



connect to protect

PoS Toolbox





# The PoS-toolbox is designed to...

## Fit stores of any size

- Suitable for multi-spot shops, large cycling retailers, small bike workshops, etc.
- Modular system for different locations in the store: counter, shopping-window, helmet-wall, helmet corner, etc.

## Explain USPs

- Present Tocsen in the context of helmets of any brand.
- Shoppers know already helmets, but are not too familiar with smart crash sensors yet.

## Increase sell-in

- More sales. Offer sales-specials "Helmet + Tocsen" or "Buy MoQs and you get the PoS-Toolbox for free".
- Add value to dealers: SalesReps build-up the tool for the dealer, use the time in the shop for product trainings directly on the new tool.

## Add value to dealers

- Flexibility. Dealers use the display to promote the Tocsen Sensor + helmets of own choice.
- More sales. Dealers benefit from more sell-out of Tocsen sensors. Also dealers gain cross-sales for other helmets.





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# Display.

- Existing out of a top-shield and a tray
- Catches attention
- USP communication
- Refillable tray for 10 Tocsen-Sensors



# Podium.

- **Uses display + Topshield as a base**
- **Use-Case 1: Tocsen presentation + helmet of your choice**
- **Use-Case 2: Presentation of 2 trays**







# Pillar.

- **Uses display + Topshield as a base**
- **Presentation of various helmet models of your choice**
- **Hang-in 1 or 2 trays**
- **Space for dedicated USP communication**







