



BEVERAGES



The new worlds of beverages: the beautiful sides of being thirsty.

BEVERAGES





Setting up the future

HARRESKIND is one of the leading shopfitting brands. HARRES Metall-design GmbH has always been and continues to be driven by the business success of our customers. We support you in developing and implementing trend-setting shops and stores. This is our understanding of **Setting up the future**.

We produce the shopfitting systems of the **HARRESKIND** brand in our ultramodern manufacturing facilities in Germany. Our offer ranges from standard system components to comprehensive bespoke industry solutions for retailers. If desired, we undertake complete shopfitting projects from the initial requirements analysis, consulting, design, project management and manufacturing to logistics, assembly and after sales service.

HARRESKIND's customer base includes leading purchasing and retailing companies of the food, non-food, brand shop and many other sectors.

Thirsty market



Ready for growth

Tap water is also a well-known thirst quencher. However, a look at the revenue figures in the beverage industry reveals that consumers increasingly prefer other drinks to satisfy their thirst. All signs are pointing towards growth.

- For instance, in Germany, the core segment of the industry – soft drinks – contributes more than EUR 39 billion to overall earnings. This corresponds to an annual expenditure of almost EUR 470 per capita on mineral water and soft drinks alone.
- Forecasts expect market value in this segment to increase to almost EUR 56 billion in the next five years – a yearly growth of 7.4%.¹

¹ Statista 2020





New lifestyle, new taste

This is good news for food retailers – provided they can read the signs of the times. After all, this growth goes hand in hand with beverage customers' changing consumption patterns. The mega-trends are: health and well-being, naturalness and sustainability, pleasure and a preference for premium brands, and self-service paired with a great shopping experience.

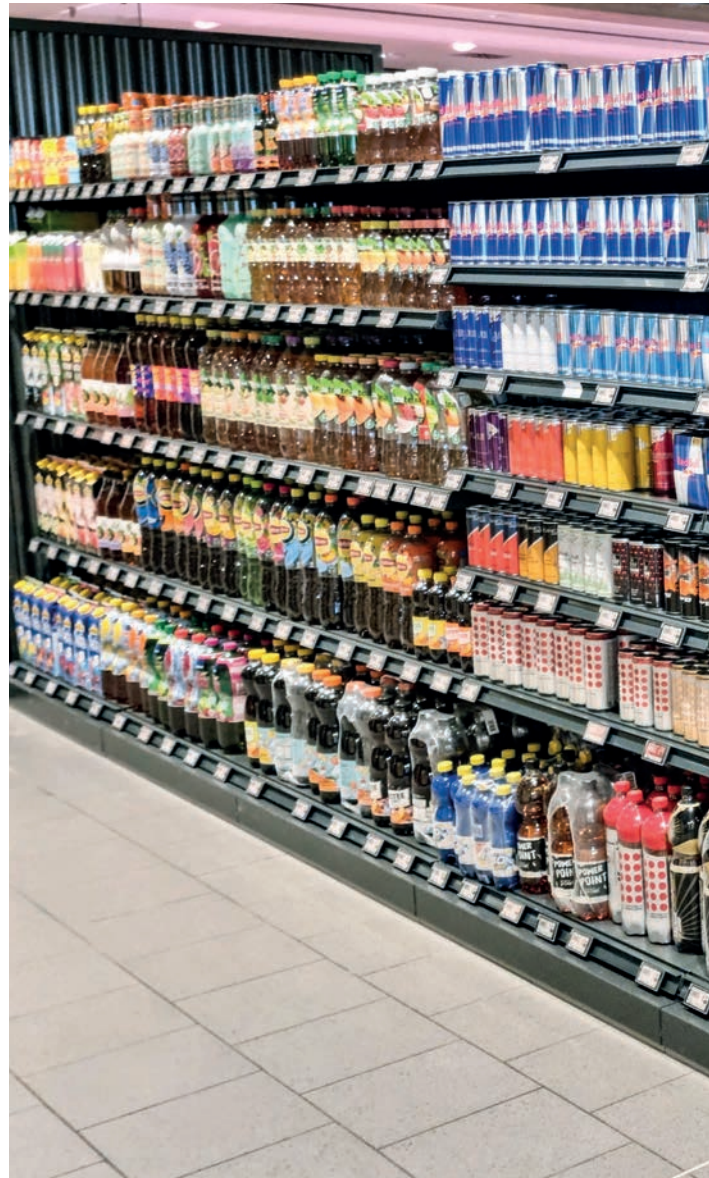


New preferences

The beverages that fuel sales are changing: shifts in consumption between product groups (water, beer, soft drinks etc.), inside product groups, and also between individual brands continue.

