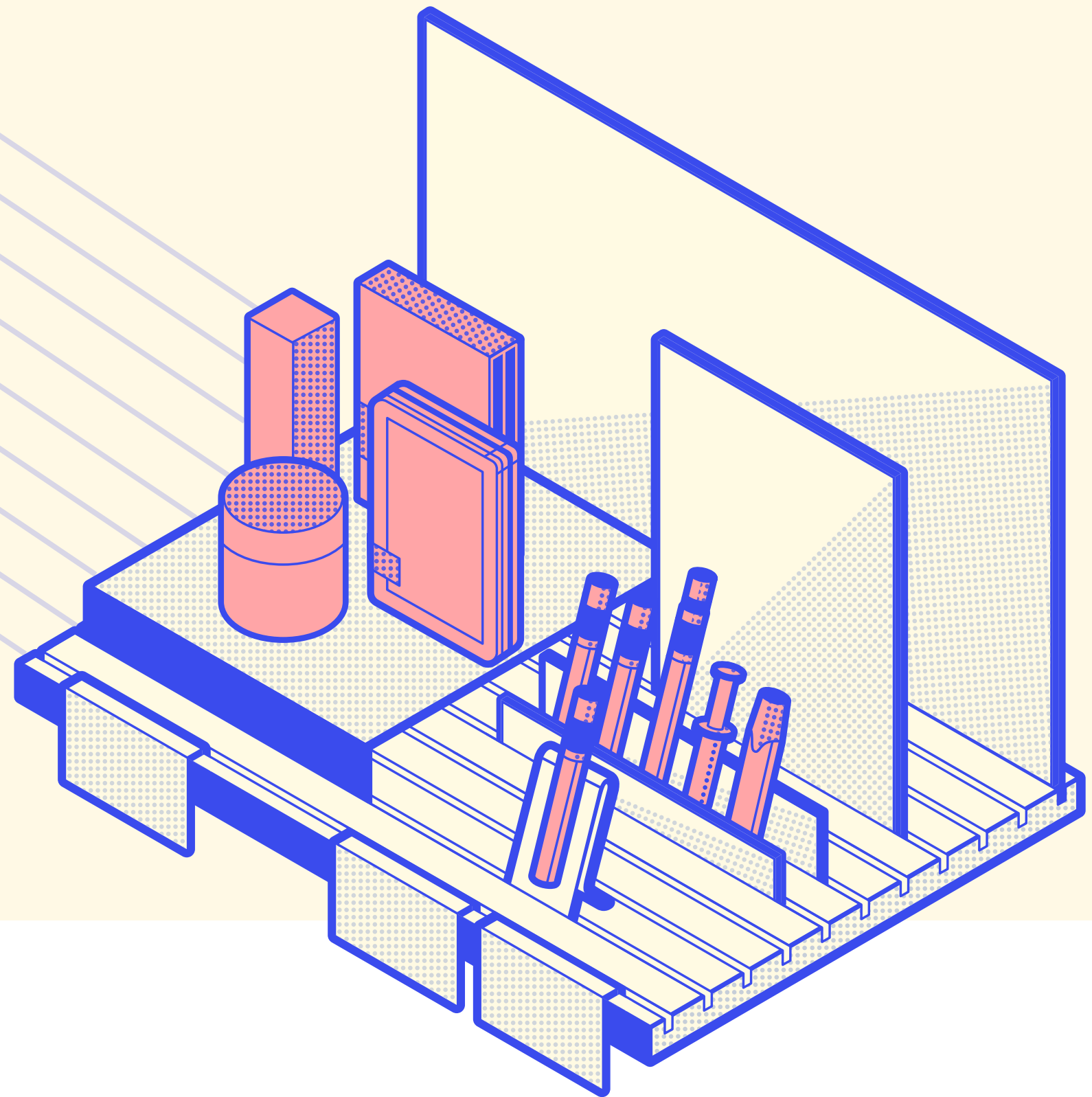


budder™ groove system

Budder Groove System (BGS) is a merchandising kit of parts designed to address the unique retail needs of the cannabis industry.



✓ **Countless Configurations**

Popular configurations include under-counter, on-counter and 360 degrees.

✓ **Supports all product types and hardware**

Works with the most popular cannabis packaging and hardware form factors. To boot, BGS is always being updated to accommodate the latest industry offerings.

✓ **Simple**

The groove base makes it easy to plug and play merchandising elements with flexibility and simplicity.

✓ **Affordable**

Value engineering to be able to offer this complete system at a reasonable price.

