

MODU

Always front. Always ready.

The End of Disposable Cardboard Displays

For FMCG brands, maintaining high in-store visibility often means relying on corrugated cardboard stands. However, these temporary solutions bend under heavy loads, require constant repurchasing, and demand endless manual labor to keep shelves looking full. The MODU ecosystem offers a permanent, financially superior alternative. We engineered a heavy-duty, fully modular steel display system that solves these retail bottlenecks. A MODU unit achieves full ROI in less than 12 months when compared to the ongoing costs of single-use displays. Beyond the initial payback, it generates pure operational savings, eliminates cardboard waste entirely, and automates product fronting. This is not just a shelf; it is a long-term commercial asset designed to minimize store maintenance while maximizing sales impact.



ModuRoll variations

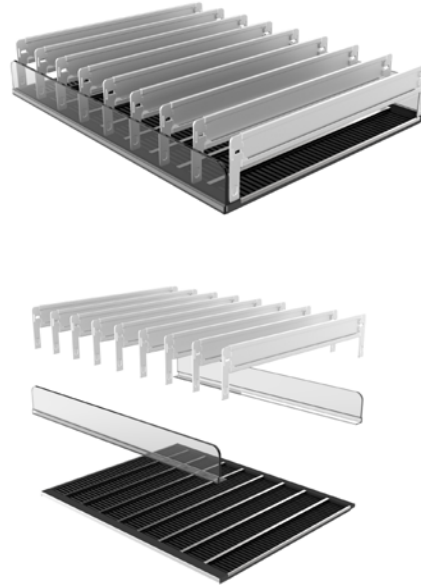
ModuRoll DISPLAY

The ultimate heavy-duty steel framework. Developed in parallel with BASE modules for 100% seamless compatibility, creating the most powerful automated retail display ecosystem.

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ModuRoll BASE

Engineered for retail chains. This autonomous roller module integrates instantly into any existing third-party shelving, automating merchandise fronting with zero structural changes.

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ModuRoll TRAY

Designed for FMCG brands. This polymer roller shelf makes your product stand out on standard retail shelves, featuring a printable acrylic front for maximum visibility.

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ModuRoll **DISPLAY**

The Perfect Fit

This premium steel stand serves as a permanent brand ambassador. Crucially, the DISPLAY frame and BASE modules were developed in parallel to be 100% seamlessly compatible. Combining them represents the truest, most optimized utilization of our automated facing technology.

100%
Compatibility

300kg
Load Capacity

Supporting up to 300 kg, this flat-packed system ensures intuitive on-site assembly. It offers tool-less shelf height adjustability and four distinct branding zones for rapid, high-impact marketing campaigns.

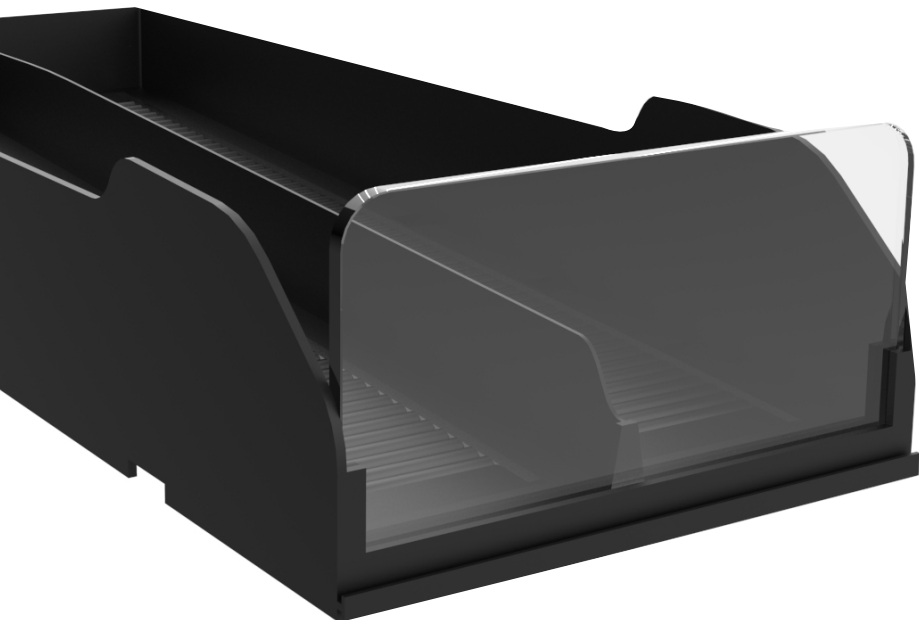
Customizable
with print



ModuRoll **TRAY**

Dominate the Standard Shelf

Dedicated to FMCG brands, the ModuRoll TRAY is your strategic tool to stand out on standard retail shelves. When placed among competitors without roller systems, this unit elevates your product instantly, keeping your merchandise permanently fronted and accessible.



Customizable
with print



Branding

Printable acrylic front plate.



Material

High-impact industrial polymer.

Crafted from high-impact industrial polymer, the TRAY delivers exceptional load distribution for heavy beverages without the weight of metal. Crucially, it features a clear acrylic front plate that secures the first products while serving as an additional printed branding surface. This ensures maximum brand exposure right at the buyer's fingertips, all while maintaining a perfectly smooth, gravity-driven glide for your merchandise.

