



Europe's #1  
**DOG ICE**

**Merchandising kit**  
**Spring-summer 2025**

Get ready for  
a successful  
Smoofl season!

**Since**  
**2018**



# Why Smoofl merchandising ?



## More visibility = more sales

Customers who see Smoofl are more likely to adopt it!



## Proven success

Smoofl Dog Ice has grown year after year and is now a spring and summer staple.



## Drive impulse purchases

An attractive presentation increases conversion.



# What's inside?

## Merchandising kit

- Eye-catching instore material to showcase Smoofl Dog Ice
- Shelf communication for maximum visibility
- Flexible and stylish materials that you can use depending on your store concept.

smoofl.com

## BUILD YOUR IDEAL SMOOFL SHELF!



Still need some advice? Contact us on [hello@smoofl.com](mailto:hello@smoofl.com) and we will be glad to help you further!

# Order your merchandising kits!

Prepare for the upcoming season!

Let us know by **10/03/2025**

- 1 How many kits** you would like to order.
- 2 When you would like to receive them.**

The kits are offered for free by Smoofl, depending on the number of stores in which you'll have Smoofl.

They will be delivered together with your first order of the season.



# Let's make 2025 Smoo-flicious!

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