✓ **Customizable**

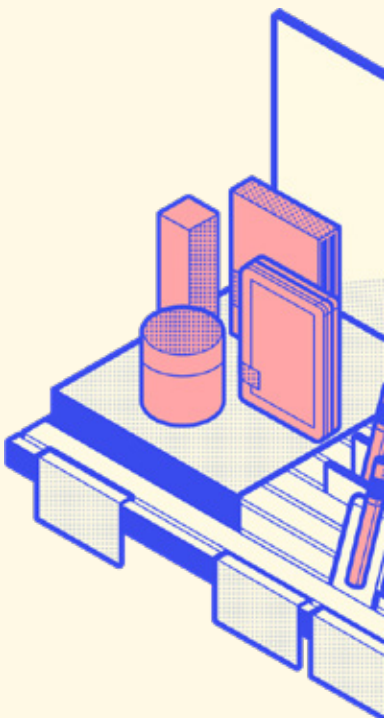
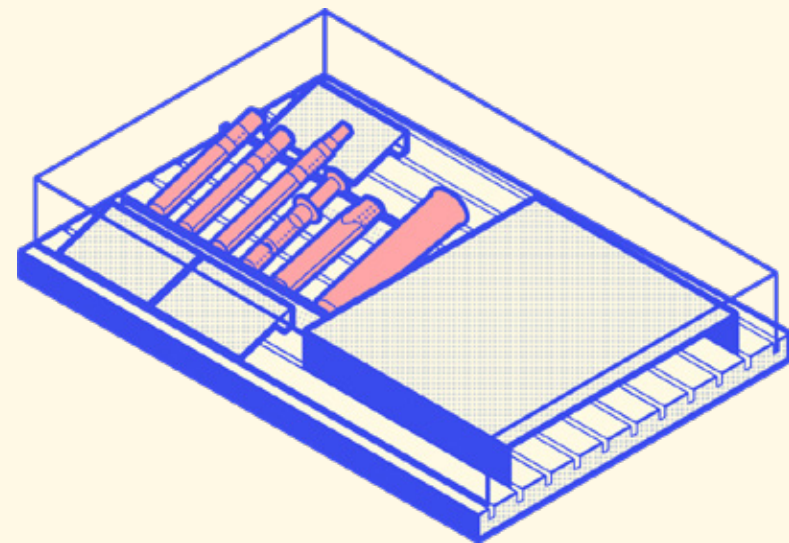
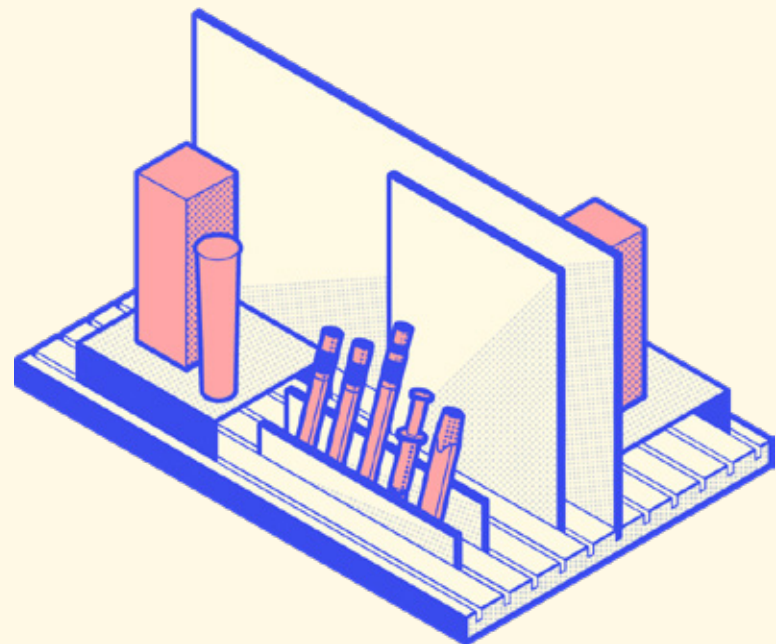
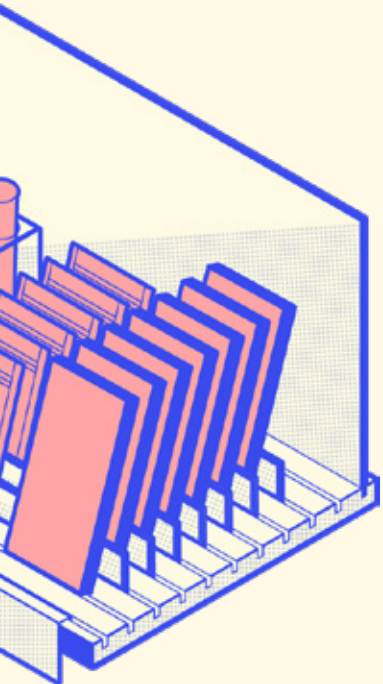
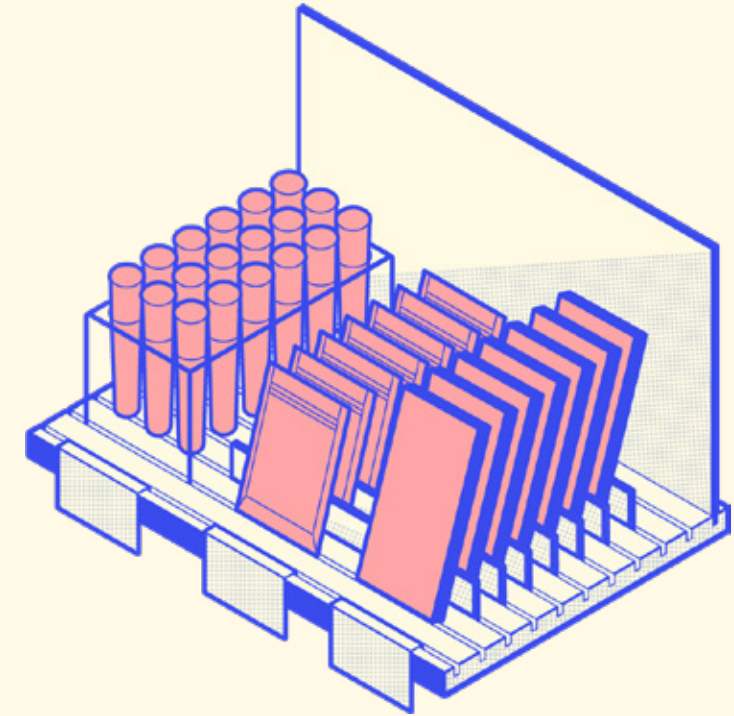
