

POINT OF SALE SOLUTIONS

maxill oral care products have been the #1 choice of dental professionals for over 25 years. maxill is making a comeback in the retail market due to increasing popular patient demand.

With over 10,300 Dentists dispensing maxill products to their patients daily, Canadians have come to know maxill for its quality, value and unique product offerings. On any given day, maxill's products are being promoted by dental professionals to thousands of patients who are all looking for a place to re-purchase them in the future. maxill works with retailers to steer consumers from a post dental visit directly to your store.

Ask your territory representative for details or call **1-800-268-8633** to speak with one of our retail specialists.

All retailers desire the extra revenue that impulse sale items like oral care delivers yet they lack the ability to provide the space for oral care

Supermarket News – April 2010

Every person of every age that walks into a store needs oral care whether they have natural teeth or dentures. Priced competitively, priced clearly, properly presented, grocery retailers can capture back the dollars lost annually to chain drug and big box discounters. The problem faced is freeing up devoted space for the category.

Progressive Grocer – February 2011



Great Quality • Great Price • Constant Promotion

360° SPINNER DISPLAY - Side One

Your maxill 360° Spinner offers the full range of oral care products provided by local dental professional everyday to their patients and your customers. This display unit features four independently rotating arms and a lower basket that can be used for overflow product.



ITEM NUMBER	DESCRIPTION			SOLD BY	DISPLAY QUANTITY
ROW ONE - Flosser Piks					
40126	Regular Adult Flosser Piks 50 Pack			12	6
40131	Bucky Beaver Flosser Piks 50 Pack			12	6
40122	Mint Adult Flosser Piks 50 Pack			12	6
40122	Mint Adult Flosser Piks 50 Pack			12	6
ROW TWO - Oral Care					
40001	Oral Care Kit, Dental Pik, Mirror & Toothbrush			6	12
40002	Cleanse-a-Dent Denture Brush			6	12
40005	Voyager Travel Brush			6	12
40007	Step 3 Tongue Scraper			6	12
40006	Infant Finger Brush			6	12
40008	Voyager Travel Kit			6	12
ROW THREE - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
16505	505 maxMagic	Compact	Silken Soft	12	12
17505	505 maxMagic	Compact	Feather Soft	12	12
11505	505 maxMagic	Compact	Super Soft	12	12
12505	505 maxMagic	Compact	Soft	12	12
11509	509 maxMagic	Regular	Super Soft	12	12
12509	509 maxMagic	Regular	Soft	12	12
13509	509 maxMagic	Regular	Medium	12	12
16735	735	Compact	Silken Soft	12	12
11735	735	Compact	Super Soft	12	12
12735	735	Compact	Soft	12	12
ROW FOUR - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
12220	220 Classic	Infant	Super Soft	12	12
11330	330 Classic	Child	Soft	12	12
11350	350 Classic	Compact	Super Soft	12	12
12350	350 Classic	Compact	Soft	12	12
11440	440 Classic	Regular	Super Soft	12	24 (2 pegs)
12440	440 Classic	Regular	Soft	12	24 (2 pegs)
13440	440 Classic	Regular	Medium	12	24 (2 pegs)
14440	440 Classic	Regular	Hard	12	12

* Standard selection listed, product substitutions can be made

Item #88453

360° SPINNER DISPLAY - Side Two

The maxill Spinner carries the entire maxill line product line which of course includes Canada's best selling Flosser Piks and our best selling and most recommended toothbrushes.



Item #88453

ITEM NUMBER	DESCRIPTION	SOLD BY	DISPLAY QUANTITY		
ROW ONE - Flosser Piks					
40126	Regular Adult Flosser Piks 50 Pack	12	6		
40131	Bucky Beaver Flosser Piks 50 Pack	12	6		
40122	Mint Adult Flosser Piks 50 Pack	12	6		
40122	Mint Adult Flosser Piks 50 Pack	12	6		
ROW TWO - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
16415	415 MaxEffect	Compact	Silken Soft	12	12
17415	415 MaxEffect	Compact	Feather Soft	12	12
11415	415 MaxEffect	Compact	Super Soft	12	12
12415	415 MaxEffect	Compact	Soft	12	24 (2 pegs)
11739	739	Regular	Super Soft	12	12
12739	739	Regular	Soft	12	24 (2 pegs)
13739	739	Regular	Medium	12	24 (2 pegs)
ROW THREE - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
16630	630 Crystal Max	Compact	Silken Soft	12	12
17630	630 Crystal Max	Compact	Feather Soft	12	12
11630	630 Crystal Max	Compact	Super Soft	12	12
12630	630 Crystal Max	Compact	Soft	12	24 (2 pegs)
11640	640 Crystal Max	Regular	Super Soft	12	12
12640	640 Crystal Max	Regular	Soft	12	24 (2 pegs)
13640	640 Crystal Max	Regular	Medium	12	24 (2 pegs)
ROW FOUR - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
12220	220 Classic	Infant	Super Soft	12	12
11330	330 Classic	Child	Soft	12	12
11350	350 Classic	Compact	Super Soft	12	12
12350	350 Classic	Compact	Soft	12	12
11440	440 Classic	Regular	Super Soft	12	24 (2 pegs)
12440	440 Classic	Regular	Soft	12	24 (2 pegs)
13440	440 Classic	Regular	Medium	12	24 (2 pegs)
14440	440 Classic	Regular	Hard	12	12

• Standard selection listed, product substitutions can be made

POWER TOWER DISPLAY - Toothbrushes

The maxill Power Tower is a standalone design utilizing minimum floor space. Stocked with a carefully selected mix of our eight most popular classic brushes and complimented with four premium style brushes, this unit has a brush for every customer. The Power Tower will ensure that your customer finds a brush with the right head size and bristle type recommended by their oral care professional.



