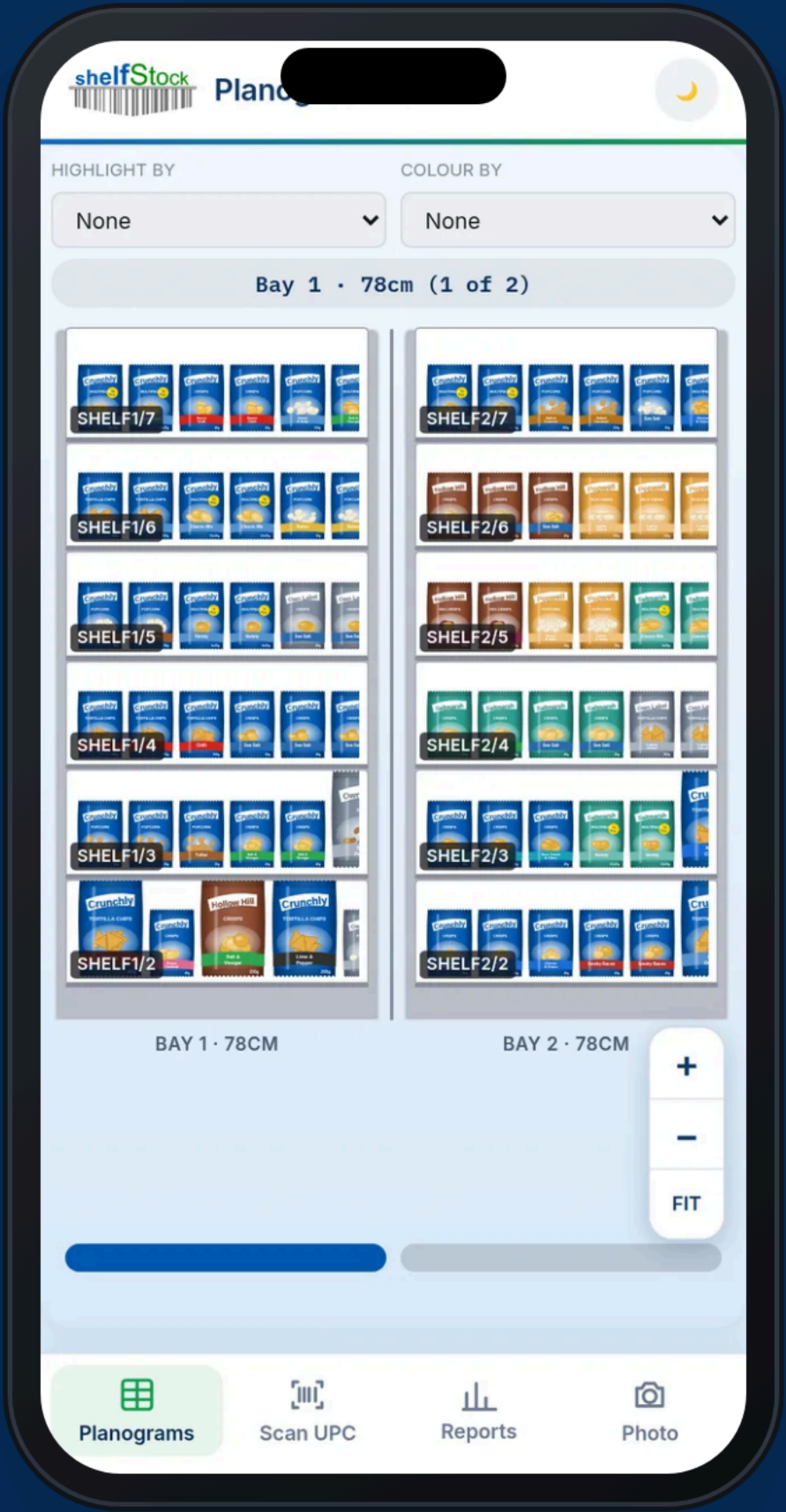


THE SHELFSTOCK MOBILE APP

Your planograms, in your pocket.

For reps, merchandisers and store teams. Every store's planogram, on the shop floor, on the phone you already carry.