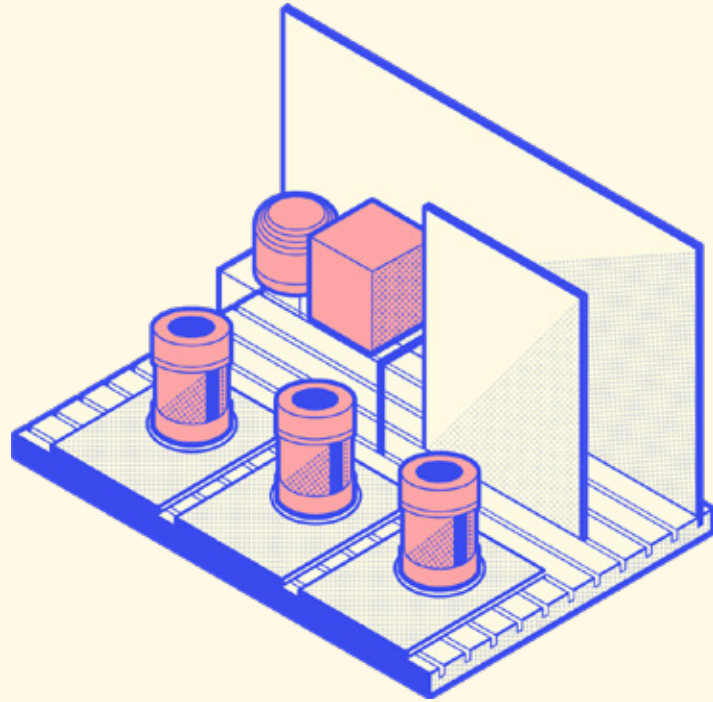
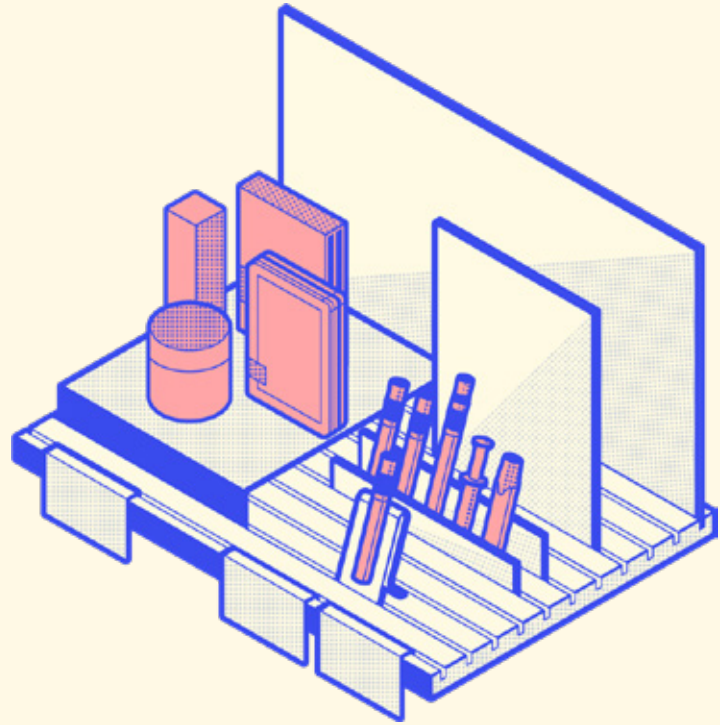
Everything from material, finish, color and printing is fully customizable while maintaining plug and play functionality.