ITEM NUMBER	DESCRIPTION			SOLD BY	DISPLAY QUANTITY
ROW ONE - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
16415	415 MaxEffect	Compact	Silken Soft	12	12
17505	505 maxMagic	Compact	Feather Soft	12	12
11630	630 Crystal Max	Compact	Super Soft	12	12
12509	505 maxMagic	Regular	Soft	12	12
ROW TWO - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
11440	440 Classic	Regular	Super Soft	12	24
12440	440 Classic	Regular	Soft	12	24
13440	440 Classic	Regular	Medium	12	24
14440	440 Classic	Regular	Hard	12	24
ROW THREE - Toothbrushes					
	MODEL	HEAD SIZE	BRISTLE		
12220	220 Classic	Infant	Super Soft	12	24
11330	330 Classic	Child	Soft	12	24
11350	350 Classic	Compact	Super Soft	12	24
12350	350 Classic	Compact	Soft	12	24

* Standard selection listed, product substitutions can be made

Item #88443

POWER WING DISPLAY - Flosser Piks

maxill Flosser Piks are the number one selling Flosser Pik in Canada for many reasons; quality, first in the category and price. The Flosser Piks sku has evolved to be such a popular item that a stand alone Power Wing for just Flosser Piks is now available. The Power Wing hangs conveniently on the side of any end cap areas.



ITEM NUMBER	DESCRIPTION	DISPLAY QUANTITY
ROW ONE - Flosser Piks		
40122	Mint Adult Flosser Piks 50 Pack	6
40122	Mint Adult Flosser Piks 50 Pack	6
40122	Mint Adult Flosser Piks 50 Pack	6
ROW TWO - Flosser Piks		
40122	Mint Adult Flosser Piks 50 Pack	6
40122	Mint Adult Flosser Piks 50 Pack	6
40122	Mint Adult Flosser Piks 50 Pack	6
ROW THREE - Flosser Piks		
40126	Regular Adult Flosser Piks 50 Pack	6
40126	Regular Adult Flosser Piks 50 Pack	6
40126	Regular Adult Flosser Piks 50 Pack	6
ROW FOUR - Flosser Piks		
40126	Regular Adult Flosser Piks 50 Pack	6
40126	Regular Adult Flosser Piks 50 Pack	6
40126	Regular Adult Flosser Piks 50 Pack	6
ROW FIVE - Flosser Piks		
40131	Bucky Beaver Flosser Piks 50 Pack	6
40131	Bucky Beaver Flosser Piks 50 Pack	6
40131	Bucky Beaver Flosser Piks 50 Pack	6
ROW SIX - Flosser Piks		
40131	Bucky Beaver Flosser Piks 50 Pack	6
40131	Bucky Beaver Flosser Piks 50 Pack	6
40131	Bucky Beaver Flosser Piks 50 Pack	6

Item #88463

- Standard selection listed, product substitutions can be made
- Power Wing comes prepackaged

POWER WING DISPLAY - Oral Care

maxill's Oral Care Power Wing presents a selection of the most popular retail oral care items, allowing you to provide a comprehensive oral care selection with no dedicated floor space. Featuring Canada's best selling Flosser Piks, Travel Brush, Oral Care Kit, Tongue Scraper, Denture Brush, Infant Finger Brush, Travel Kit and a variety of our most recommended toothbrushes, the Power Wing hangs conveniently on the side of any end cap areas.



ITEM NUMBER	DESCRIPTION			DISPLAY QUANTITY
ROW ONE - Oral Care				
40005	Voyager Travel Brush			6
40005	Voyager Travel Brush			6
40001	Oral Care Kit, Dental Pik, Mirror & Toothbrush			6
40122	Mint Adult Flosser Piks 50 Pack			6
ROW TWO - Oral Care				
40002	Cleanse-a-Dent Denture Brush			6
40007	Step 3 Tongue Scraper			6
40122	Mint Adult Flosser Piks 50 Pack			6
ROW THREE - Oral Care				
40006	Infant Finger Brush			6
40008	Voyager Travel Kit			6
40126	Regular Adult Flosser Piks 50 Pack			6
40131	Bucky Beaver Flosser Piks 50 Pack			6
ROW FOUR - Toothbrushes				
	MODEL	HEAD SIZE	BRISTLE	
12630	630 Crystal Max	Compact	Soft	6
12640	630 Crystal Max	Regular	Soft	6
13640	640 Crystal Max	Regular	Medium	6
12739	739	Regular	Soft	6
13739	739	Regular	Medium	6
12509	505 maxMagic	Regular	Soft	6
13509	505 maxMagic	Regular	Medium	6
ROW FIVE - Toothbrushes				
	MODEL	HEAD SIZE	BRISTLE	
12220	220 Classic	Infant	Super Soft	6
11330	330 Classic	Child	Soft	6
12350	350 Classic	Compact	Soft	6
11440	440 Classic	Regular	Super Soft	6
12440	440 Classic	Regular	Soft	6
13440	440 Classic	Regular	Medium	6
14440	440 Classic	Regular	Hard	6

Item #88473

- Standard selection listed, product substitutions can be made
- Power Wing comes prepackaged

1-800-268-8633