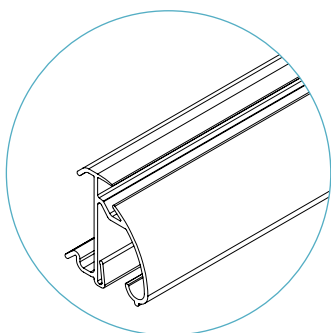
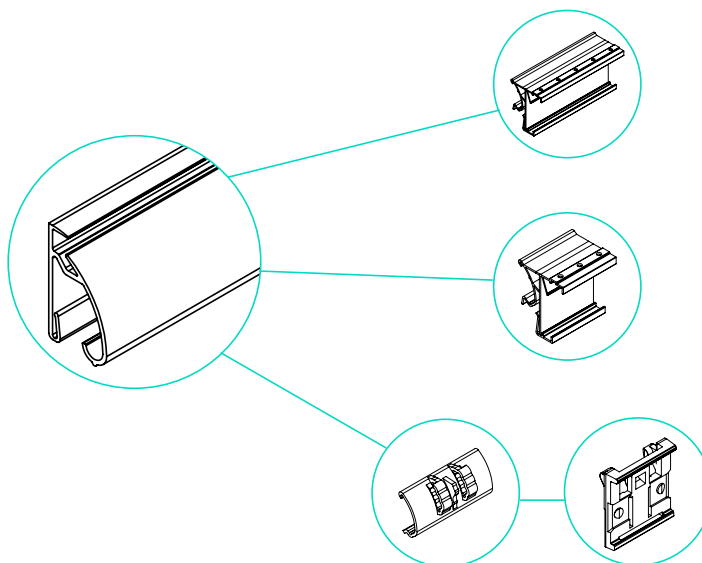
A versatile range of profiles, adaptable to most shelves, allowing you to combine paper and electronic price labels with promotional and informational communication solutions.



# 1.1

## Starline

### 1.1.1 Base profiles

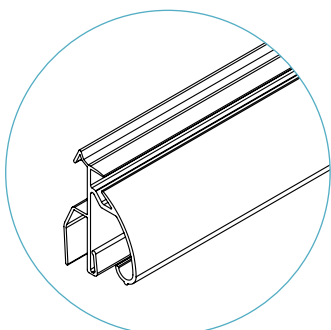
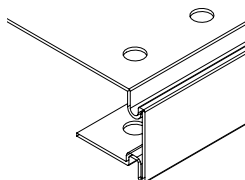


#### STAR KS

Back panel for Kider KS shelf.

Reference	Type	Area
SBA8000	Extrusion	Shelf

*Compatible shelf*

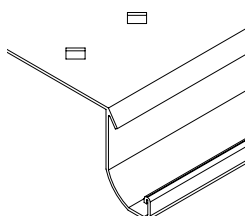


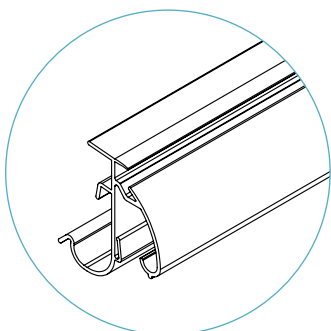
#### STAR MRL

Back panel for Kider MRL shelf (Kid Clip).

Reference	Type	Area
SBA8125	Extrusion	Shelf

*Compatible shelf*



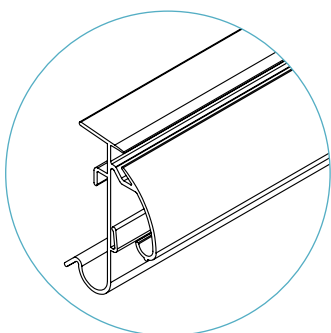
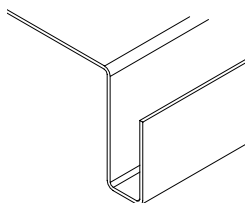


### STAR KID 50 MK

Back panel for Kider 50 MK shelf.