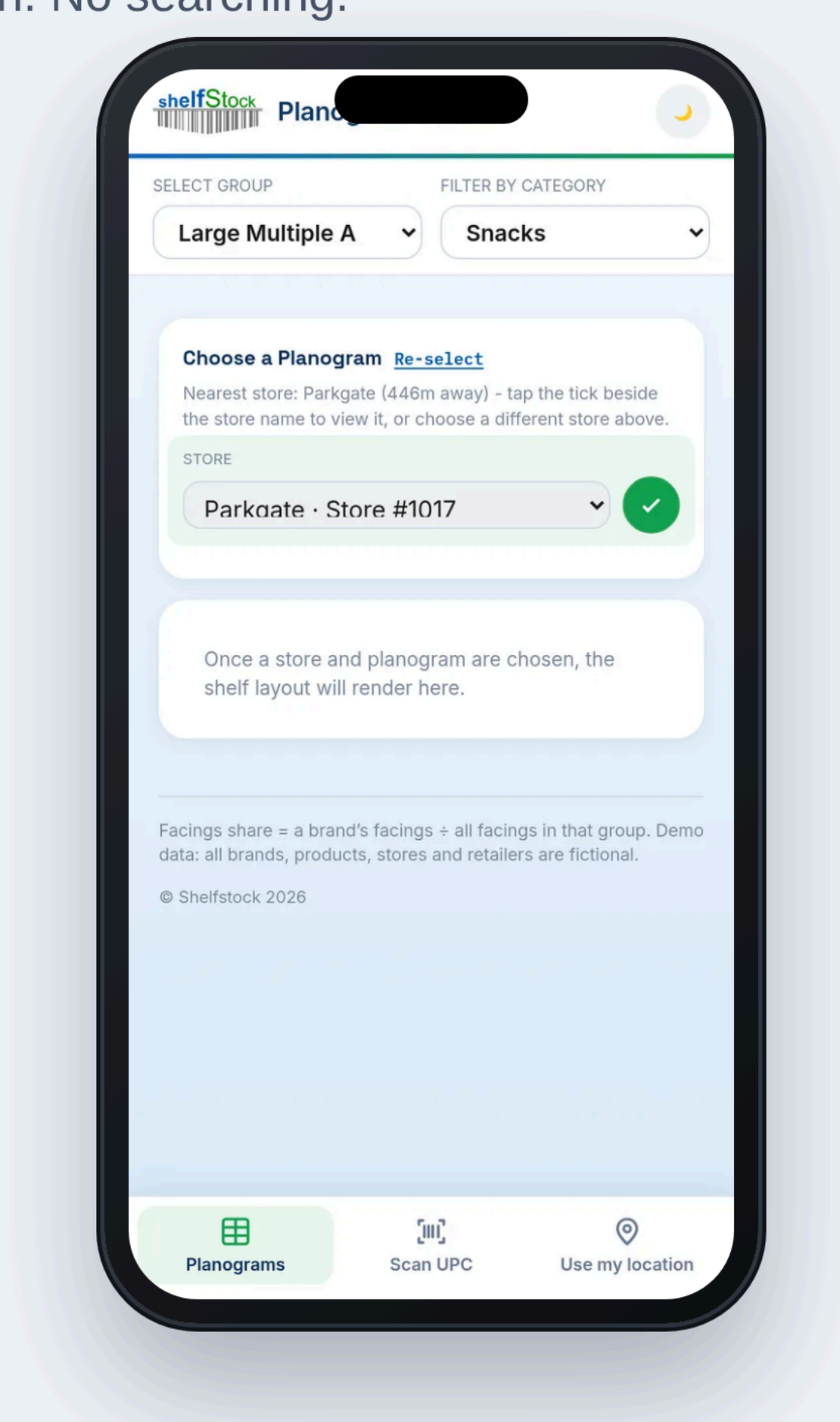


Swipe →

1

Find the store you're standing in.

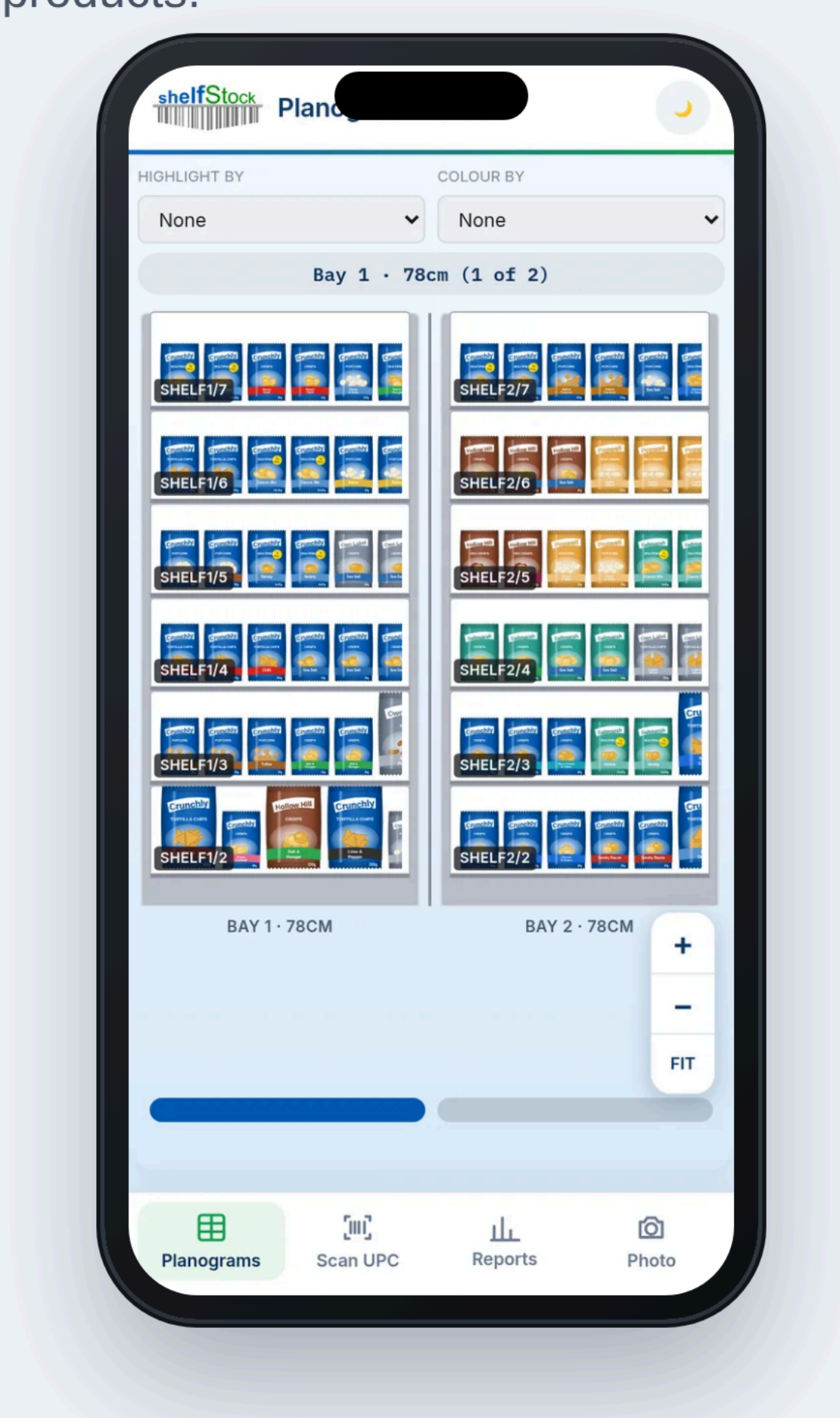
Tap “Use my location” and the nearest store’s planogram is ready to open. No searching.



