

EcoTrac® Lifecycle Test



For the challenge in store.

Spring Operation Feedback

North America : 2,000,000 EcoTrac® lanes installed; no reported spring failures

Europe/ROW 1,500,000 EcoTrac® lanes installed; no reported spring failures

Since 2007

RTC has installed over 200 million lanes of spring fed merchandise systems globally (EcoTrac® and Profit Pusher®)

10 Year Longevity Study

(2010 Independent Test)

- Study in conjunction with The Coca Cola Company to test EcoTrac® performance over 10 year lifespan.
- 2 million shopping cycles were conducted on 34 springs.
- A high volume Coca Cola cooler generates 300,000 purchases over its 10 year life.
- Cans and PET bottles were tested.



10 Year Longevity Study Results

(2010 Independent Test)

On average the spring lifespan is approximately 90,000 cycles

Coca Cola targeted each spring to last 1,875 – 30,000 cycles

10 Year failure rate across cans and PET bottles is between 1% and 2%

Note : BevTrac should be properly maintained and cleaned as per the instructions included in every carton to maximise longevity.



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Thank you



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