✓ **Update-able**

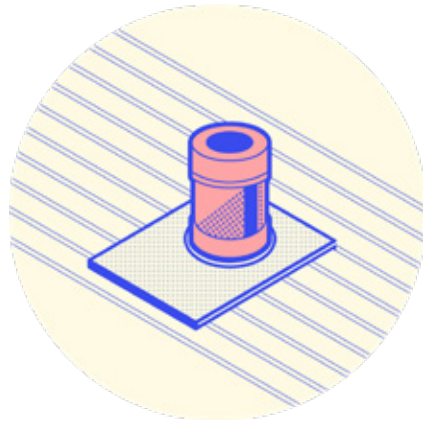
Period promotions, brand stories, education collateral - on-shelf communication is key to standing out. BGS makes it easy to update printable elements.



COUNTLESS WAYS TO CONFIGURE

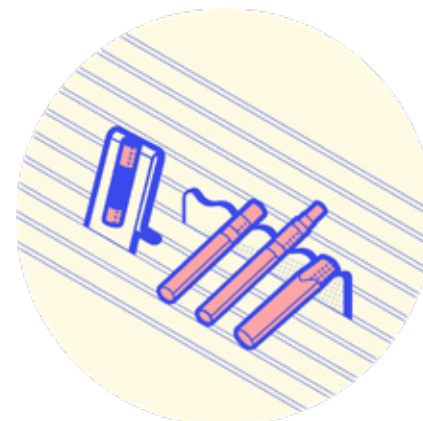


A SOLUTION FOR EVERY PRODUCT



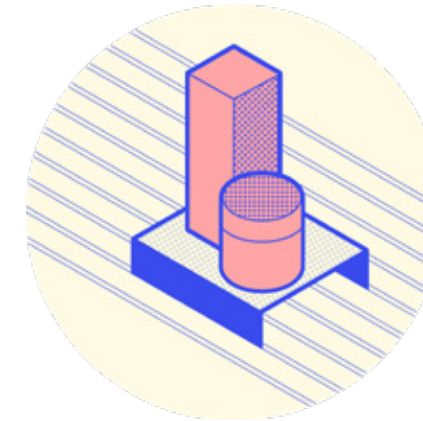
Flower

Flower comes in many shapes and sizes and customers want to see, smell and learn about the product details. BGS Flower Coasters make this easier to achieve while keeping compliance and safety in mind.



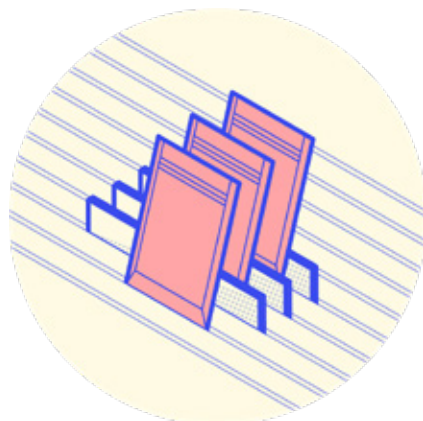
Vape

Vape cartridges, pens and batteries come in a wide variety of shapes and sizes. BGS Pen Stands come in 3 designs accommodating most form factors. For the small percentage that do not fit the stands, BGS Wiggle Rib provides a resting point for even the most odd shaped pens and vape hardware.



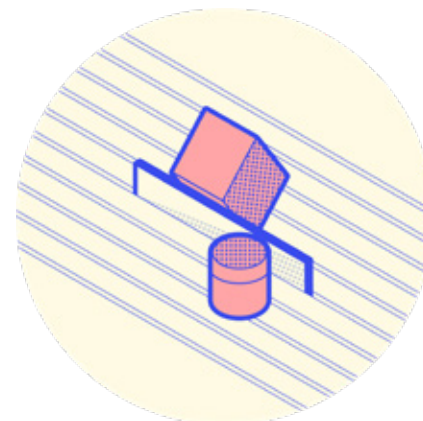
Topical

The BGS Risers are fabricated from powder coated bent steel and available in numerous sizes. Risers are excellent tools for merchandising - grouping and elevating products - and taking printed magnets to provide more branding and communication opportunities.



