

# Inlays

Fresh produce inlays – maximize profit, minimize waste

## The silent profit maker in your supermarket

The fruit and vegetable department is often the profit engine of a supermarket. While many categories operate on slim margins, fresh produce combines high turnover with strong margins and frequent customer visits.

- Up to 9% sales increase through improved presentation
- Up to 30% waste reduction through better airflow
- Fast return on investment, typically within 3 months
- Fresh, full, and well-structured produce displays



### Smart inlays, stronger sales

Elips Solutions developed innovative crate inlays specifically for fresh produce. They create a structured, abundant look that attracts shoppers and drives repeat visits. A well-organized produce department can account for up to 12% of total store turnover.

### Smart design, fast ROI

The inlays improve stock rotation and airflow, keeping products fresh for longer and reducing spoilage. With measurable impact on sales and waste, retailers typically achieve ROI in under three months.

### Flexible for seasons and promotions

Designed for flexibility, the inlays adapt easily to seasonal campaigns, promotional layouts, and changing assortments, keeping the produce department dynamic and attractive.

Fresh produce inlays are more than a presentation tool – they are a silent revenue driver that turns the produce department into a powerful growth engine.