

Flex-rollers

Flex-Rollers – 100% product visibility with automated shelving

Smarter shelves for every store

Flex-Rollers are high-performance roller shelves that automatically keep products front-facing and fully visible. The system is designed for drugstores, supermarkets, convenience stores, discounters, garden centers, DIY stores, and brand shops.

- Always front-facing products and full shelves
- Up to 1.5 hours of labor savings per product group per day
- Higher sales through improved visibility
- Flexible configuration for any product mix



Optimized convenience store service

In convenience retail, customers have only a few minutes to make their choice. Flex-Rollers automate manual fronting through gravity-fed shelves that keep products rolling forward. Shelves stay organized and attractive, while staff can focus on customer service.

Maximum visibility & merchandising

Flex-Rollers ensure 100% product visibility and prevent empty-shelf impressions. Branding and signage options turn standard shelving into premium presentation areas.

Greater efficiency and faster sales

Automatic front-facing saves an average of 1.5 labor hours per day per category. Ultra-thin dividers allow fast reconfiguration, while front-positioned products sell faster, driving higher turnover and customer satisfaction.

“Since installing Flex-Rollers, our shelves always look full and organized. Staff save valuable time and customers immediately notice the difference. – Store Manager SPAR”