2

See the shelf **exactly** as planned.

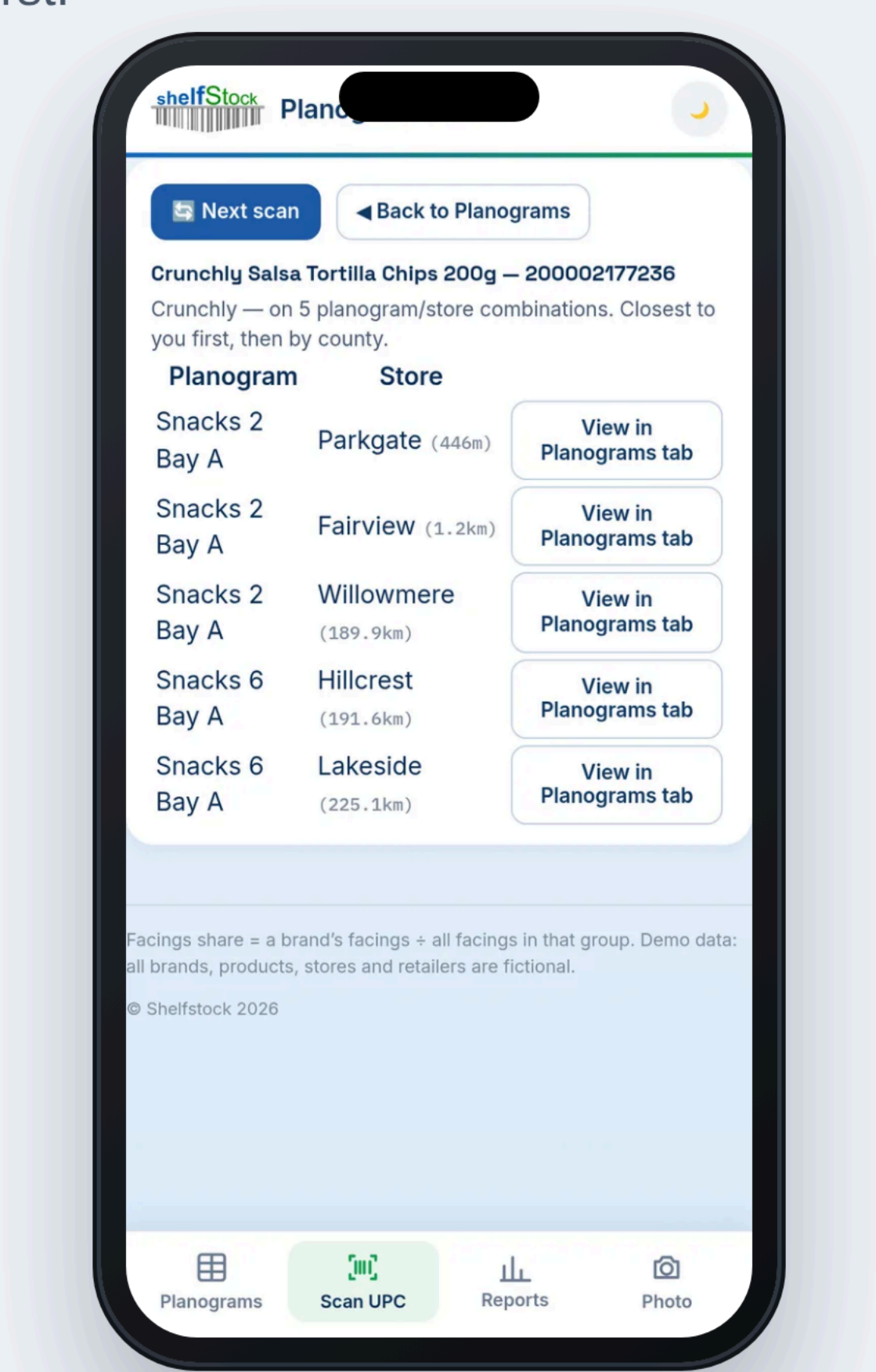
Swipe bay by bay, zoom with + and -. Real shelf heights, real facings, real products.