Reference	Type	Area
SBA8100	Extrusion	Shelf

*Compatible shelf*

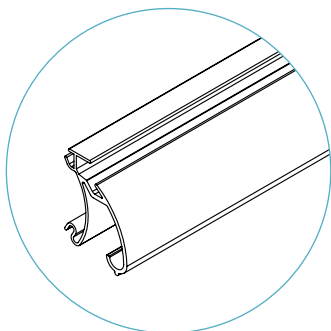
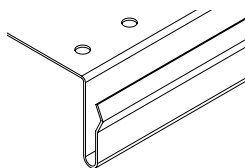


### STAR KID 50

Back panel for Kider 50 shelf.

Reference	Type	Area
SBA8115	Extrusion	Shelf

*Compatible shelf*

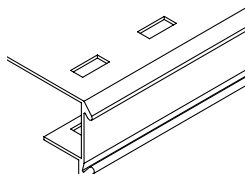


### STAR P25

Back panel for Yudigar P25 shelf.

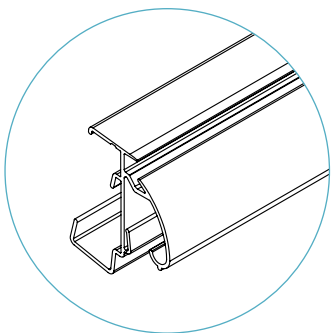
Reference	Type	Area
SBA8026	Extrusion	Shelf

*Compatible shelf*



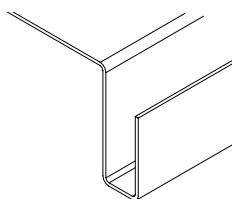
## STAR YU 50

Back panel for Yudigar 50 shelf.



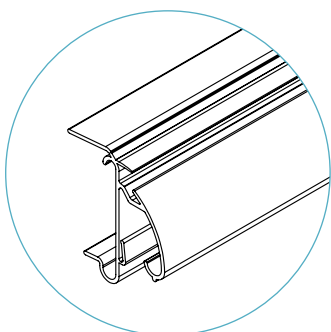
Reference	Type	Area
SBA0112	Extrusion	Shelf

*Compatible shelf*



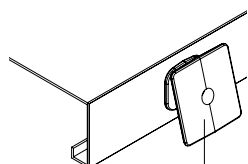
## STAR UNI

Universal back. For use with an SHS00400 clip.



Reference	Type	Area
SBA8250	Extrusion	Shelf

*Compatible shelf*

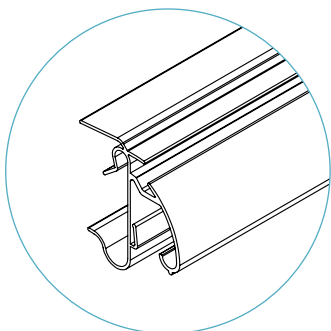


*SHS00400 - Universal Clip is required for operation.*



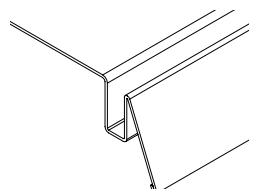
## STAR TGM

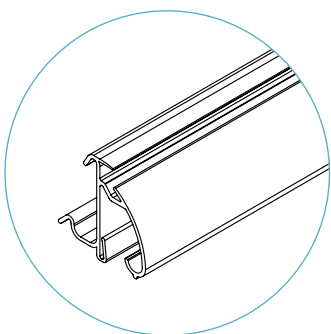
Back panel for Tegometall shelf.



Reference	Type	Area
SBA0111	Extrusion	Shelf

*Compatible shelf*



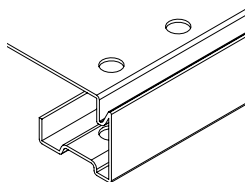


## STAR CEF

Back panel for Cefla shelf.