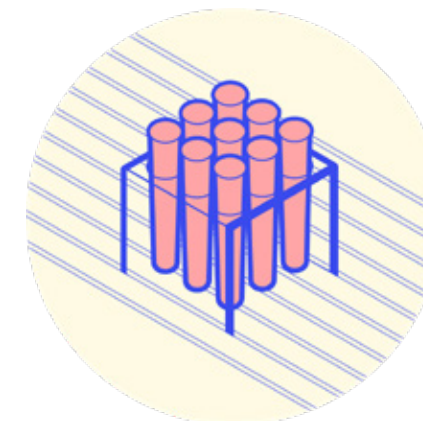
Edibles

Edibles come in many shapes and sizes. Using the BGS Rib helps tall thin products (such as mylar bags/papers/etc) to stand upright and get attention.



Concentrate

Concentrates, topicals, edibles, and many more cannabis products come in small boxes which can be a challenge to merchandise effectively. BGS Ribs can help display these items on an angle making them easier to see and read.



Other

Straight and tapered wall drums, lighters, papers, grinders, etc, cannabis accessories/ packaging comes in all sorts of shapes and sizes. BGS has solutions for many of these form factors, and adding more daily.



BGS for Brands

You have great products and a solid brand but your shelf presence could show that off better. BGS will help:

- Show up fast and look good
- Tell your brand's story
- Do a lot with a small foot print
- Elevate your products

BGS for Dispensaries

Shopping cannabinoid products is a new thing for most customers. Thoughtful merchandising that emphasizes customer education, product accessibility and trusted guidance goes a long way.

- Standardize the ways brands and products show up on your shelves
- Swap in/out sales, edu, promotional materials quickly and easily
- Help shoppers feel informed when making purchase decisions