3

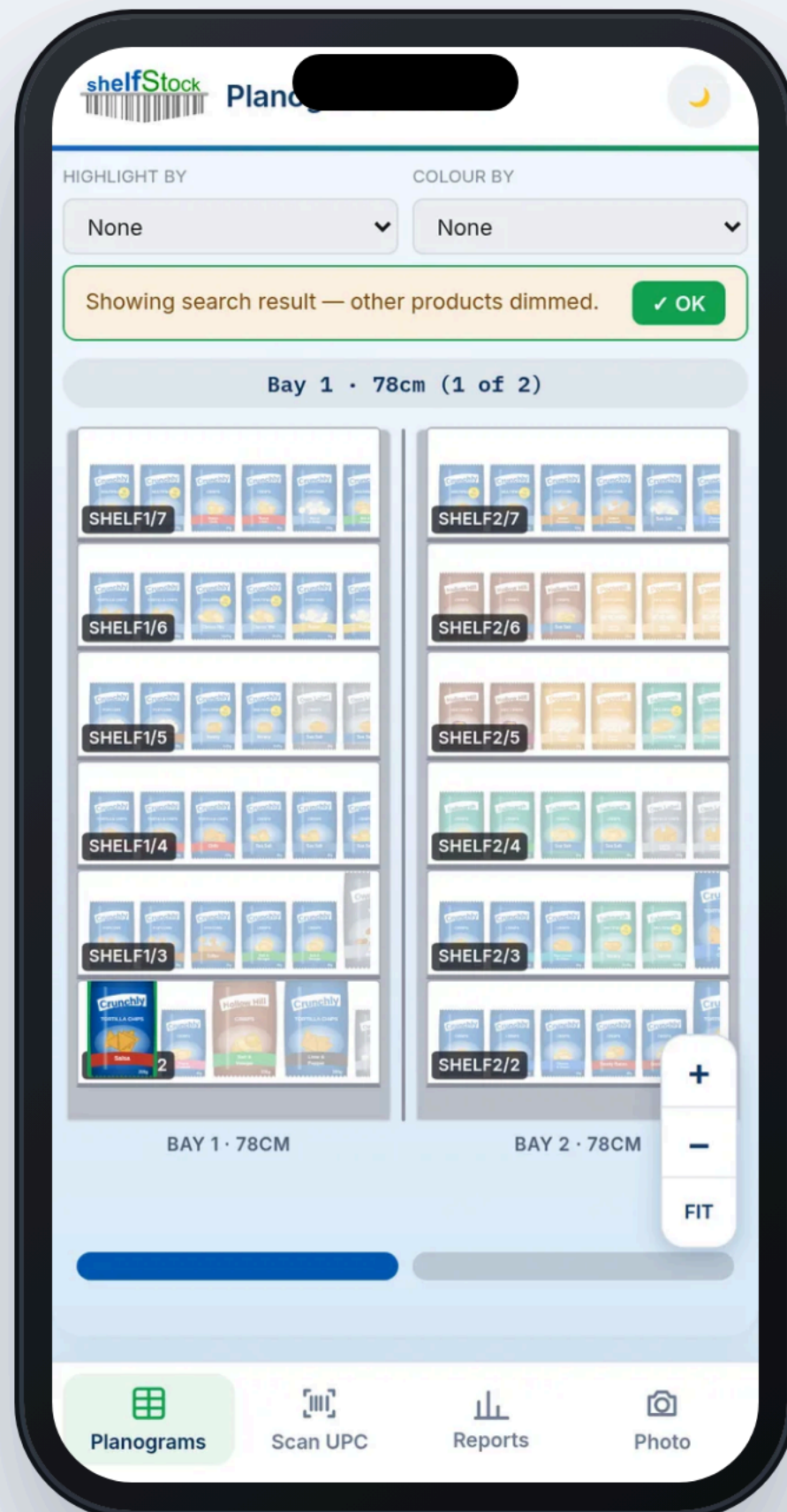
Scan a barcode. See where it belongs.

Scan any pack. The app lists every planogram and store it's on, nearest first.



It lights up on the shelf.

Tap through and the right bay opens with the product highlighted. Everything else fades back.



