

# RUDI®

## Components

### Building a RUDI® is this easy

Fast, simple, robust, flexible



**1** Load carrier: quarter pallet or dolly

**2** Attaching the display sockets



**3** Attaching decoration for presentation of goods



**4** Adding goods to the display

**IPP** | CARRYING  
IMPACT

MEMBER OF FABER GROUP

We are member of Faber Group, a family-owned business with a heritage of over 130 years of experience in load carrier services.

We have history of focusing on a sustainable future and have a responsibility towards our customers and future generations to provide high quality reusable and sustainable products and services.

## Contact

If you are interested in sustainable display management, please contact us:



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# (R)EVOLUTION

Added value through reuse



RUDI® – REUSABLE DISPLAY  
AT THE POS

# From single use to reuse

## Presentation of goods in the future

sustainable, environmentally friendly, CO<sub>2</sub>-saving and reusable

### Today's situation:

- 30 million disposable displays per year in D-A-CH
- 65,000 tonnes of waste per year
- 315,000 tonnes of CO<sub>2</sub> emissions

### (R)evolution

Reusable display consisting of:

- reusable display sockets and ¼ pallet or dolly
- 100% recyclable material
- unlimited use
- ONE solution for different types of use
- established pooling cycle



### Benefits:

- Reduction of CO<sub>2</sub> emissions
- Cost saving
- Conservation of resources

## (R)EVOLUTION

Added value through reuse

CO<sub>2</sub>  
emissions  
can be  
reduced by  
up to 70%

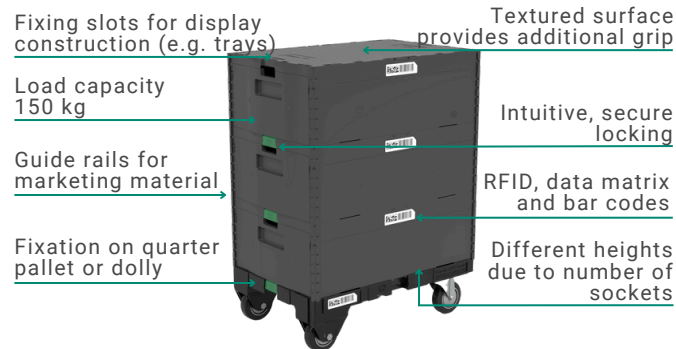
Costs  
can be  
reduced by  
up to 80%  
depending upon  
how the display  
is used

Transport  
costs  
can be  
reduced by  
up to 50%

# RUDI® at a glance

## Reusable Display in Detail

modular, resilient, intuitive and smart



## Transparency through digitalisation

Display socket and dolly are equipped with RFID transponder and barcodes, according to GS1 standard

- ✓ Real-time transparency
- ✓ Promotion tracking
- ✓ Information on location, status, history
- ✓ Minimum effort at the POS
- ✓ Consistent documentation

# Innovation a strong performance

## The brand appearance becomes an eye catcher

flexible, robust, durable and versatile in use

The reusable display sets the scene perfectly for your products **at the POS**.

Whether self-supporting goods or bulk goods, whether a shelf function is desired or hanging products are involved - RUDI® is suitable for the presentation of a **wide variety of articles**.

The decoration of the socket, the structure and thus the entire design of RUDI® can be flexibly configured.



RUDI® can be set up and assembled by the brand manufacturer or directly assembled on site at the POS.

The reusable display offers the possibility of multiple **sales and promotions**, across different brands and private label products.

RUDI® also enables a combination of **different usage variants** - smart and sustainable.