WALL'S® MAGNUM BEN&JERRY'S Cornetto SOLERO TWISTER CARTE D'OR



POS Brochure 2026













MAXIMISE YOUR SALES

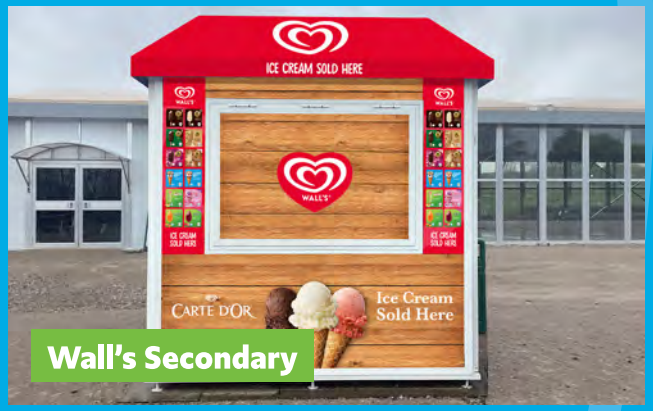


1. HHG & KMMS Golden Riles audit of Unilever POSM AW 2020 – SellCheck and GFK Matched Panel Test.

POS TOOLKITS









For BESPOKE POS please contact your Wall's Rep



HOW DO I DECIDE WHICH POS ITEMS TO ORDER FOR MY CUSTOMER?

STEP 1

UNDERSTAND THE CHANNEL TYPE

CONVENIENCE OR LEISURE?

STEP 2

ARE THEY A GOLD, SILVER OR BRONZE CUSTOMER?



SITES WITH 18 BASKET CABINETS OR MULTIPLE FREEZERS



SITES WITH 12 BASKETS CABINETS



SMALL CONVENIENCE STORES

STEP 3

CONSIDER THE PURPOSE OF THE POS - IS IT ATTRACT, ENGAGE OR SELL?

HOW DO I DECIDE WHICH POS ITEMS TO ORDER FOR MY CUSTOMER?

ATTRACT

Visible from 5-10 metres

Capture attention from afar and draw consumers in.

Make them think...

"OHHH ICE CREAM"

ENGAGE

Visible from 2-5 metres

Engage and entice outside of or instore.

Make them think...

"MMMM ICE CREAM - BUT WHICH ONE?"

SELL

Visible from <1 metre

Help consumers choose with a clear and concise range and pricing.

Make sure to answer...

"WHERE IS IT? ...HOW MUCH?"

KEEP THESE ANSWERS IN MIND AND TAKE GUIDANCE FROM THE FOLLOWING PAGES

CONVENIENCE - BRONZE

ATTRACT



1260034

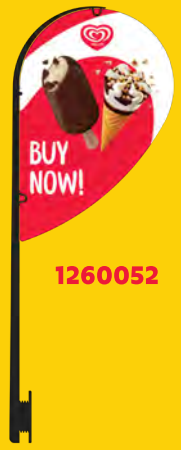


1260062



1260008

ENGAGE



1260052

SELL



1260040



1260055



1260007



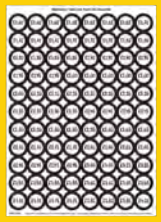
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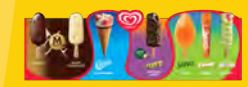
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CONVENIENCE - SILVER

ATTRACT



1260034



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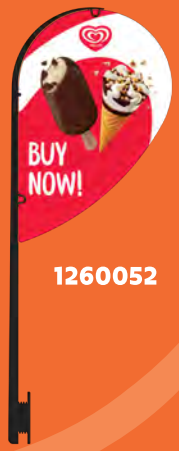
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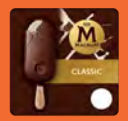
ENGAGE



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1260003

OR



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1260004



1260054

SELL



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CONVENIENCE - GOLD

ATTRACT



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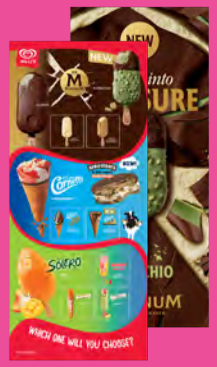


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ENGAGE



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1260003

OR



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SELL



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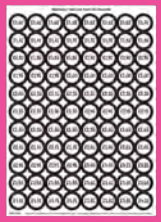
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LEISURE - BRONZE