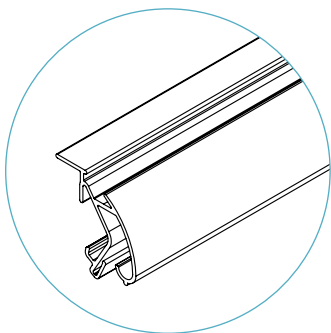
Reference	Type	Area
SBA8050	Extrusion	Shelf

*Compatible shelf*



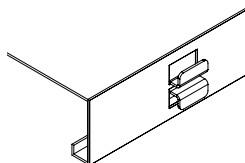
## STAR GONDELLA V2

Back panel for Gondella shelf.



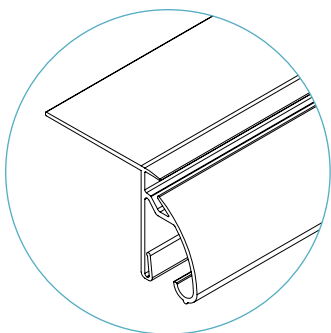
Reference	Type	Area
SBA0169	Extrusion	Shelf

*Compatible shelf*



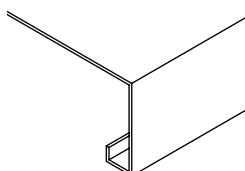
## STAR ADH FR

Back panel for shelf or flat surface with flap.



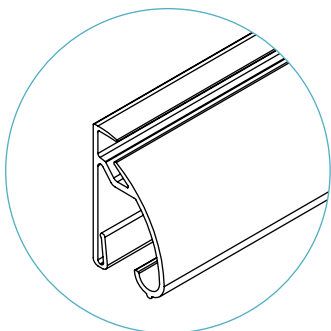
Reference	Type	Area
SBA8175	Extrusion	Shelf

*Compatible shelf*



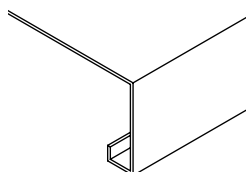
## STAR ADH BS

Back panel for shelf or flat surface.



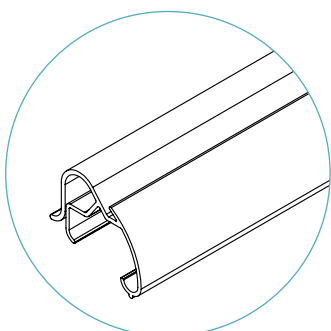
Reference	Type	Area
SBA0121 SBA8157	Extrusion	Shelf

*Compatible shelf*



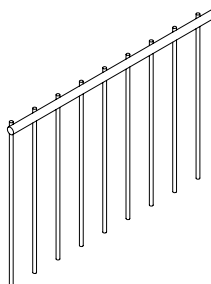
## STAR BASKETS ROD

Back panel for basket shelf.



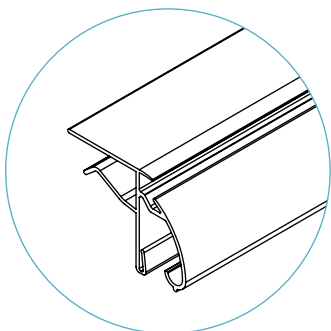
Reference	Type	Area
SHB00400	Extrusion	Rod

*Rod basket*



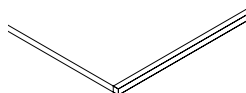
## STAR CRS

Back panel for glass shelf 7-10.