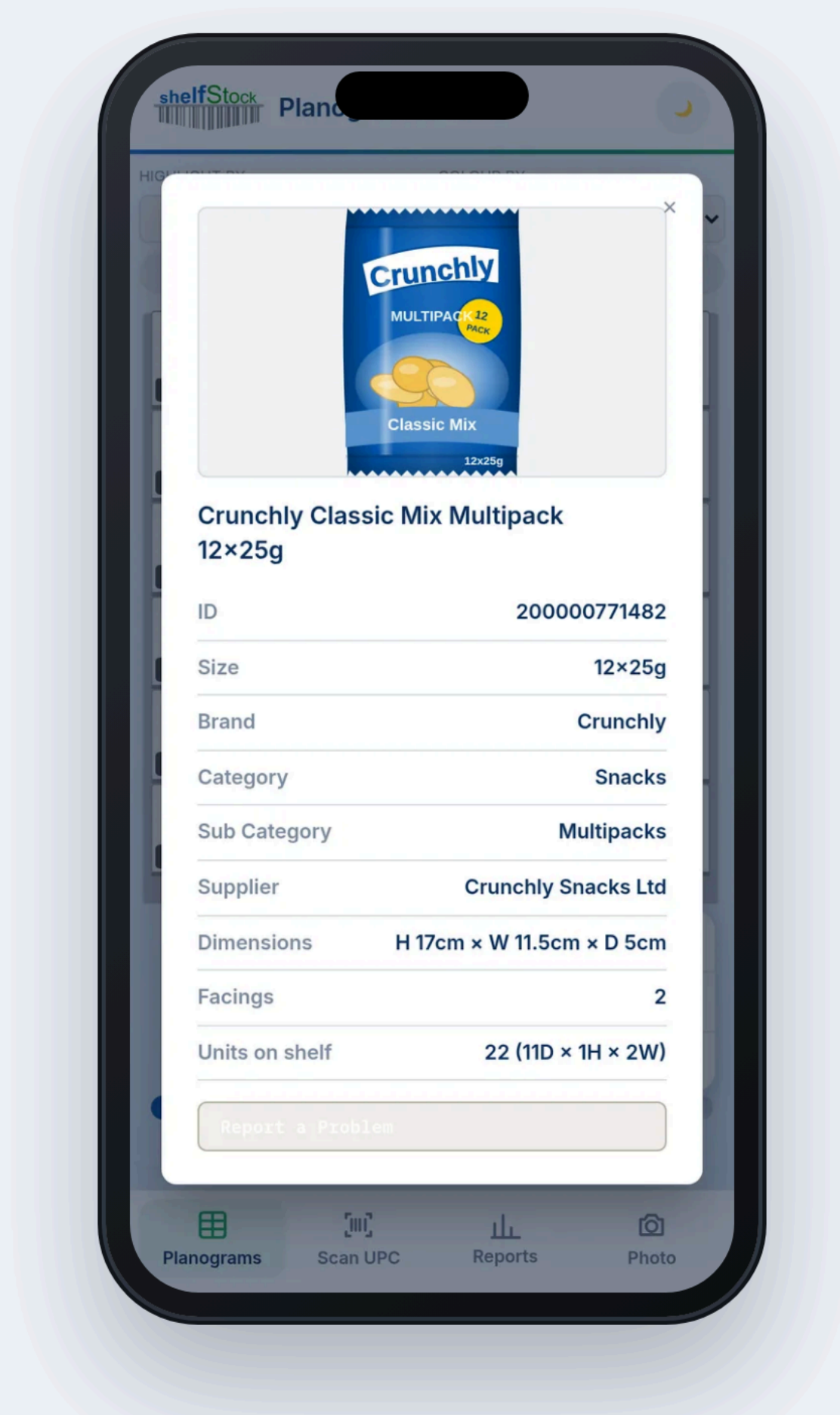
Colour by brand, spot the gaps.

See every brand block at a glance, or highlight best sellers, sales gaps and lines to delist.



Tap any product **for the details.**

Size, supplier, dimensions, facings and units on shelf, with a pack photo.



Spot a problem? Flag it there and then.

Out of stock, wrong price, damaged, a supplier issue — report it from the pack, with a photo attached.

shelfStock Planogram

HIGHLIGHT BY: None COLOUR BY: None

Showing search result — other products dimmed. ✓ OK

Bay 1 • 78cm (1 of 2)

Report a Problem [My photos](#)

Demo version - nothing is uploaded or sent. In the live version your report is sent straight to the team with the store, planogram and product details.

Large Multiple A Parkgate Snacks 2 Bay A

Bay 1 Crunchly Toffee Popcorn 30g (200000697080)

Crunchly Snacks Ltd

CATEGORY: Supplier issue

YOUR NAME: e.g. Gerry Byrne

WHAT'S THE PROBLEM?: Describe the issue...

Cancel Save (demo)

Found a new line? **Send it in.**

Scan a barcode that's not on any plan, photograph the new product, and it goes straight through for review.

shelfStock

Demo version — nothing is uploaded or sent. In the live version this photo goes straight to the New Items folder for review.