ATTRACT



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ENGAGE



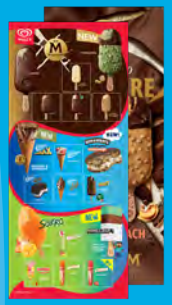
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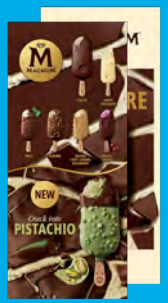
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SELL



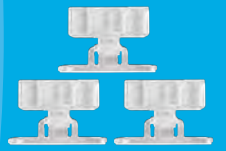
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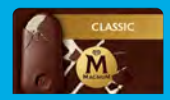
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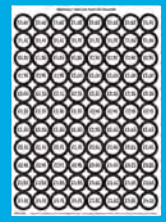
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LEISURE - SILVER

ATTRACT



1260034



1260008



1260075



1260036



1250060 1250059



1260010



1260030

ENGAGE



4260007



1260014



1260071



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1260003



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SELL



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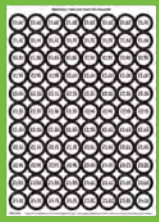
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1260080



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LEISURE - GOLD

ATTRACT



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1260075



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1250060



1250059



K1260011



1260030



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1260070

ENGAGE



4260009



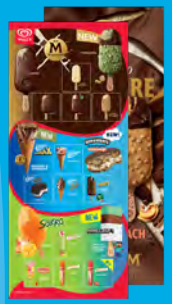
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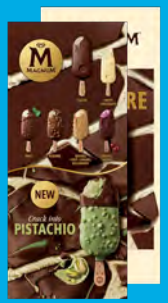
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1260073

SELL



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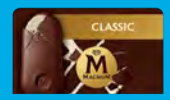
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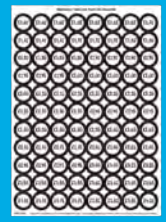
1260001



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1260042

HOW DO I PLACE POS ITEMS ON MY MAXI OR VISTA CABINET?



MAXIVISION POINT OF SALE



VISTA POINT OF SALE

WATCH THESE **VIDEOS** TO SEE HOW TO PLACE YOUR **POS**

LEISURE

ATTRACT



2260002



K2260010



2260003



2260001



2260017

ENGAGE



4260007



1260014

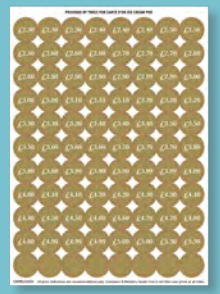


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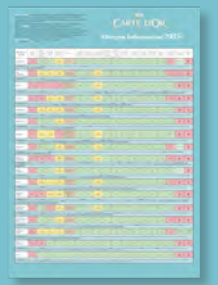


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SELL



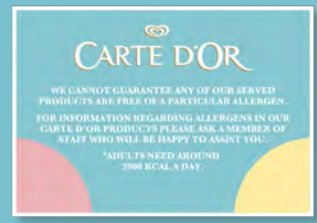
2260007



2260013



2260009



2260012



2260008



2260005







POS GLOSSARY - HOW TO USE

THIS GLOSSARY CONTAINS ALL OF THE ITEMS THAT ARE AVAILABLE, DIVIDED INTO **Wall's**, **Carte D'Or**, **Ben & Jerry's** AND **hardware** SECTIONS.

EACH ITEM WILL HAVE AN **image**, **item name** AND **item code**.

THE **item code** CAN BE USED TO PLACE ORDERS ON THE **Dynamic website**.

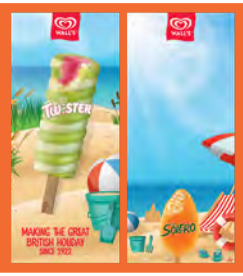
POS WEBSITE LINK: **https://awayfromhomepos.com**

POS GLOSSARY

				
	Rangeboard - Standard Convenience - 12 Basket - 1260017	Rangeboard - Standard Convenience - 18 Basket - 1260018	Rangeboard - Modular Leisure - 12 Basket - 1260043	Rangeboard - Modular Leisure - 18 Basket - 1260042
				