Reference	Type	Area
SBA8200	Extrusion	Glass

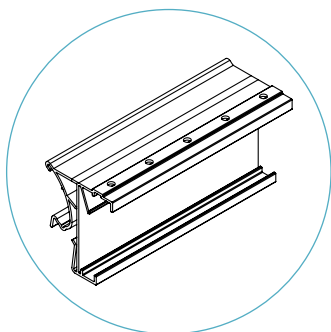
*Compatible shelf*



# 1.1

## Starline

### 1.1.2 Price supports

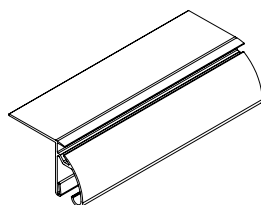


#### STAR HANNEB 80

Electronic label support.

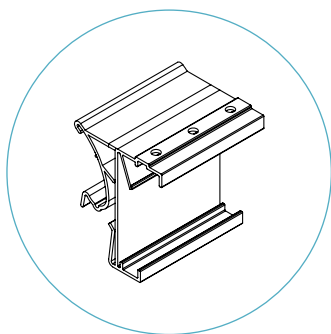
Reference	Type	Area	Label
SBA0232	Extrusion	Starline	Hanshow Nebular/ Polaris 2.6 to 4.2

Base profile



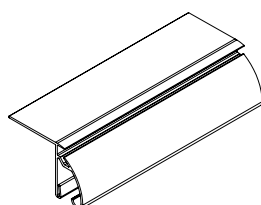
#### STAR HANNEB 35

Electronic label support.

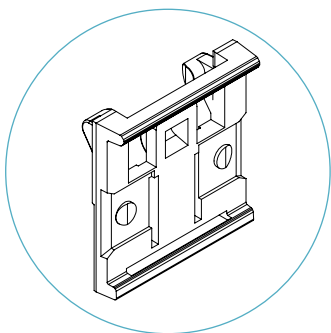


Reference	Type	Area	Label
SBA0229	Extrusion	Starline	Hanshow Nebular/ Polaris 1.6 to 2.6

Base profile







## STAR HANNEB ADAPTER

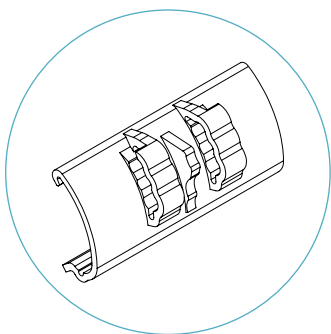
Electronic label support.

Reference	Type	Area	Label
SHS00850	Injection	Shelf + Hook	Hanshow Nebular/ Polaris 1.6 to 4.2



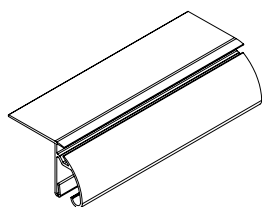
## CLIP STAR CLAMP

Connector clip.



Reference	Type	Area	Label
SHS00300	Injection	Shelf	-

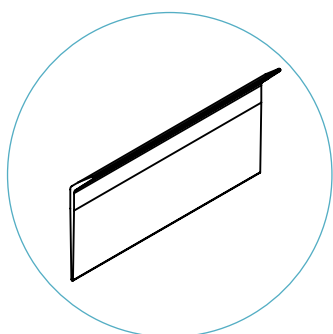
Perfil base



# 1.1

## Starline

### 1.1.3 Communication media



#### BSG E2 ANG

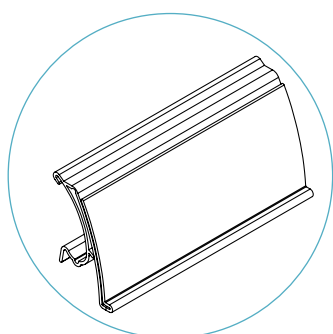
Accessory for 25° angle.

Reference	Type	Area	Label
SBA0149	Extrusion	-	-



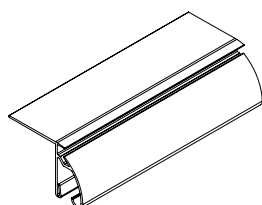
#### STAR FUNDA EP26

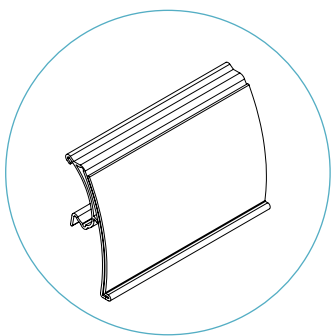
Display for height label 26.