New item photo

Crunchly
POPCORN
Toffee
30g

Large Multiple A Parkgate

Barcode 5391234567892 Not on any plan

Your name
Gerry Byrne

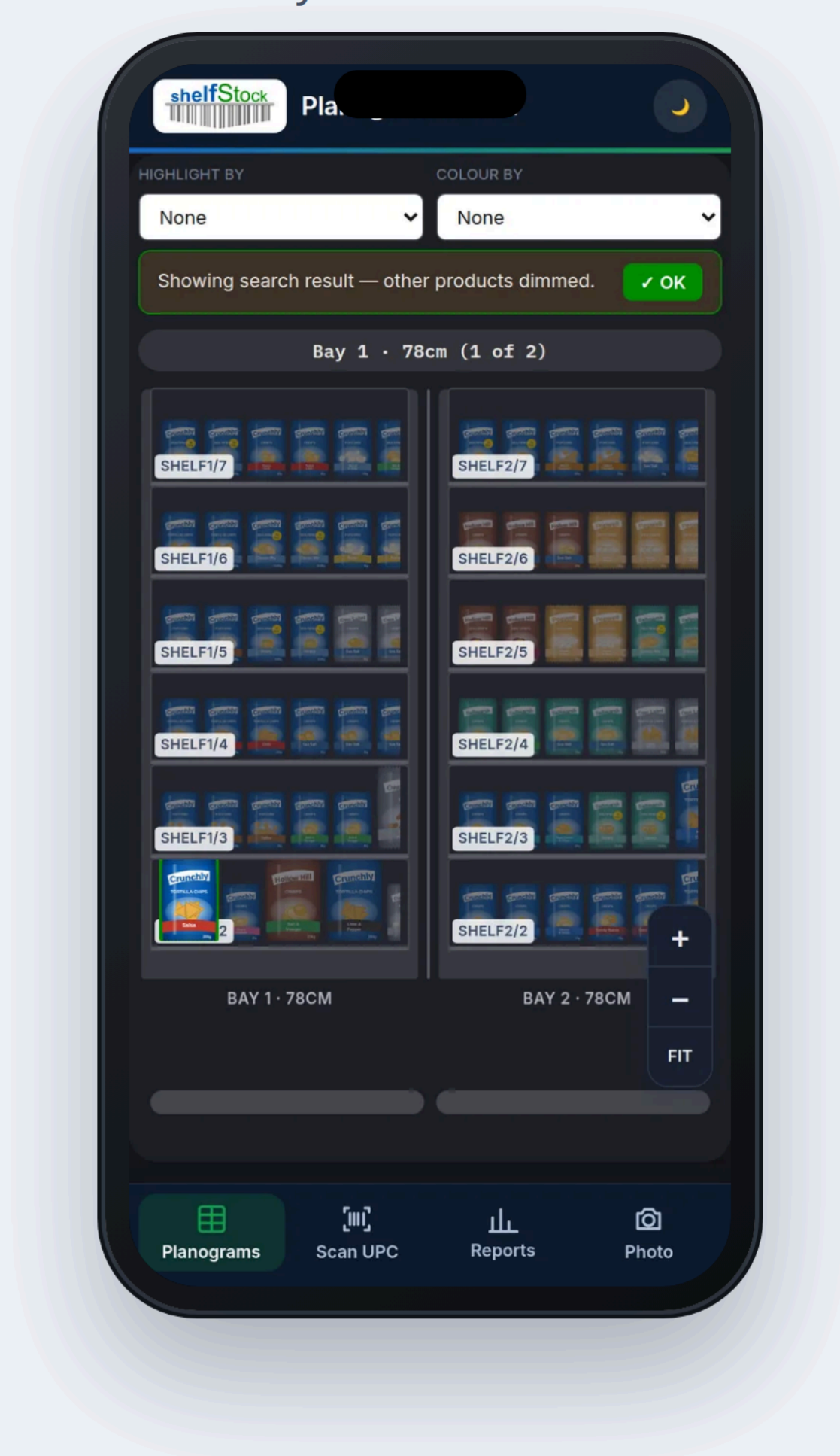
Note (optional)
New flavour — end cap

Retake Save (demo)

Planograms Scan UPC Reports Photo

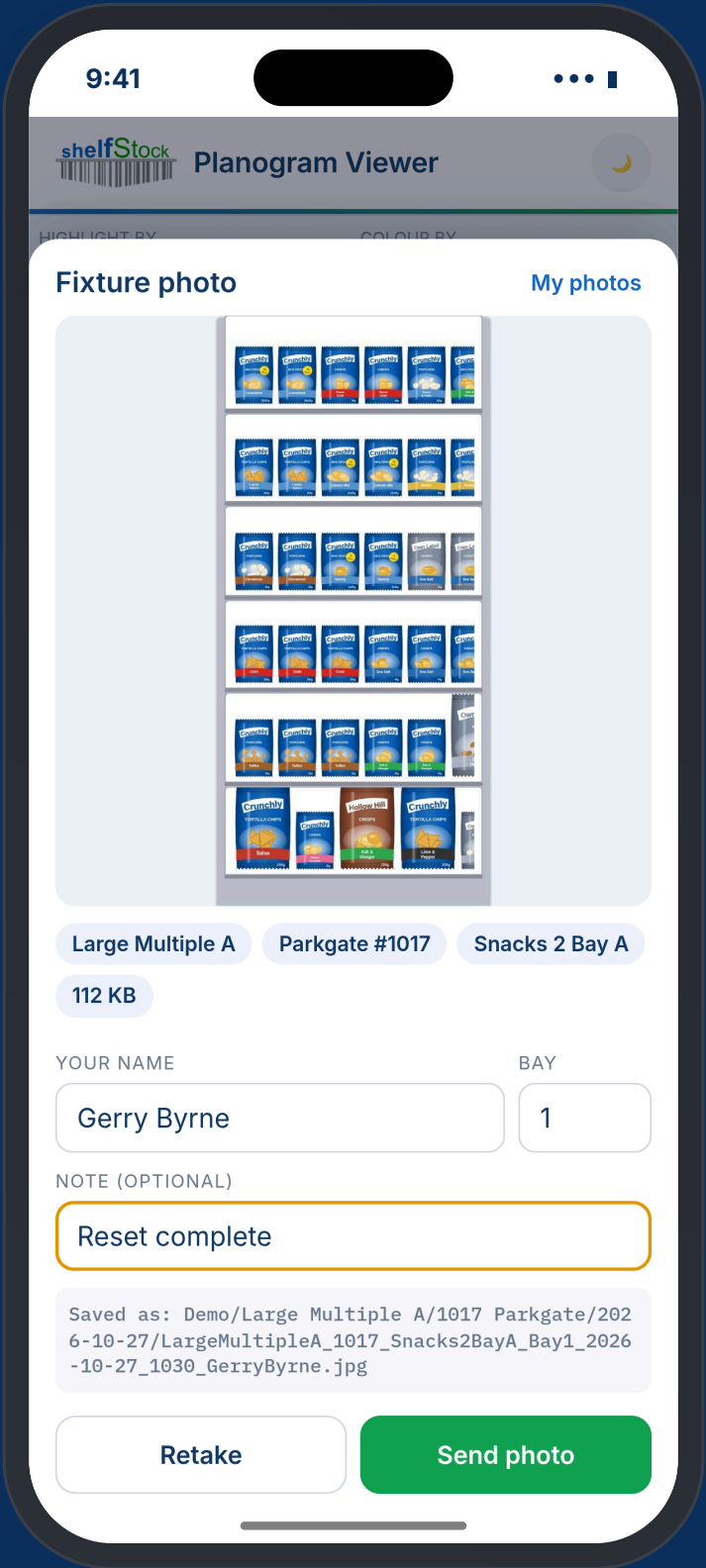
Works in the dark too.