ON-COUNTER CONFIGURATION

Direct Printed Backcard

Direct Printed Acrylic Storycard

Product Riser

Universal Pen Stand

Grooved Display Base

Shelf Talker with Direct Printed Magnet



UNDER-COUNTER CONFIGURATION

Shelf Talker with Direct Printed Magnet

Grooved Display Base

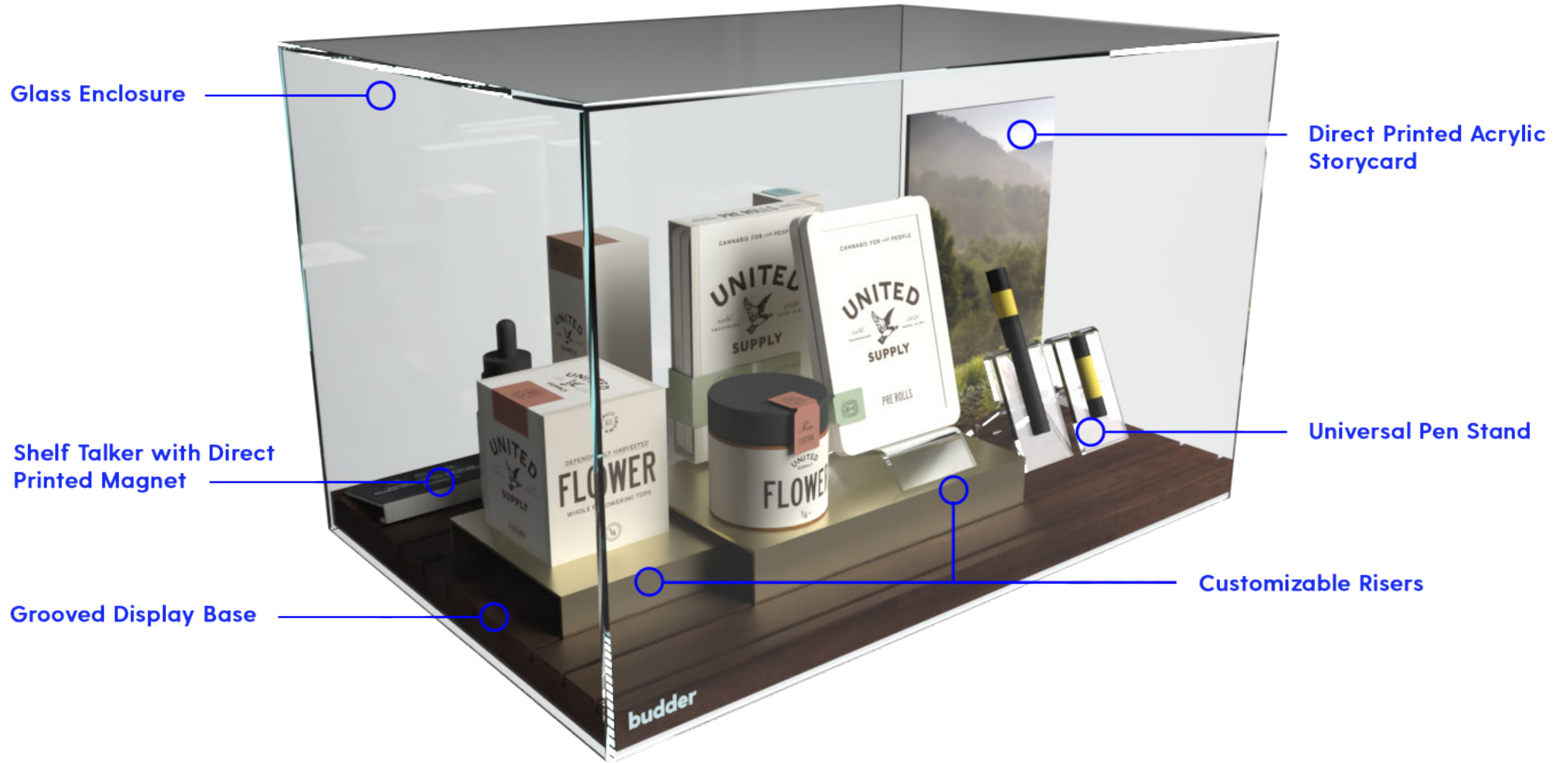
Acrylic Fin

Riser with Direct Printed Magnet

Shelf Talker with Direct Printed Magnet



360 DEGREE CONFIGURATION



Scalable

BGS is an ecosystem of visual merchandising components that can grow with brands and retailers. Pieces are easily swapped out, updated, and scaled from small displays to larger full fixture solutions.

Small Display



Shelf Display



Fixture Display



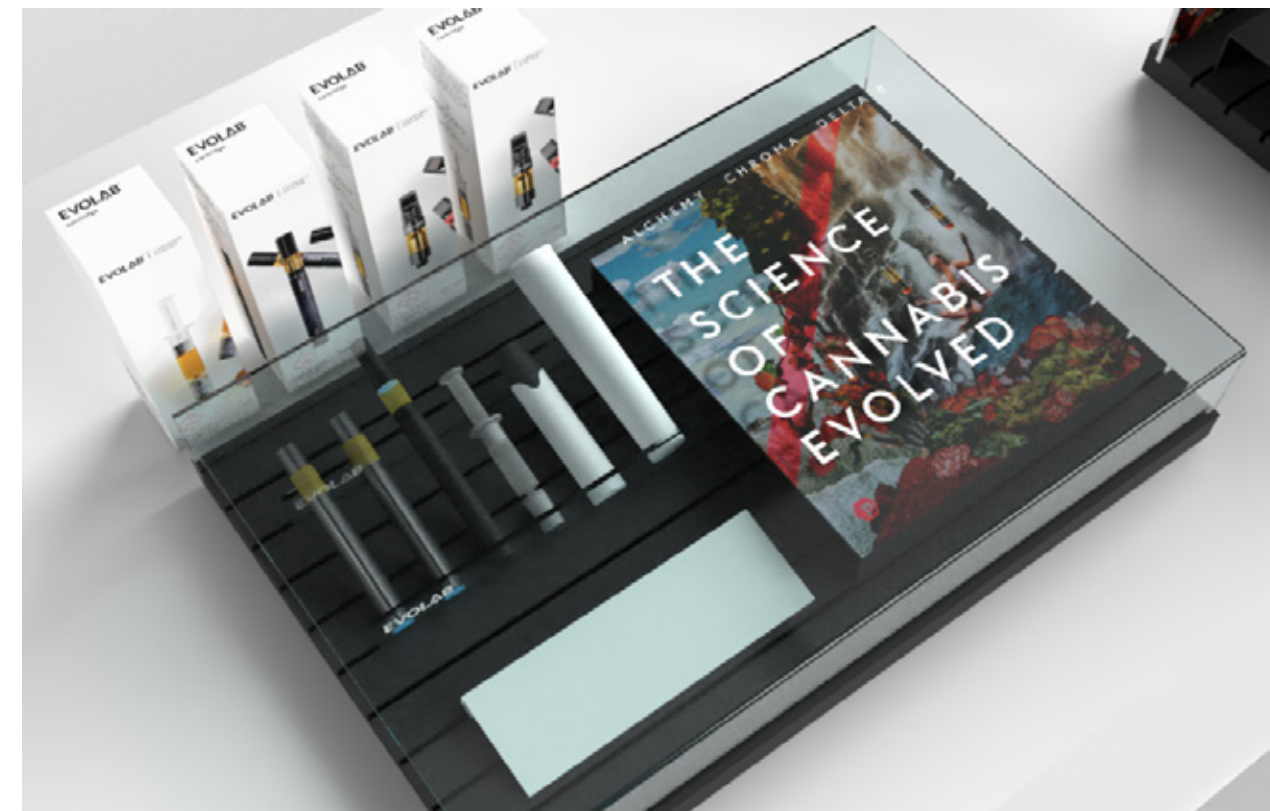
Flexible

Where products are placed in store will determine how your display should be configured. BGS is designed to function in any area of the dispensary whether on shelf, under counter, or as a free standing display. BGS offers a flexibility that is unmatched in retail.

