

Finding creative  
solutions for world



Data Display Strip • Innovative Display Solutions • Retail Market & Industrial Display Solution  
• LED Digital Signage



DK Engineering Group

# Company Profile

DK Engineering Group is a leading supplier of products and solutions for in-store communication and merchandising to the food and non-food retail sectors. The company is also a leading supplier of products and solutions to brand manufacturers for merchandising on the shelf and in other parts of the store. We are constantly striving to improve standards, every day, in every way.

We work hand in hand with both retail and brands to develop store ready solutions that add value to the consumer and saves labour for the store. Our vast production capacity allows us to provide you both standard items with short lead times and customised solutions with an attitude! We pride ourselves in bringing only the best to our customers.

DK Engineering Group has been proven and tested in an in-store environment. With a team of industry leading experts in business knowledge, design, engineering and prototyping we guarantee the success of your projects including full-scale prototypes, in-store testing and roll-out support. Attractive & selling in store environment that makes a difference. Our experience from working with the world's leading retailers and brands has taught us that in-store differentiation is key. The key to be successful in today's competitive landscape.



## Mission & Vision

Our mission: To create an attractive and selling in-store environment that strengthens the consumer's shopping experience.

Our Core Values:

Customer focus: DK Engineering Group has a focus on creating added value for our customers and increasing their profitability. High service and commitment leads to increased customer satisfaction which is our first priority



# Super Market

## Rack Display Solutions



Making the most out of

your selling space

The food and non-food retail sectors demand solutions that help increase store profitability. Saving labour is one of the corner stones for stores to remain competitive. As a consumer we see this by the increased use of self scanning and self check-out. But behind the scenes, DK Engineering Group provides a whole set of solutions that simplifies every day store work. It is common knowledge that a fully fronted shelf will sell better than a shelf that is not. When you can provide solutions that both improves store presentation, and at the same time saves re-merchandising time, investment decisions become easy.



### Super Market Display Data Strip >>



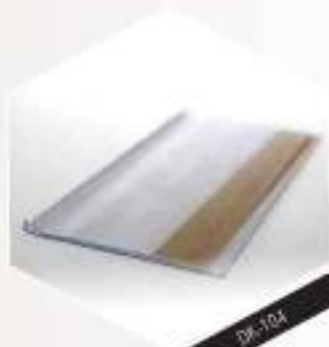
DK-101



DK-102



DK-103



DK-104



DK-105



DK-106



DK-107



DK-108



DK-109



DK-110



DK-111

## Shelf electronic digital price display for Super Market >>



## Industrial FIFO Storage Racks Display Solutions

Excellent visibility &  
fast access.

The FIFO Storage Racks are the most preferred choice of sophisticated industrial assembly lines that requires the accurate and ergonomically correct provision of small parts. The rack is used as gravity to shift material towards fronts devoid of manpower. Helps in increasing productivity on diverse locations for loading & uploading, the rack saves up to 40% of space eradicating of gangway. Further, the rack has the direct access to the picking in front. Depending on the variegated demands they are outfitted either with shelves, gliding rails or roller tracks and work as per the FIFO principle .



## FIFO Rack Data Strip >>



# Pallet Storage Rack Display Solutions

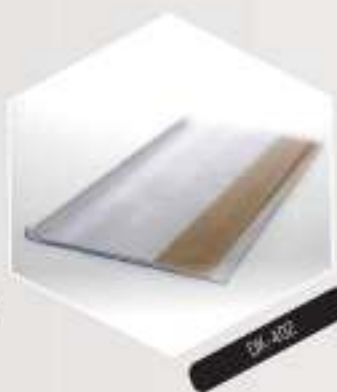
Easy to use & Durable

Cost Efficiency

Pallet rack is a material handling storage aid system designed to store materials on pallets (or "skids"). Although there are many varieties of pallet racking, all types allow for the storage of palletized materials in horizontal rows with multiple levels. Forklift trucks are usually an integral part of any pallet rack system as they are usually required to place the loaded pallets onto the racks for storage. Since the Second World War, pallet racks have become an essential and ubiquitous element of most modern warehouses, manufacturing facilities, retail centers, and other storage and distribution facilities. All types of pallet racking increase storage density of the stored goods. Costs associated with the racking increases with increasing storage density



## Pallet Rack Data Strip >>



# Point-of-purchase (POP)

## Advertising Display Solutions

Easy to use & Durable

Cost Efficiency

Point-of-purchase (POP) advertising is in-store advertising that is meant to catch the attention of shoppers while they're in an establishment. This type of advertising used to be mostly printed, static signage, banners, shelf call-outs, endcap displays, and the like. But recent technological developments have opened up a much wider range of POP advertising opportunities. Stores now use overhead music as a way to influence buyers, and short ads may be interspersed at designated intervals to alert shoppers of specials, promoted brands, seasonal items, upcoming store events, or anything else the store wants to share.

Digital signage is used in much the same way as overhead messaging, but adds an exciting visual element to the mix. Studies have shown that digital media is up to 7 times more effective than printed posters, and that consumers are 5 to 10 times more likely to respond to dynamic messaging than static print signage.



### POP Display Series >>



# LED Digital Retail Display Solutions

Helping retailers to improve their performance  
in a challenging retail landscape.

An LED display is a flat panel display, which uses an array of light-emitting diodes as pixels for a video display. Their brightness allows them to be used outdoors in store signs and billboards, and in recent years they have also become commonly used in destination signs on public transport vehicles. LED displays are capable of providing general illumination in addition to visual display, as when used for stage lighting or other decorative (as opposed to informational) purposes.



## Magenatic Data Strip >>



DK-601

LED Clip On Frames with Poster



DK-602

LED Clip On Frames



DK-603

LED Crystal Frame



DK-604

LED Crystal Frame without Poster



DK-605

LED Magnetic Frame



DK-606

EL LED Digital Poster

**DK**  
Engineering group

# DK Engineering Group



## DK Engineering Group

ISO 9001:2008 Certified Company

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