A one-tap dark mode for dim aisles and cold stores — the whole app, easier on the eyes.



Prove it's **on the shelf.**

The reset is done. Now show it. One photo from the rep's phone, filed where head office can find it.

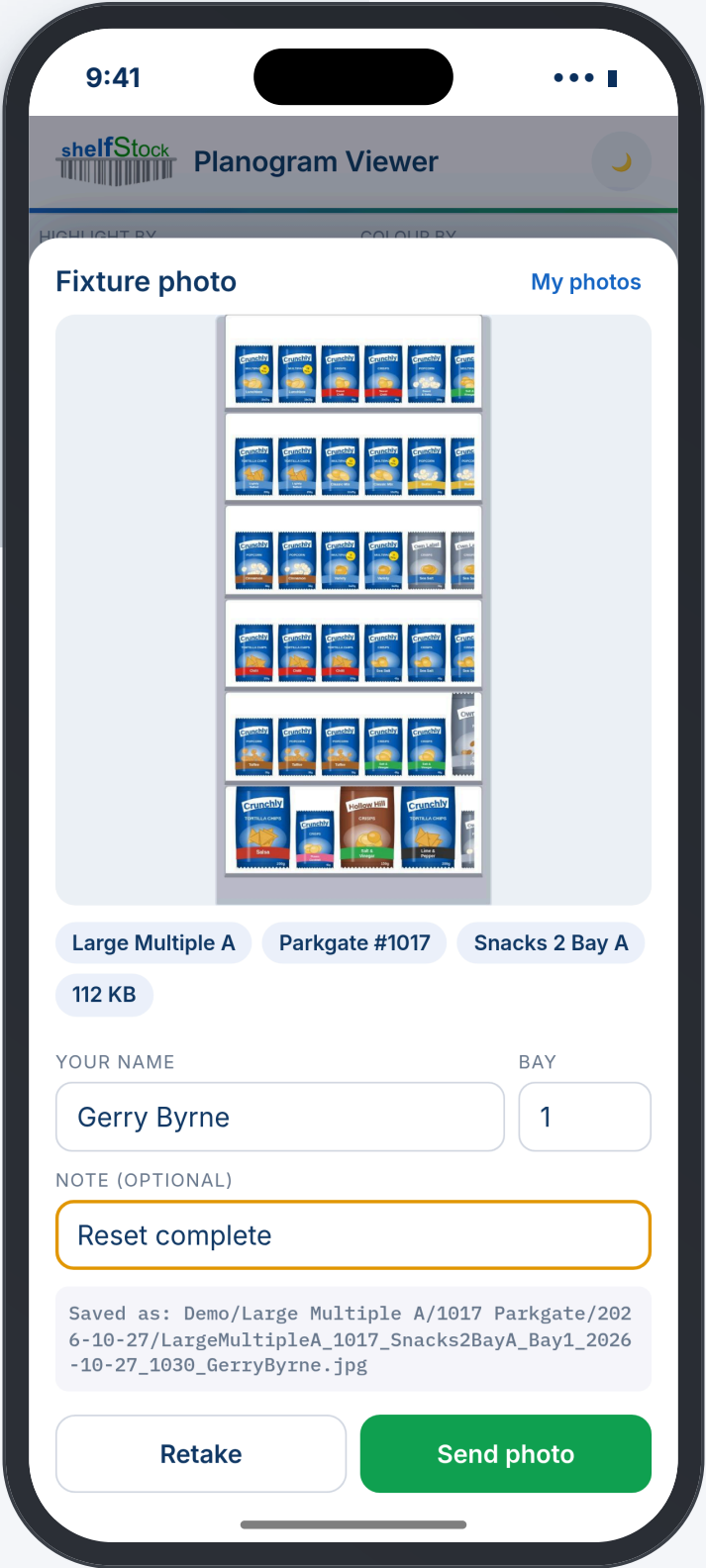


Swipe →

1

Snap the bay after a reset.