Rangeboard - Secondary Modular Leisure - 12 Basket - 1260022	POS Kit Envelope - Contents included Maxivision - 1260031	POS Kit Envelope - Contents included Vista - 1260032	NPD Sticker - Magnum Pistachio - 1260040	NPD Sticker - Ben & Jerry's Sandwich - 1260072
				
Basket Label Set - Wall's Maxivision - 1260007	Basket Label Set - Wall's Maxivision - Unranged -1260115	Basket Label Set - Wall's Vista - 1260001	Basket Label Set - Wall's Vista - Unranged - 1260114	Basket Label Set - Wall's Upright Cabinets - 1260061

POS WEBSITE LINK: **https://awayfromhomepos.com**

POS GLOSSARY

				
Impulse Strip - 1260049	Magnetic Impulse Strip - 1260045	A Panel - Wall's Modular 12 Range & Magnum Pistachio NPD - 1260071	A Panel - Wall's Modular 18 Range & Magnum Dual NPD - 1260068	A Panel - Magnum Range & Magnum Classic - 1260065
				
A Panel - Wall's blank round 10 stickers & Ben & Jerry's Sandwich - 1260073	A Panel - Cornetto Max & Solero range - 1260066	A Panel - Wall's Core 4 & Chocolate 4 - 1260012	A Panel - Wall's Secondary Modular 18 Range & Better Choices - 1260067	A Panel - Minecraft & Wall's Needs State - 1250072
				
A Panel - London & Welsh - 126148	A Panel - Midlands & Scotland - 1260074	A Panel - Beach themed Twister & Blank round 8 stickers - 126163	A Panel - Beach themed Solero & Blank round 10 stickers - 126162	Wall's Walk This Way Sticker - A3 - 1260062

POS WEBSITE LINK: **https://awayfromhomepos.com**

POS GLOSSARY

				
Window Cling - Wall's Logo - 1260008	Close The Lid Stickers - 1260055	Modular Sticker Set - Wall's Square - 1260003	Modular Sticker Set - Wall's Round - 1260004	Front facing stickers for Ice Cream vans - 1260051
				
POW - Wall's - 1260030	POW - Beach themed - 126159	Pavement Sign - Wall's Red - 1260034	Pavement Sign - Wall's Panel - 1260035	Pavement Sign - Beach themed - 126160
				
Pavement Sign - Wall's Retro - 1260033	Standard Panel - Wall's Core Products - 1260010	Standard Panel - Wall's Secondary Core Products - 1260021	Standard Panel - Beach themed - 126156	Standard Panel - Wall's Better Choices - 1260070

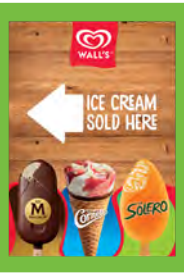
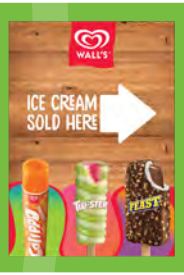
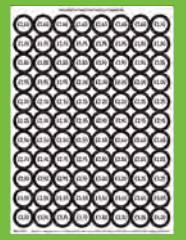
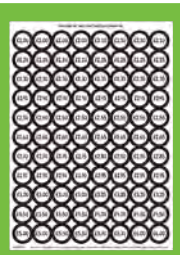
POS WEBSITE LINK: https://awayfromhomepos.com

POS GLOSSARY

				
Parasol - 1.8m - Wall's - 1260037	Parasol - 2.5m - Wall's - 1260036	Beach Flag Fabric Only - Magnum - 1260060	Beach Flag Fabric Only - Twister - 1260059	Forecourt Flag - Wall's - 1260077
				
Forecourt Flag Pole - Wall's - 1260078	Forecourt Flag Base - Wall's - 1260077-B	City Flag - Wall's - 1260075	Suction City Flag - Wall's - 1260076	Freezer Flags - Wall's - 1260052
				
Bin 75L - Wall's Outdoor - 1260038	Café Barrier Kit - Wall's - K1260011	Café Barrier Material - Wall's - 1260011	Wall's Ice Cream Brochure 2026 - 1260009	Bunting - Wall's indoor - 1260057

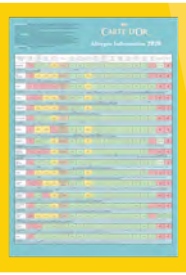
POS WEBSITE LINK: **https://awayfromhomepos.com**