Reference	Type	Area	Label
SBA8324	Extrusion	Shelf	Ep26

Base profile



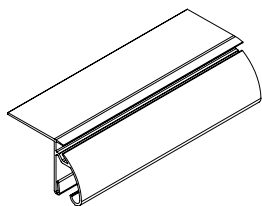


## STAR EP39 COVER

Display for height label 39.

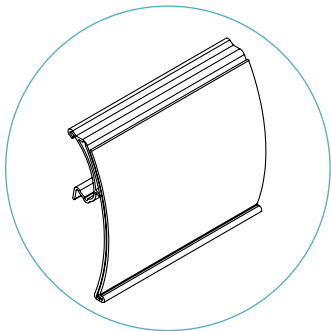
Reference	Type	Area	Label
SBA8325	Extrusion	Shelf	Ep39

Base profile



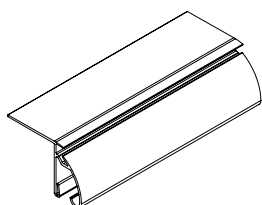
## STAR EP52 COVER

Display for height label 52.



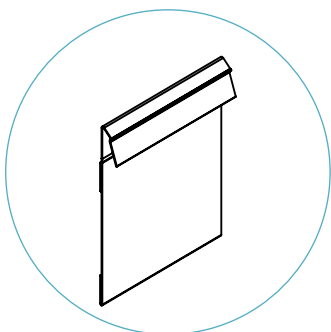
Reference	Type	Area	Label
SBA6100	Extrusion	Shelf	Ep52

Base profile



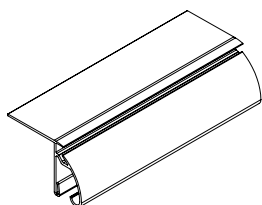
## STAR EP100 COVER

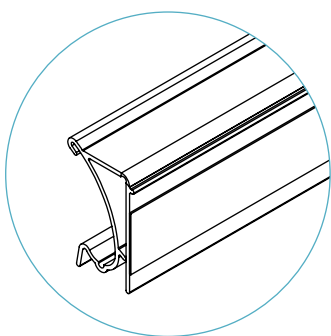
Display for height label 100.



Reference	Type	Area	Label
SBA0168	Extrusion	Shelf	Ep100

Base profile



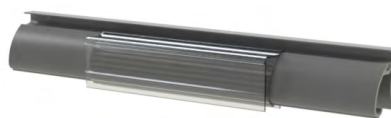
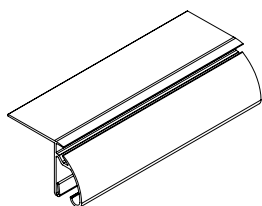


## REAR STAR

Tilting support for lower display.

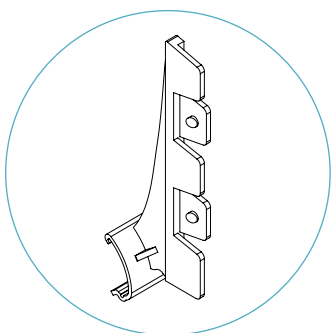
Reference	Type	Area	Label
SBA0154 SBA0182	Extrusion	Shelf	-

Base profile



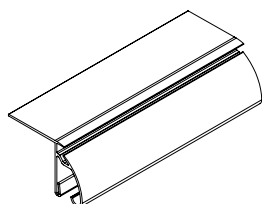
## CLIP STAR PIE FLAG

Flag stand for stopper.