- For instance, special beers and soft drinks are becoming increasingly popular. Low carbonated and still mineral waters continue to gain ground over carbonated waters.
- The consumption of cola drinks is developing positively, while light beverage products are arousing less buying interest.
- Sports and energy drinks are currently among the winners, while the demand for classic soft drinks is declining.²

² HBS, Branchenanalyse in der Getränkeindustrie (industry analysis in the beverage industry) 2017





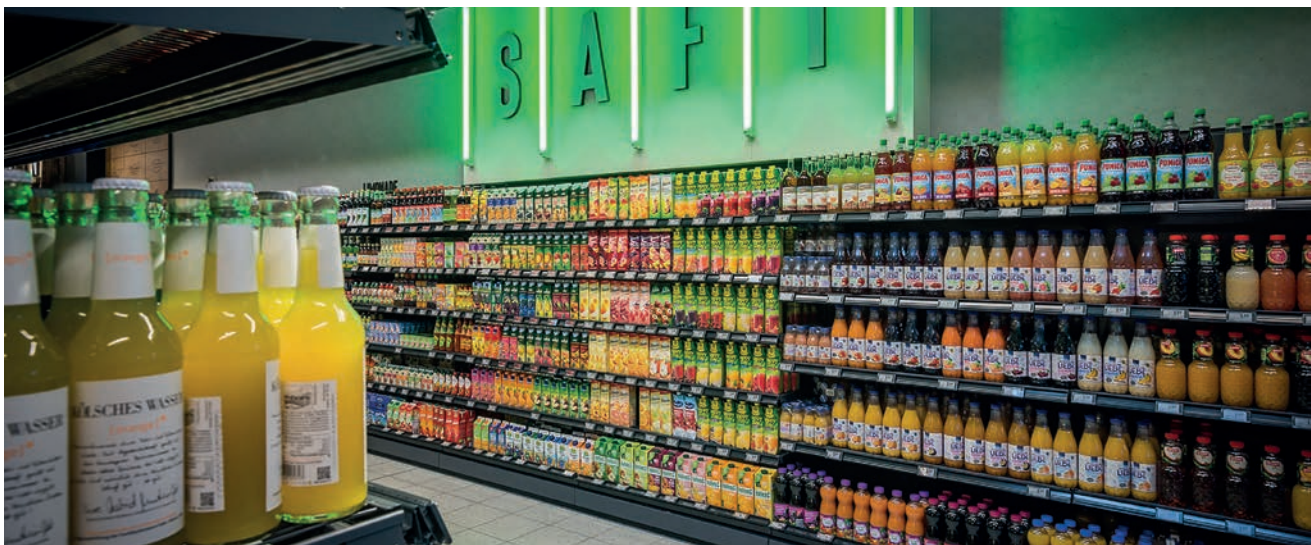
From routine shopping to purchasing in

HARRESKIND builds the beverage markets of tomorrow

Modern shopfitting concepts are crucial for future sales success. The **HARRESKIND** team are planning experts and know how to realise these plans to the customers' maximum benefit – from A-Z and down to the tiniest detail.

The future belongs to friendly and beautifully designed beverage markets and departments with a feel-good atmosphere. This is why **HARRESKIND's** display unit systems are not only robust, flexible, and durable. They also offer variable options for showcasing beverage ranges so as to guide consumers through an inspiring shopping world. These are the two decisive aspects to increase returns and ensure long-term competitiveness.

Our customers include food retailers such as full-range providers, discount stores, self-service stores and beverage cash-and-carry markets.





Create optimum perspectives

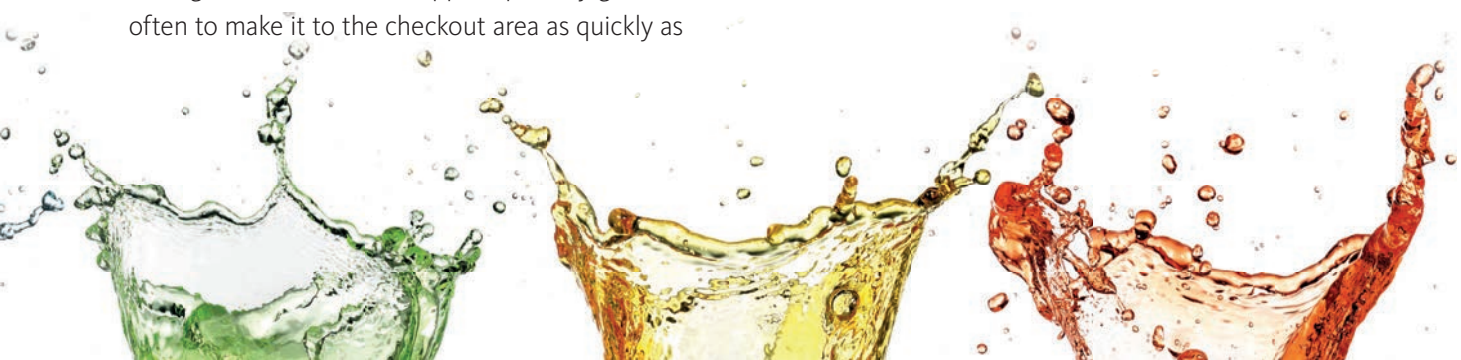
Head down and charge: for many consumers, going to the beverage market is more a duty than a pleasure.³ Their only focus clearly lies on stocking up. Customers buy their favourite beverages – mostly water and beer – in crates or packs. It is mainly men who replenish their household's stock of beverages.

When the aisles are filled left and right with towering stacks of crates, shoppers' primary goal is often to make it to the checkout area as quickly as

possible. Hence, approximately 40% of customers in beverage markets always load their shopping trolley with the same products. Only 30% look around the entire shop. And this is the case even though food consumers are quite open to new tasting experiences and prefer large spaces for their wider choice.

Consequently, valuable potential remains untapped far too often, despite large sales areas.