On-Shelf configuration



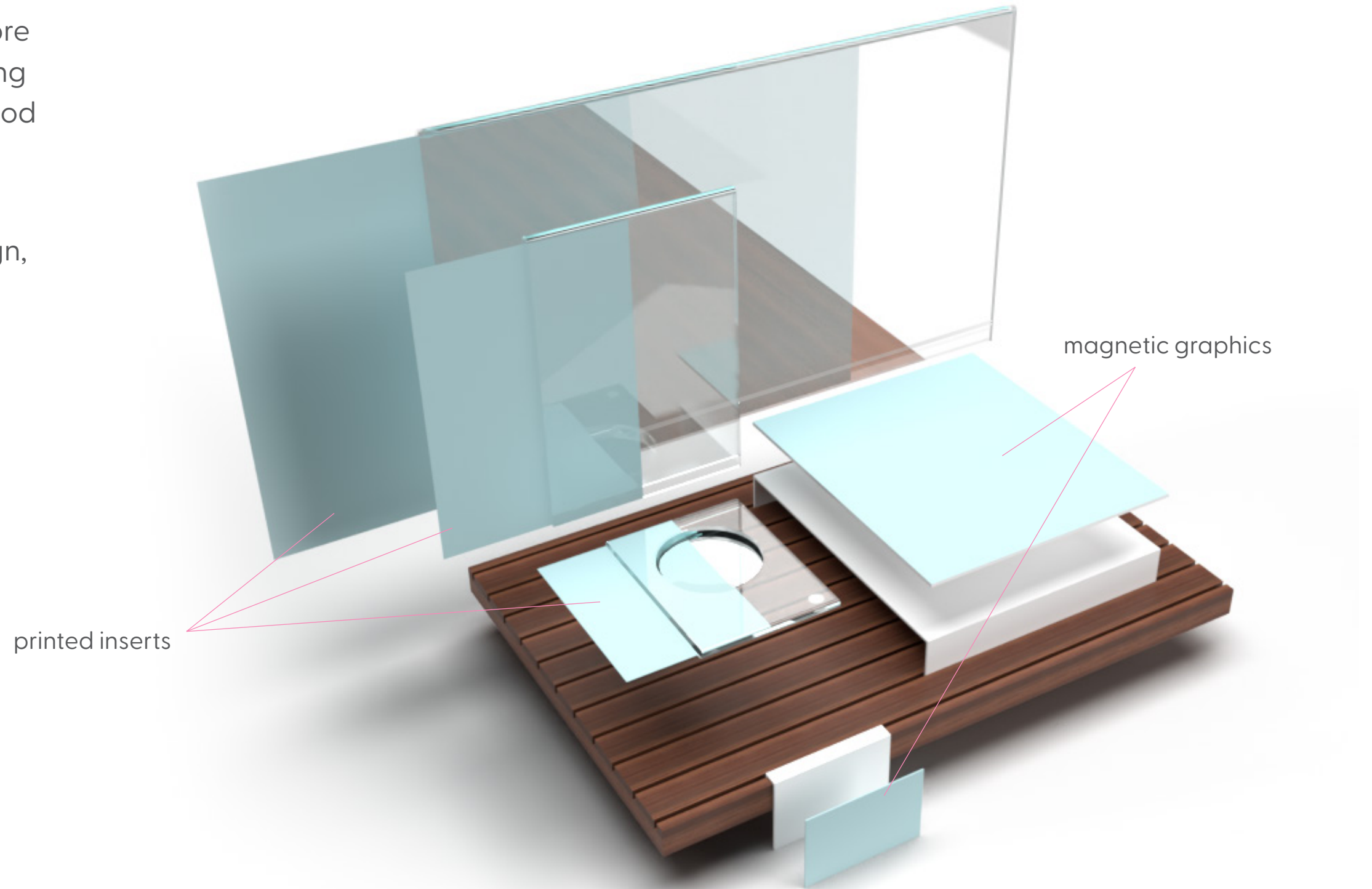
Under-shelf configuration with security glass