POS GLOSSARY

				
Wall's Countermat - A3 - 1260054	Magnum Pistachio Wobbler - 1260044	Ben & Jerry's Sandwich Wobbler - 1260131	Minecraft Wobbler - 1260116	Wall's 3 sided Table Talker - 126164
				
Wall's Wayfinding Poster - Red - Left Pointing - 1260006	Wall's Wayfinding Poster - Red - Right Pointing - 1260005	Wall's Wayfinding Poster - Secondary - Left Pointing - 1260020	Wall's Wayfinding Poster - Secondary - Right Pointing - 1260019	Price Sticker Sheet - Wall's - 1260029
				
Price Sticker Sheet - Events - 1260053	Wall's CDE Jotter pad - 1260041	Wall's Plastic round modular board - 1260079	Wall's 3D Display Unit - Convenience - 1260081	Wall's 3D Display Unit - Leisure - 1260080

POS WEBSITE LINK: **https://awayfromhomepos.com**

POS GLOSSARY

CARTE D'OR				
	A Panel - Carte D'Or Twister & Range - 2260020	A Panel - Carte D'Or NPD's & Square Modular Blanks - 2260019	Beach Flag Fabric Only - Carte D'Or - 2260017	Café Barrier - Carte D'Or - K2260010
				
Carte D'Or Allergen A5 Freezer Sticker - 2260012	Carte D'Or Allergen Info Sheet - 2260013	Carte D'Or Cone Holder - 2260009	Carte D'Or Flavour Stabbers - 2260005	Carte D'Or Magnetic Flavour Labels - 2260008
				
Carte D'Or Pocket Black Apron - 2260016	City Flag - Carte D'Or - 2260003	Modular Sticker Set - Carte D'Or Square - 2260006	Parasol - 1.8m - Carte D'Or - 2260002	Parasol - 2.5m - Carte D'Or - 2260001

POS WEBSITE LINK: https://awayfromhomepos.com

POS GLOSSARY

				
Price Sticker Sheet - Carte D'Or - 2260007	Standard Panel - Carte D'Or Ice Cream Sold Here - 2260015	Standard Panel - Carte D'Or Logo - 2260014		
			BEN & JERRY'S	
				A Panel - Ben & Jerry's Range & Cornetto Range - 3260003
				
Modular Sticker Set - Ben & Jerry's Square - 3260008	Pavement Sign - Ben & Jerry's Cookie Dough- 3260004	Pavement Sign - Ben & Jerry's Sandwich - 0000000	City Flag - Ben & Jerry's - 3260007	Parasol - 1.8m - Ben & Jerry's - 3260001

POS WEBSITE LINK: **https://awayfromhomepos.com**

POS GLOSSARY

HARDWARE

				
	A Frame - Wooden - 4260009	A Frame Metal - White - 4260007	Snap Frame Metal with Double Sided tape - 1260014	Anti Glare poster for A-boards and snap frames - 4260006
				
Beach Flag - Pole & Base - 4260005	Parasol Base - 1.8m Red - 4260003	Parasol Base - 1.8m White - 4260008	Parasol Cross Base - 2.5m & Slabs - 4260002	Pivot Grippers for freezer rangeboards (pack of 20) - K4260004
				
Unbranded Ice Cream Scoop - 4240009				

POS WEBSITE LINK: **https://awayfromhomepos.com**

POS ORDERING - TOP TIPS

- RANGEBOARDS & POS KITS ARE ESSENTIAL ITEMS FOR ALL OUTLETS!
- YOU NEED 2 PIVOT GRIPPERS FOR 12 BASKET RANGEBOARDS AND 3 FOR 18 BASKET RANGEBOARDS.
- ALL OF THE A PANELS ARE DOUBLE SIDED. TO MAKE 1 FULL A BOARD YOU WILL NEED 1 FRAME & 2 PANELS.
- USE THE PRODUCT BOARDS AND MODULAR STICKERS TO CREATE BESPOKE MENU BOARDS.
- BEACH FLAGS & 1.8M PARASOLS - ORDER THE FLAG AND BASE SEPARATELY.
- PRICE STICKERS CAN BE USED ON RANGEBOARDS, MODULAR STICKERS AND BASKET LABELS.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT YOUR LINE MANAGER.