³ Studie (study) Rheingold 2019



Making customers feel good and enjoy their



How thirst quenchers fuel sales volumes

Successfully increasing space productivity in beverage markets depends more and more on customers enjoying the atmosphere and their shopping experience. This is why we use our high-quality display unit systems as a basis for structuring and presenting product worlds in beverage markets in a way that promotes sales.



For instance, **HARRESKIND** recommends arranging shelving systems and product presentation at customers' eye level and with wide aisles to guide them through a varied range of goods. We create a uniform look for the corresponding shopfitting elements and, upon request, a room design to impress customers with a pleasant shopping environment. This also includes a lighting concept that accentuates individual product groups rather than using uniform lighting.

shopping experience



Eyecatchers to whet the palate

The better you target impulses at the POS, the longer customers will stay in your store – and the more spontaneous additional purchases they will make on top of their routine shopping list. This way, beverage markets benefit from higher cash receipts caused by spur of the moment purchases – and not only in the core segment of beverages but also with cross selling products, i.e. related product groups.

Typical spontaneous purchases include high-profit small packages or individual bottles. With **HARRESKIND's** product display units you can present all kinds of packages – from pallets to individual bottles – effectively side by side or on top of one another.





INSPIRE SAMPLE CONSUME



Wonderfully adaptable

Change is the spice of trading. This is true today more than ever before. Consumption patterns and shopping behaviour are constantly changing and make it necessary to keep adapting the range of goods to current demand. The changes relate equally to the depth and width of the product range – which often makes it challenging to balance product variety and quantity.

That's why **HARRESKIND's** shopfitting systems provide high flexibility in practice. Their modular structure allows quick adaptation and extension as needed. Benefit from the versatility of our solutions to create new purchasing stimuli at your POS and protect your investment in the long term. We optimise your own concept instead of entirely retrofitting your market – and we see you through the whole process.

Sales-promoting stimuli

In our capacity as shopfitting experts for our customers, we lay the foundation for effective POS marketing. We support you in integrating the following departments:

- digital media
(displays for product videos, web terminal etc.)
- tasting stations
- shop-in-shop systems
- brand windows
- self-service beverage refrigerators
- promotional areas for new products or seasonal occasions
(e.g. "Everything for the perfect summer aperitif")
- New purchasing incentives thanks to adaptable fit-out units
- Eye-catching positioning of new products





Cross selling for higher sales

As one of the leading shopfitting brands, **HARRESKIND** is also expert in including all kinds of cross selling areas in the shelving systems of uniform shop designs. This means that everything comes from the same source, creating a consistent visual appearance. The product groups that generate the most sales volume include:

- nibbles
- cigarettes
- gifts
- party accessories
- barbecue accessories
- confectionary
- ice cream
- lottery



Boost your sales with a strong profile

Offering shopping experiences nobody else can come up with: beverage markets increasingly capitalise on strong shop profiles. That's why **HARRESKIND** also considers factors that highlight the individual character of a shop when planning shopfitting solutions.

Various approaches can result from the joint location assessment: regional-style decor and products (e.g. local beer specialities are increasingly popular), personal assistance to complement self-service shopping, additional services etc.





ADD SOME LIFE TO YOUR SHELVES: FRESH IDEAS FOR HIGHER TURNOVER

This brochure contains just a small selection of **HARRESKIND's** solutions for beverage displays.

We would be pleased to advise you personally and give you an idea what your particular store could look like.

Our experienced technical specialists look forward to discussing options with you!

HARRESKIND
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INFORMATION

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Subject to technical changes.

Our general terms and conditions of delivery and payment apply.

Copyright of the HK and beverage products exists for all HARRESKIND and beverage core products.

INFORMATION

Ordering information | Colour key

Ordering information

The shop fitting system for drinks offers a wide range of elements with many combination and design options, including range-specific additions.

To make it as easy as possible for you to select and put together your desired configuration, here are some notes on dimensions, abbreviations and colour keys:

- All dimensions indicated in this catalogue are nominal dimensions.
- All dimensions are indicated in millimetres
Example: D570 = depth 570 mm, H2200 = height 2200 mm
- Please refer to the table on the right for abbreviations/short names

Colour key

The **HK**system units are available in the following **RAL standard colours**. Simply add the four-digit colour code of our RAL colour key to the item numbers of the **HK**products in your order.

Example: HK25item in RAL 7016 (anthracite grey)

Item number + colour code addition number
= C100020-2377

Naturally, we are also happy to fulfil special colour requests and will be pleased to advise you.