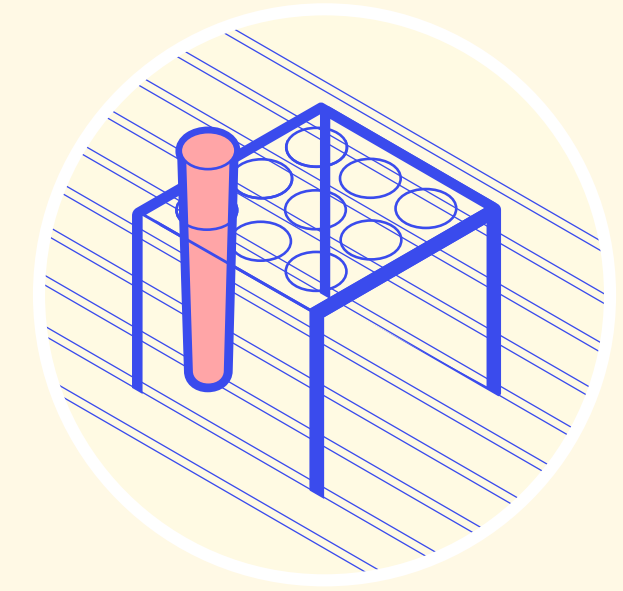
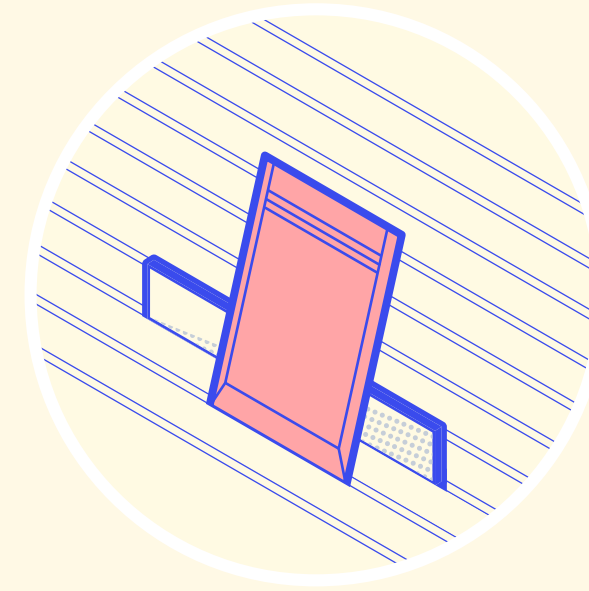
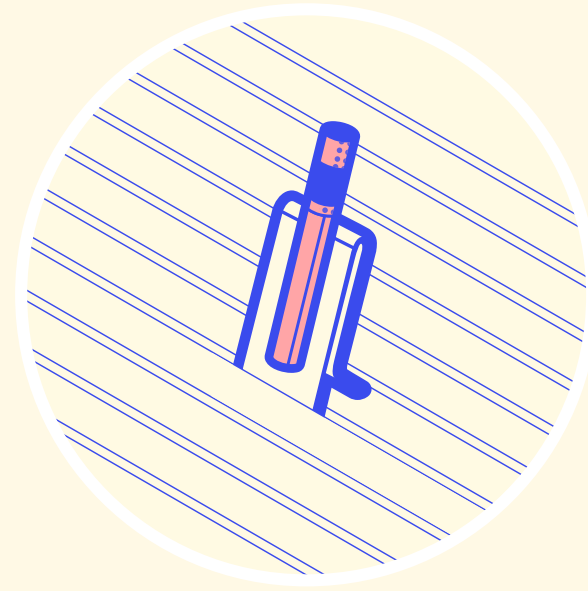
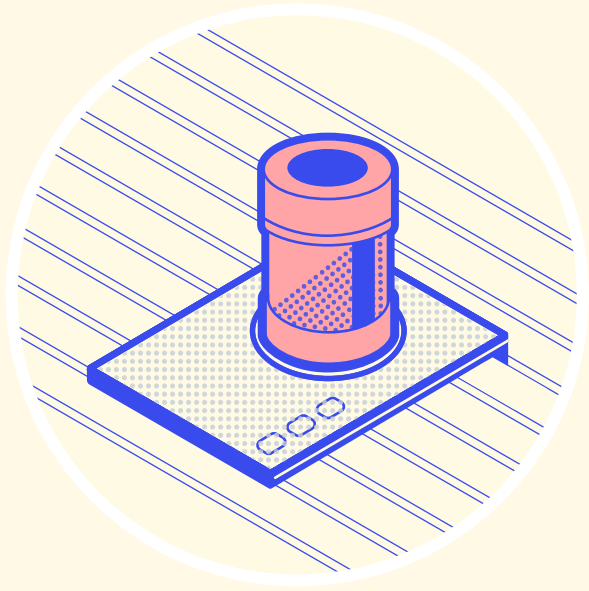


Updatable

Easy to update collateral printed in store or on subscription following a marketing calendar; update pricing, support period promotions, new product launches, rolling marketing campaigns, etc.

Budder provides services to help design, strategize and manage collateral programs on an ongoing basis.





budder[™]
groove system

A Budder Solution for
Merchandising Cannabis Products

Thank you.