ModuRoll **BASE**



Built for mass retail deployment, the BASE unit slides directly onto standard network shelves requiring zero structural modifications or specialized tools. Its gravity-driven mechanism advances merchandise automatically the moment an item is removed. This eliminates the massive daily hours employees spend manually pulling stock forward, drastically slashing operational costs while ensuring aisles look flawlessly stocked and perfectly organized during peak shopping hours.

Gravity-Driven Simplicity

Designed exclusively for retail networks, the ModuRoll BASE provides a fast, headache-free rollout of automated facing. It instantly upgrades your current store infrastructure without replacing existing furniture, radically reducing daily manual labor across all locations.



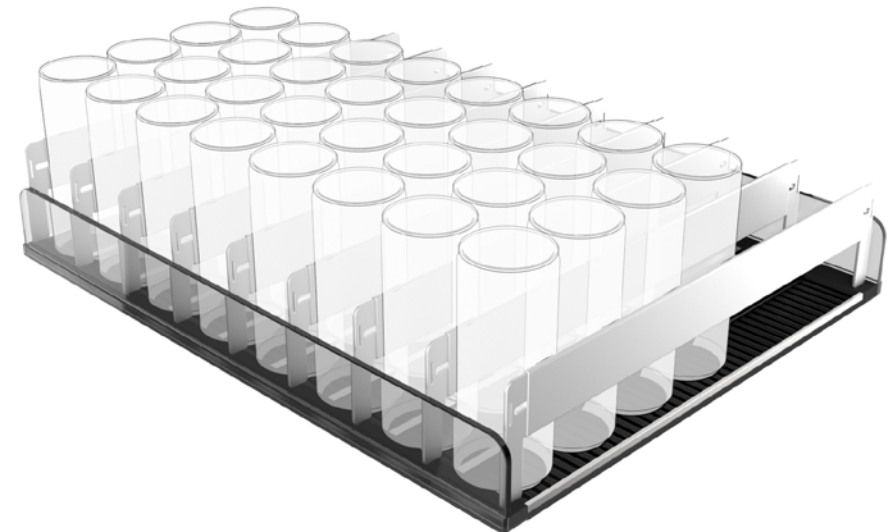
Compatibility

Fits standard third-party network shelves.



Labor Impact

Eliminates manual stock alignment.

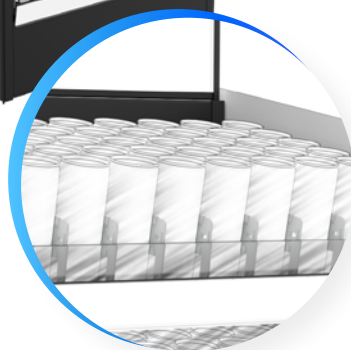


One solution

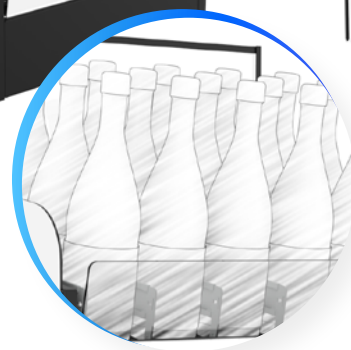
for products of all sizes



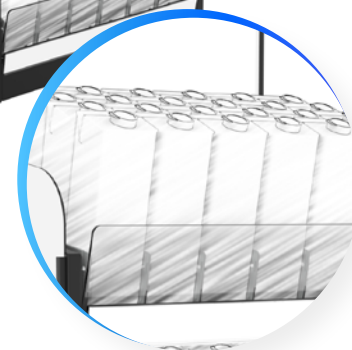
Big cans



Small cans



Bottles



Tetra Pak packaging
/Cartons

Engineered for Infinite Packaging Variations

FMCG product lines are constantly evolving. The MODU system offers unparalleled spatial adaptability, effortlessly accommodating any packaging format. Whether launching slim energy drink cans or shifting to bulky multipacks, the tool-less shelf spacing eliminates dead vertical space. This ensures maximum merchandise density and space efficiency, perfectly adapting to your specific container heights and diameters for every new campaign.

															
	190 ml	250 ml	200 ml	250 ml	270 ml	310 ml	330 ml	355 ml	250 ml	330 ml	355 ml	375 ml	473 ml	500 ml	568 ml
	SLIM		SLEEK						STANDARD						
	Ø53 mm		Ø57 mm						Ø66 mm						
SKU PER SHELF:	48	48	48	48	48	48	48	48	35	35	35	35	35	35	35
SHELVES PER UNIT:	6	5	5	5	5	5	5	5	6	5	5	5	5	4	4
TOTAL PACK CAPACITY:	288	240	240	240	240	240	240	240	210	175	175	175	175	140	140
FACINGS PER SHELF:	8	8	8	8	8	8	8	8	7	7	7	7	7	7	7
FRONT FACINGS:	48	40	40	40	40	40	40	40	42	35	35	35	35	28	28



Standard where it works.
Custom when it doesn't.

**Let's build
something brilliant**

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