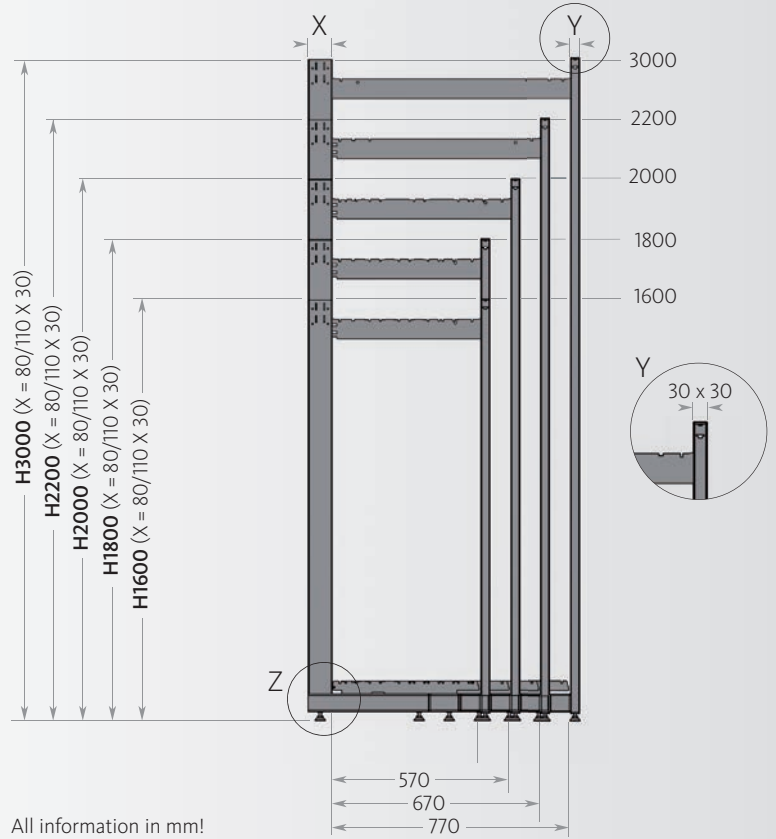
Abbreviations/short names:

L	Length
H	Height
D	Depth
AS	Axle size
SL	Heavy-duty

HK25 – RAL standard colours		Colour code addition number
RAL 7016	Anthracite-grey	-2377
RAL 7022	Umbra grey	-2306
RAL 7024	Graphite grey	-2303
RAL 9006	White aluminum	-2388
RAL 9010	Pure white	-2302

INFORMATION

FRONT SUPPORT SHELVING | Overview | AS 1000/1250



All information in mm!



INFORMATION

FRONT SUPPORT SHELVING | Overview | AS 1000/1250

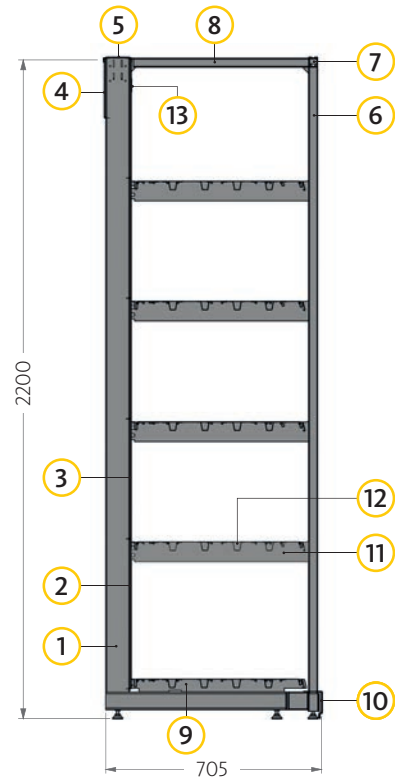
	AS in mm	Height in mm	Depth in mm
HEIGHT 1600	1000/1250	1600	570
	1000/1250	1600	670
	1000/1250	1600	770
HEIGHT 1800	1000/1250	1800	570
	1000/1250	1800	670
	1000/1250	1800	770
HEIGHT 2000	1000/1250	2000	570
	1000/1250	2000	670
	1000/1250	2000	770
HEIGHT 2200	1000/1250	2200	570
	1000/1250	2200	670
	1000/1250	2200	770
HEIGHT 3000	1000/1250	3000	570
	1000/1250	3000	670
	1000/1250	3000	770



BEVERAGE DISPLAY

FRONT SUPPORT SHELVING | 1+4 shelves | AS 1000/1250

Heavy-duty shelving for beer, or soft drinks



LIST OF

No.	Item description HK25	Number	Item number	
			AS 1000	AS 1250
1	L-shaped upright H2200 D570 HK25	2	C100298-	C100298-
2	Back panel H500 HK25	1	C001008-	C001005-
3	Back panel H400 HK25	4	C001009-	C001006-
4	Back panel H200 HK25	1	C100020-	C100014-
5	Cover plate for 80x30 mm HK25	1	C100100-	C100101-
6	I-shaped upright with adapter H2200 HK25	2	C100117-	C100117-
7	Hook-in connector front HK25	1	C001300-	C001299-
8	Connector D570 HK25	2	C100407-	C100407-
9	Foot carrier D570	2	C001041-	C001041-
10	Base foot bumper device with rubber lip	1	C001086-	C001087-
11	Carrier SL D570 HK25	8	C100119-	C100119-
12	Shelf D570 HK25	5	X911560-	X911570-
13	Safety clamp for back panel	2	C100675-	C100675-
	Bracket for wall fixing short	2	C210187-	C210187-

STANDARD COLOURS

Colour code addition number:



RAL 7016
Anthracite-grey
- 2377



RAL 7022
Umbra grey
- 2306



RAL 7024
Graphite grey
- 2303



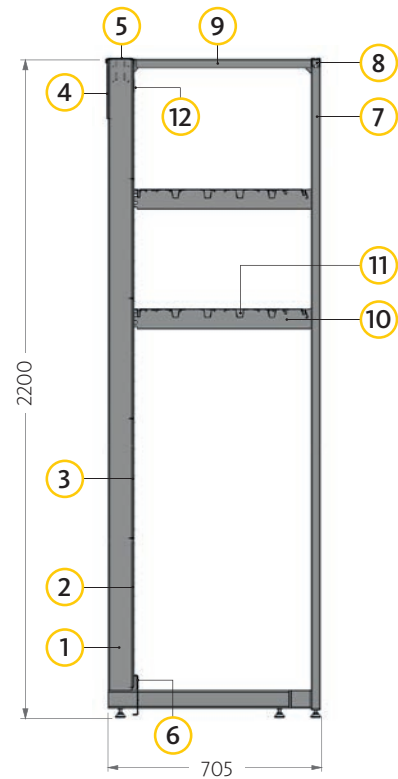
RAL 9006
White aluminum
- 2388



RAL 9010
Pure white
- 2302

BEVERAGE DISPLAY

FRONT SUPPORT SHELVING | 0+2 shelves | pallet | AS 1000/1250



LIST OF

No.	Item description HK25	Number	Item number	
			AS 1000	AS 1250
1	L-shaped upright H2200 D570 HK25	2	C100298-	C100298-
2	Back panel H500 HK25	1	C001008-	C001005-
3	Back panel H400 HK25	4	C001009-	C001006-
4	Back panel H200 HK25	1	C100020-	C100014-
5	Cover plate for 80x30 mm HK25	1	C100100-	C100101-
6	Pallet bumper	1	C001098-	C001099-
7	I-shaped upright with adapter H2200 HK25	2	C100117-	C100117-
8	Hook-in connector HK25	1	C001300-	C100406-
9	Connector D570 HK25	2	C100407-	C100407-
10	Carrier SL D570 HK25	4	C100119-	C100119-
11	Shelf D570 HK25	2	X911560-	X911570-
12	Safety clamp for back panel	2	C100675-	C100675-
	Bracket for wall fixing short	1	C210187-	C210187-

STANDARD COLOURS

Colour code addition number:



RAL 7016
Anthracite-grey
- 2377



RAL 7022
Umbra grey
- 2306



RAL 7024
Graphite grey
- 2303



RAL 9006
White aluminum
- 2388



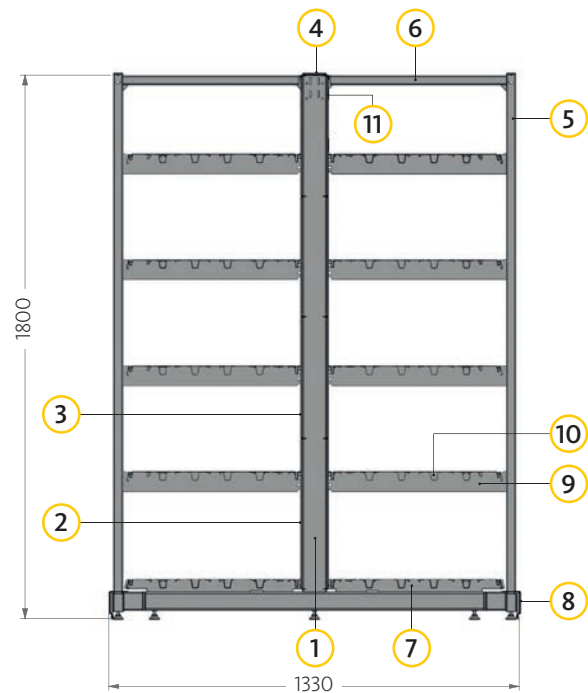
RAL 9010
Pure white
- 2302

Any other colours upon request!

BEVERAGE DISPLAY

CENTRAL GONDOLA | 1+4 shelves | AS 1000/1250

Front support shelving



LIST OF

No.	Item description HK25	Number	Item number	
			AS 1000	AS 1250
1	T-shaped upright H1800 D570 HK25	2	C100010-	C100010-
2	Back panel H500 HK25	2	C001008-	C001005-
3	Back panel H400 HK25	6	C001009-	C001006-
4	Cover plate for 80x30 mm HK25	1	C100100-	C100101-
5	I-shaped upright with adapter H1800 HK25	4	C100016-	C100016-
6	Connector D570 HK25	4	C100407-	C100407-
7	Foot carrier D570	4	C001041-	C001041-
8	Base foot bumper device with rubber lip	2	C001086-	C001087-
9	Carrier SL D570 HK25	16	C100119-	C100119-
10	Shelf D570 HK25	10	X911560-	X911570-
11	Safety clamp for back panel	4	C100675-	C100675-

STANDARD COLOURS

Colour code addition number:



RAL 7016
Anthracite-grey
- 2377



RAL 7022
Umbra grey
- 2306



RAL 7024
Graphite grey
- 2303



RAL 9006
White aluminum
- 2388

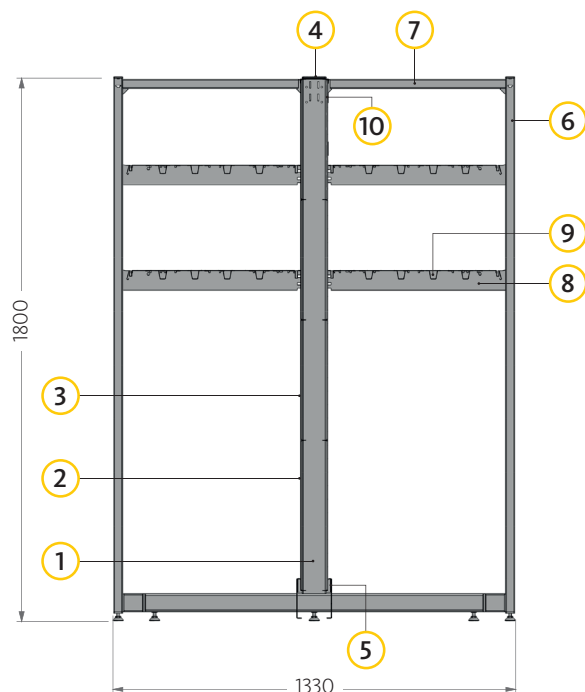


RAL 9010
Pure white
- 2302

BEVERAGE DISPLAY

CENTRAL GONDOLA | 0+2 shelves | pallet | AS 1000/1250

Front support shelving

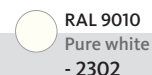
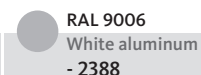
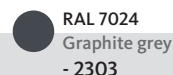
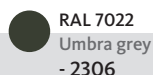
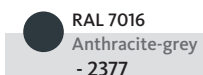


LIST OF

No.	Item description HK25	Number	Item number	
			AS 1000	AS 1250
1	T-shaped upright H1800 D570 HK25	2	C100010-	C100010-
2	Back panel H500 HK25	2	C001008-	C001005-
3	Back panel H400 HK25	6	C001009-	C001006-
4	Cover plate for 80x30 mm HK25	1	C100100-	C100101-
5	Pallet bumper	2	C001098-	C001099-
6	I-shaped upright with adapter H1800 HK25	4	C100016-	C100016-
7	Connector D570 HK25	4	C100407-	C100407-
8	Carrier SL D570 HK25	8	C100119-	C100119-
9	Shelf D570 HK25	4	X911560-	X911570-
10	Safety clamp for back panel	4	C100675-	C100675-

STANDARD COLOURS

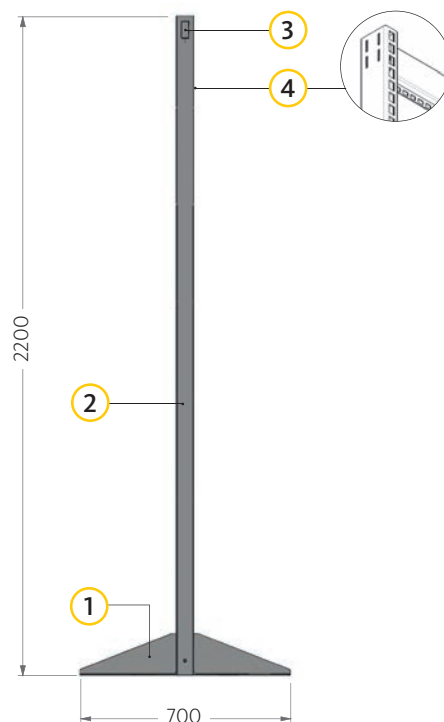
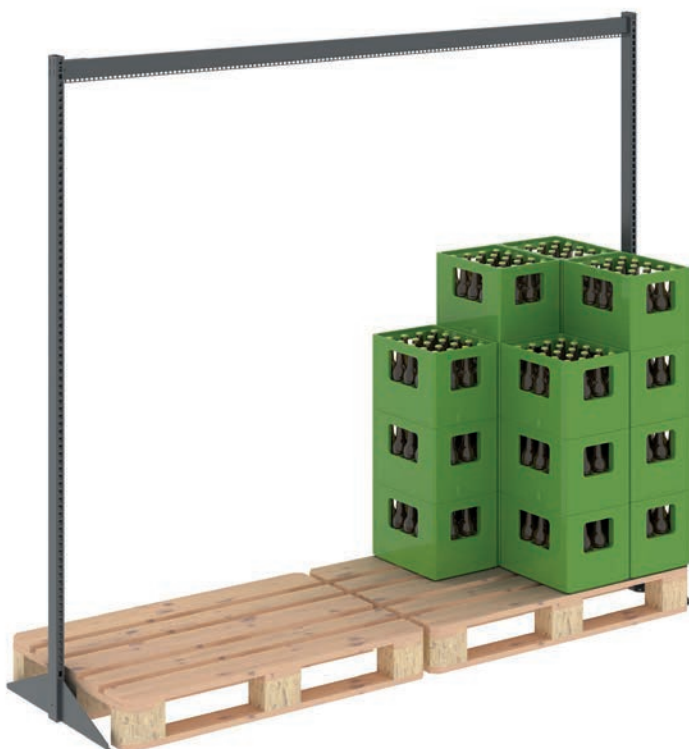
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Any other colours upon request!