Reference	Type	Area	Label
SHS00100	Injection	Shelf	-

Base profile



# 1.2 Multi

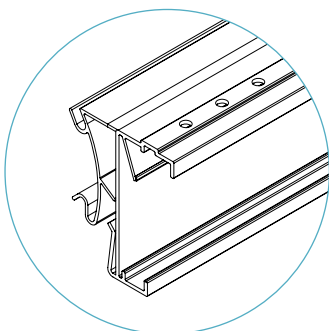
Range of profiles for electronic label compatible with Hanshow Nebular/Polaris and SES Vusion in a single solution.

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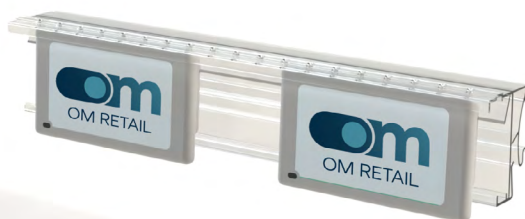
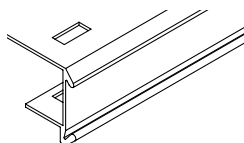
### MULV1 P25 Ee TI

Yudigar P25 shelf tilter.



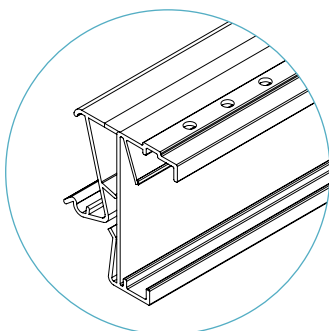
Reference	Type	Area	Label
SBA0231	Extrusion	Shelf	Hanshow Nebular/ Polaris 1.6 to 4.2/ SES Vusion to 4.2

*Compatible shelf*



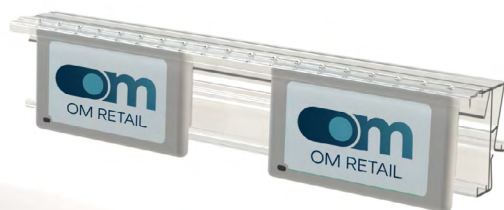
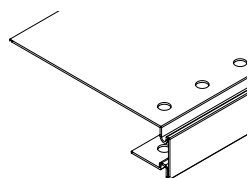
### MULV1 Ks Ee TI

Tilting mechanism for Kider Ks shelf.



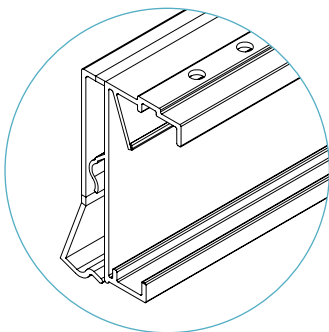
Reference	Type	Area	Label
SBA0233	Extrusion	Shelf	Hanshow Nebular/ Polaris 1.6 to 4.2/ SES Vusion to 4.2

*Compatible shelf*



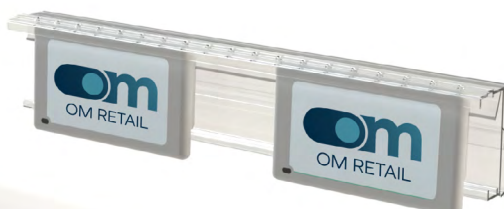
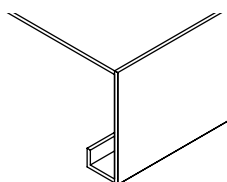
### MULV1 Adh Ee CaC19 TI

Adhesive shelf support. Allows for a positive angle of 30°.



