Brand-It®

Door Channel Price Strip & Brand Callout

Specification Sheet (CDMBRANDA)

Features

Door & Shelf-Edge Merchandising

Snap-in channel runs along cooler door frames and shelf edges to display promo pricing and brand callouts where shoppers actually look.

Crystal-Clear Lens

Holds standard 1.25" printed price strips and brand cards with a glare-free front lens that keeps graphics legible from across the aisle.

Durable, Refillable

Polypropylene channel withstands daily restocking; swap strips at promo changeover without removing the channel.

Cut-to-Fit Channel

Trim on site to fit any door width or shelf segment — installs without tools and pairs with every Display Technologies shelving family.

Pairs With Any Glide Family

Designed to coexist with Visi-Clear, Ice-Glide, Cooler-Plus, Visi-Plus, Visi-Slide, Visi-Fast, Visi-Floor, and Visi-Xtra in the same cooler bay.

Recyclable Materials

Manufactured from virgin polypropylene to support long-lasting strength and curbside-stream recyclability.

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Technical Specifications

Part Number	CDMBRANDA
Family	Brand-It
Application	Cooler doors, shelf edges, price-strip mounting
Channel Width	Cut-to-fit (trim on site)
Strip Pocket Height	1.25" (31.75 mm) standard price-strip
Material	Virgin polypropylene
Lens	Clear PET front lens
Mounting	Adhesive snap-in, no tools required
Compatibility	Pairs with any Display Technologies glide family
Replacement Cycle	Strips swap at promo changeover; channel is permanent
Recyclability	Curbside polypropylene (resin code 5)
Country of Origin	United States