BEVERAGE DISPLAY

PRICE LABELLING | for central pallet placement | AS 2500

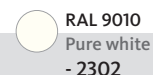
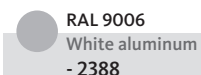
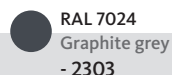
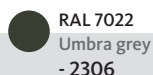
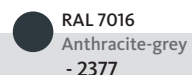


LIST OF

No.	Item description HK25	Number	Item number
			AS 2500
1	Flat foot for freestanding shelving HK25	2	C211457-
2	I-shaped upright 60x30 mm for freestanding shelving HK25	2	C211458-
3	Cross tube for freestanding shelving HK25	1	C211459-
4	Perforated rail for poster	3	C211474-

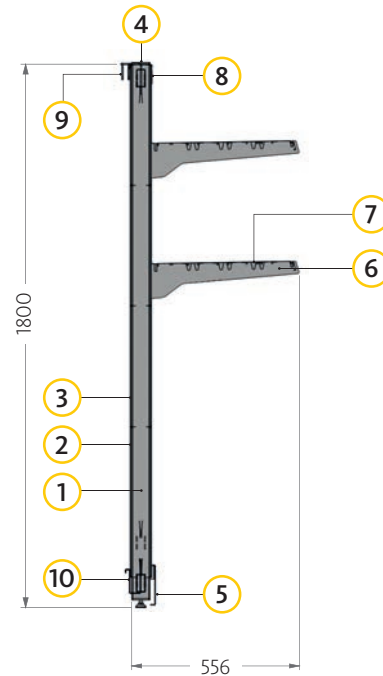
STANDARD COLOURS

Colour code addition number:



BEVERAGE DISPLAY

GONDOLA END FRAMES | 2 shelves | AS 1000/1250

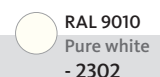
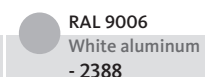
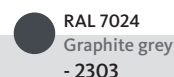
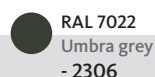
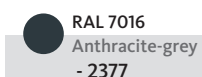


LIST OF

No.	Item description HK25	Number	Item number	
			AS 1000	AS 1250
1	Gondola end bay, pluggable H1800 HK25	1	C100017-	C100118-
2	Back panel H500 HK25	2	C001008-	C001005-
3	Back panel H400 HK25	6	C001009-	C001006-
4	Cover plate for 60x30 mm HK25	1	C100084-	C100085-
5	Pallet bumper	1	C001098-	C001099-
6	Carrier D470	4	C100003-	C100003-
7	Shelf D470 HK25	2	X911460-	X911470-
8	Safety clamp for back panel	2	C100675-	C100675-
9	Claw for gondola end frames 80/30 and 110/30	1	C100303-	C100303-
10	Gondola end frame holder bottom HK25	1	C100237-	C100237-

STANDARD COLOURS

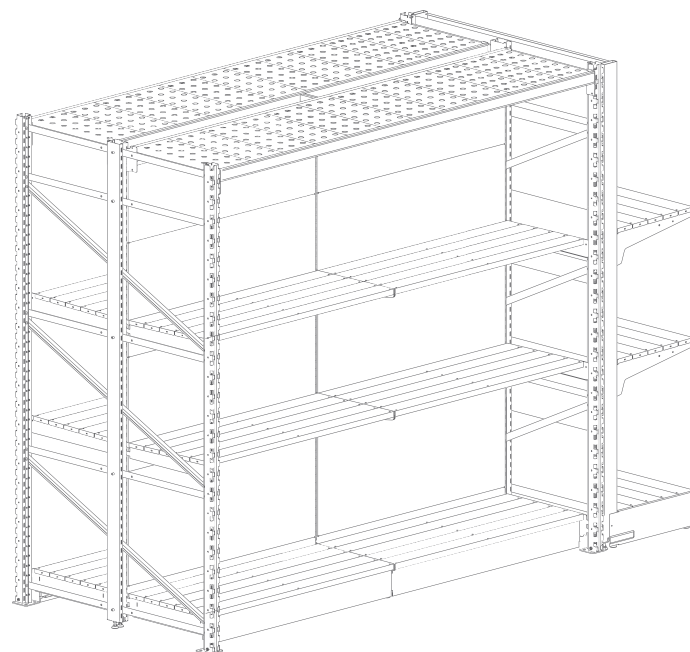
Colour code addition number:



Any other colours upon request!

BEVERAGE DISPLAY

BEER SHELVING | AS 2500/2700

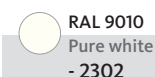
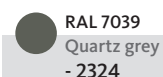


LIST OF

	No.	Item description	Item number
AS 2500	1	Chipboard panel 2490/747/25 mm, raw, as bottom of heavy-duty shelving	SH00155SX-
	2	Beam L2500, 80x45 mm, no integration	SW0033185-
AS 2700	1	Particleboard 2690/747/25 mm, raw, as bottom of heavy-duty shelving	SH00156SX-
	2	Stepped beam L2700, 80x45 mm	X184643-
	3	Price rail (scan) H40, L1248, crystal clear	000857550-
	4	Support frame H2000, T800, W80	X18302085-
	5	Floor mounting for support frame (1 piece)	X182129SX-
	6	Sheet-metal DIN-A4 load plate	SS01726-