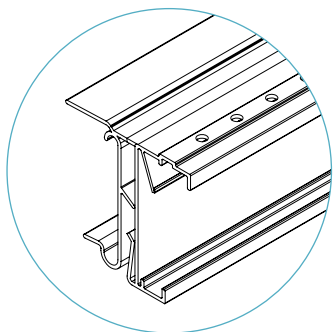
Reference	Type	Area	Label
SBA0234	Extrusión	Balda	Hanshow Nebular/ Polaris 1.6 to 4.2/ SES Vusion to 4.2

*Compatible shelf*



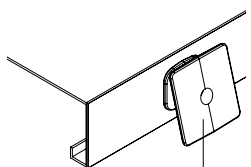
## MULV1 Uni Ee TI

Universal tilting device. For use with clip SHS00400.



Reference	Type	Area	Label
SBA0235	Extrusion	Shelf	Hanshow Nebular/ Polaris 1.6 to 4.2/ SES Vusion to 4.2

Compatible shelf



SHS00400 - Universal Clip is required for operation.



# 1.3

## Antishock

Reinforced range of profiles for installation on lower shelves (base level).

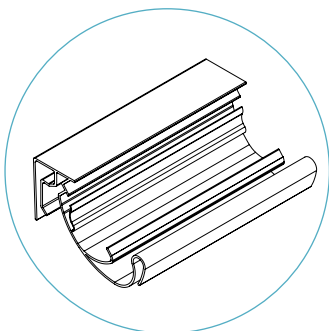
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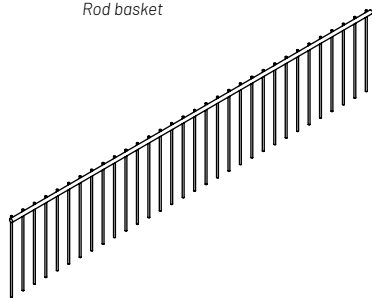
## ANTISHOCK BASKETS

Electronic label holder for lower shelf, basket type.



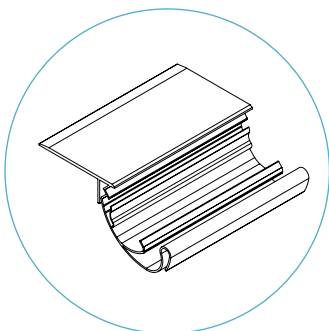
Reference	Type	Area	Label
SBA0189	Extrusion	Shelf	Hanshow Nebular/ Polaris 1.6 to 3.46

Rod basket



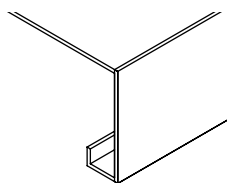
## ANTISHOCK B

Electronic label holder for lower shelf.



Reference	Type	Area	Label
SBA0181	Extrusion	Shelf	Hanshow Nebular/ Polaris 1.6 to 3.46

Compatible shelf



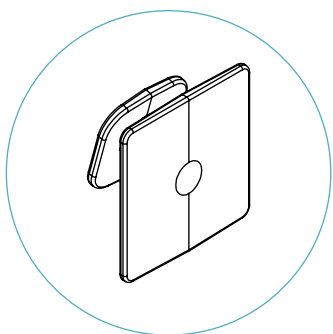
# 02

## Accessories



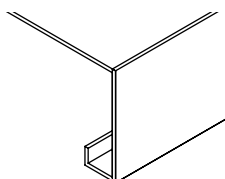
## CLIP STAR UNI C/SCREW

Universal connector clip.



Reference	Type	Area	ESL model
SHS00400	Injection	Shelf	-

Compatible shelf

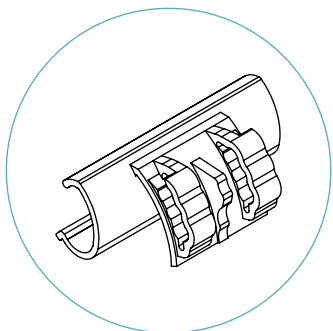


\*Screw included



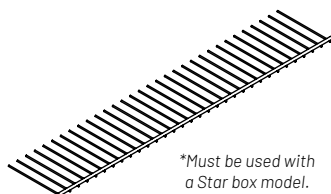
## WANZL CLIP STAR FASTENER

Connector clip for Wanzl shelf (no base profile required).



Reference	Type	Area	Label
SHS00370	Injection	Shelf	SHS00370 Clip Wanzl

Compatible shelf

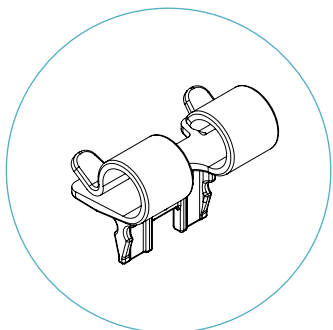


\*Must be used with a Star box model.



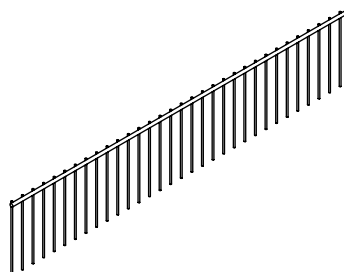
## CLIP STAR GRAVITY HOOK

Hook clip.



Reference	Type	Area	Label
SHS01050	Injection	Hook	-

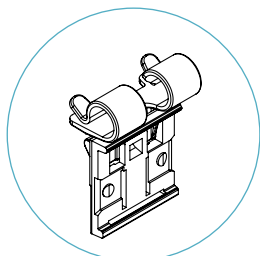
Compatible shelf



clip

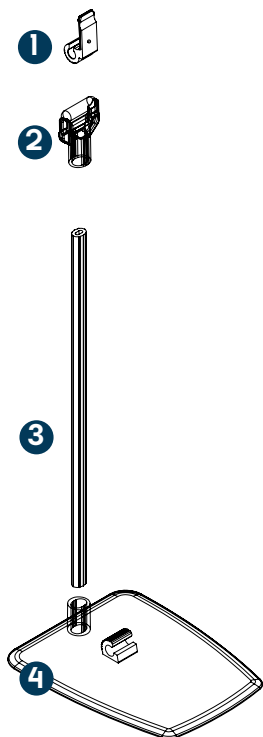


clip + box



## DELI SUPPORT

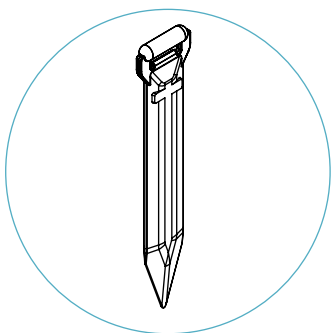
Elements for charcuterie display.



Reference	Type	Product	Colour		
1. SHJ02360	Injection	Ratchet clip PVCBL 12	Transparent		
			Black		
2. SCA92500	Injection	Ratchet Connecting piece	Transparent		
			Black		
3. SCA91710	Injection	Rod 120 mm	Transparent		
			Black		
			3. SCA91770	Rod 120 mm	Transparent
					Black
					3. SCA91880
Black					
3. SCA91790	Injection	Rod 240 mm	Transparent		
			Black		
4. SCA90570	Injection	Base	Transparent		
			Black		
4. SCA90580	Injection	Base	Transparent		
			Black		

## ICE PICK

Ice pick.



Reference	Type	Product	Colour
SCA41000	Injection	Pick 103 mm	Black
SCA41010	Injection	Pick 143 mm	Black

# 03

## Communication

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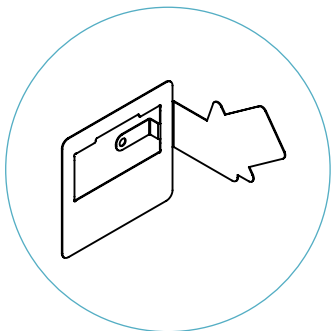
We adapt to any label model and shape required by the customer.

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## STOPPER

Stopper.



Reference	Type	Area	ESL model
-	PET o Glasspack	-	-