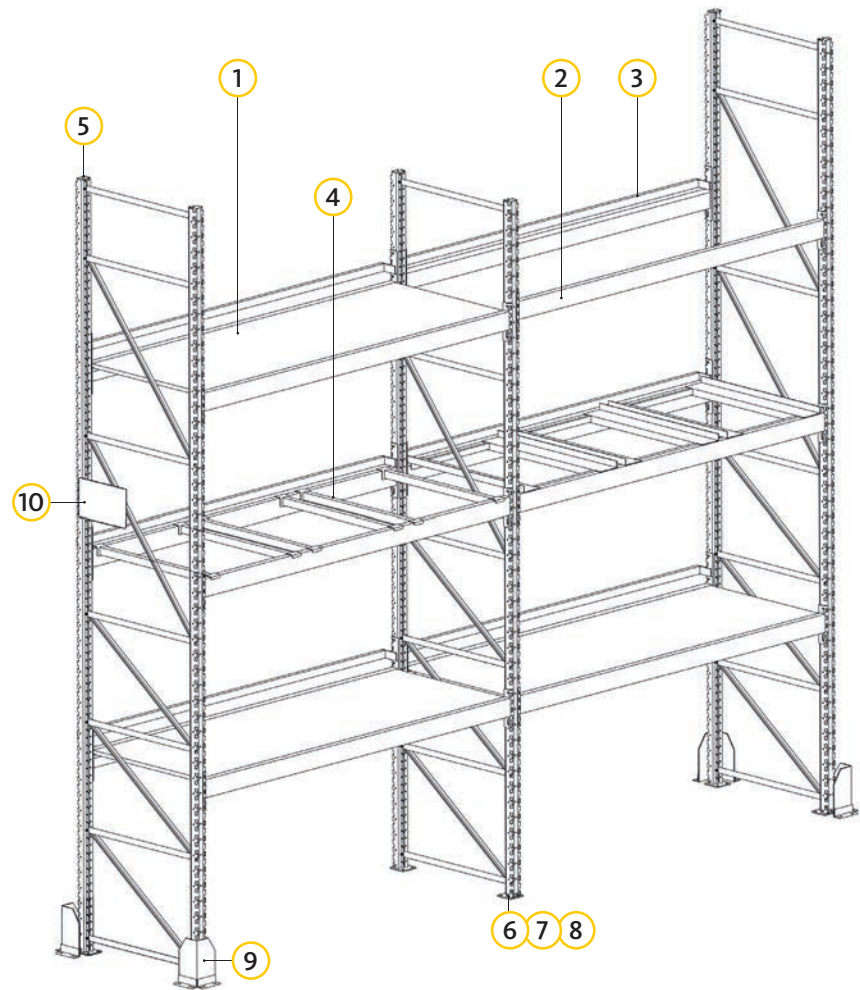
RAL COLOURS

Colour code addition number:



BEVERAGE DISPLAY

HEAVY-DUTY SHELVING | storage | AS 2700/3600



LIST OF

AS 2700

No.	Item description	Number	Item number
1	Particleboard 2700/947/25 mm, raw, as bottom of heavy-duty shelving	1	SH00336SX-
2	Crate beam, L2700, 130x45 mm	2	X184193-
3	Push-through protector L2700 for D1050	1	X184253-
4	Depth support T1050, 25 mm	6	X183984-

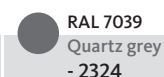
AS 3600

1	Particleboard 3600/947/25 mm, raw, as bottom of heavy-duty shelving	1	SH00335SX-
2	Crate beam, L3600, 180x45 mm	2	X18419785-
3	Push-through safety mechanism L3600 for D1050	1	X18425685-
4	Depth support T1050, 25 mm	8	X183984-

5	Support frame H4500, T1050, W80	2	X18304585-
6	Floor mounting for support frame (1 piece)	4	X182129SX-
7	Shim 120x120x2 mm, zinc-plated	4	X182122SX-
8	Spacer 120x120x3 mm, zinc-plated	4	X182123SX-
9	L-shaped upright protector, H400	1	X183384-
10	Sheet-metal DIN-A4 load plate	1	SS01726-


RAL COLOURS

Colour code addition number:



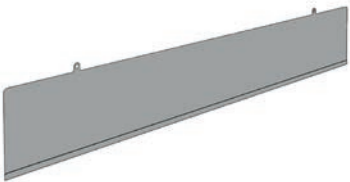


ACCESSORIES


Connctor HK25 | L-shaped upright with I-shaped upright

	Description	Depth in mm	Item number
	Connector , end-to-end, with release mechanism 30 x 30 mm, connects L-shaped upright with I-shaped upright	370	C100527-
		470	C100282-
		520	C211269-
		570	C100407-
		670	C209757-
		770	C209758-

Connector HK25 front | I-shaped upright with I-shaped upright

	Description	AS in mm	Item number
	Connector front with T-shaped pin, 30 x 30 mm, connects I-shaped upright with I-shaped upright	625	C001305-
		1000	C001300-
		1250	C001299-
	Connector front with hooks with T-shaped pin, 30 x 30 mm, connects I-shaped upright with I-shaped upright	625	C100287-
		1000	C100286-
		1250	C100257-
	Sign plate for connector with hooks Height 200 mm	625	C101060-
		1000	C240178-
		1250	C209716-

Sign plate for central gondola

	Description	AS in mm	Item number
	Upright extension, height 250 mm	1000/1200	C101013-
	Cross beam for poster	1000	SS09017-
		1250	SS06829-
	Sign plate, height 150 mm	1000	C211550-
		1250	C211473-