The app already knows the store, planogram and bay. Add your name and a note, then send.



Filed automatically.

Every photo lands in a secure folder, sorted by client, retailer, store and date, with a file name that says exactly what it is.



Secure folder



Demo client



Large Multiple A retailer



1017 Parkgate store



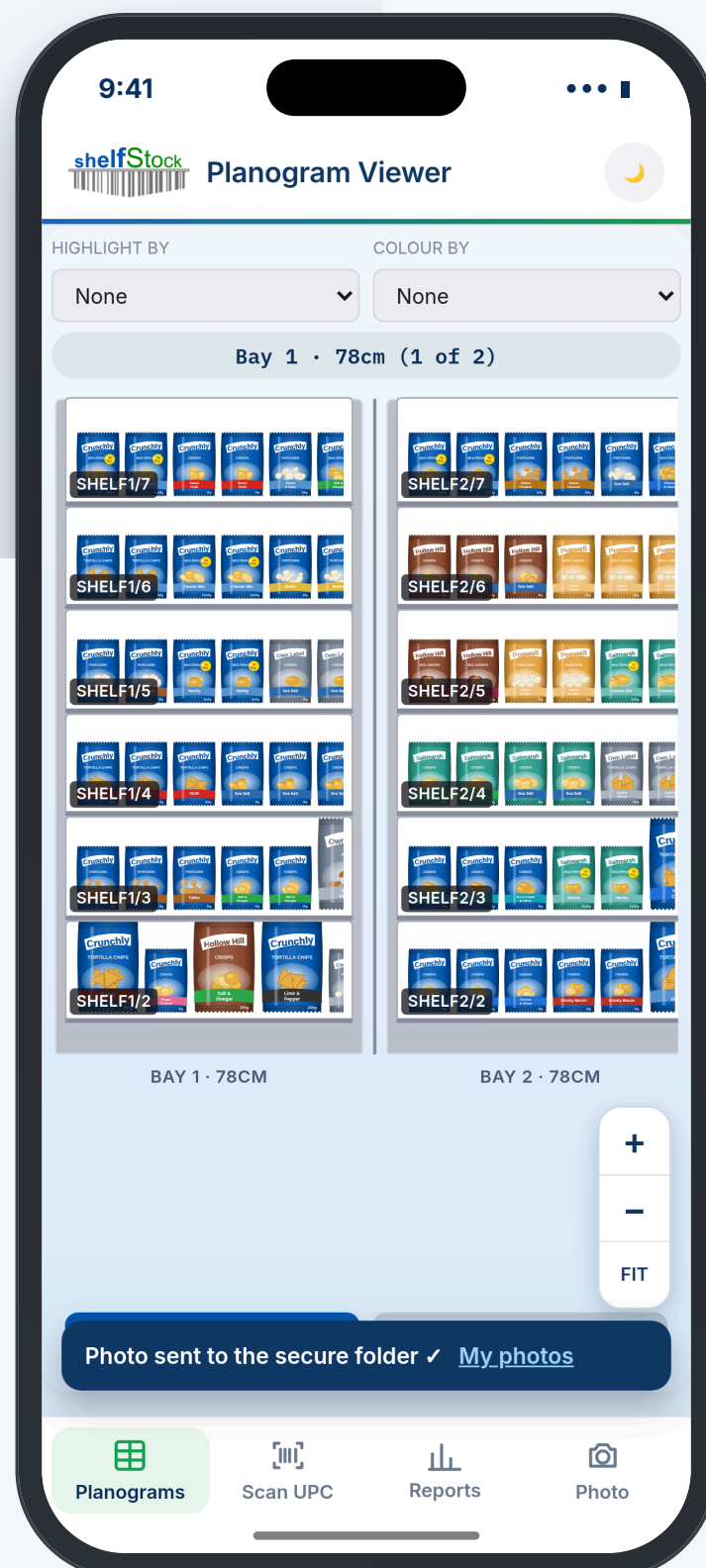
2026-10-27 date



LargeMultipleA_1017_Snacks2BayA_Bay1_2026-10-27_1030_GerryByrne.jpg

No signal? **It sends later.**

Photos wait safely on the phone and send when you're back online. A tick confirms each one has arrived.



Every visit, **logged.**

Head office sees who photographed which bay, where and when, and can export the log to CSV.

DATE	STORE	PLANOGRAM	BAY	REP	STATUS
27 Oct 10:30	1017 Parkgate	Snacks 2 Bay A	1	Gerry B.	Sent
27 Oct 10:34	1017 Parkgate	Snacks 2 Bay A	2	Gerry B.	Sent
27 Oct 11:52	1162 Hillcrest	Snacks 6 Bay A	3	Aoife M.	Sent
27 Oct 14:05	1044 Willowmere	Soft Drinks 4 Bay	2	Conor D.	Sent
28 Oct 09:18	1079 Fairview	Snacks 2 Bay A	1	Aoife M.	Sent
28 Oct 09:41	1153 Lakeside	Snacks 6 Bay A	5	Conor D.	Sent

↓ Export to CSV

Illustration with demo data.

THE SHELFSTOCK MOBILE APP

Every visit, the right plan — and the proof.

- ✓ Every visit starts with the right plan, on the phone you already carry
- ✓ Resets done right first time
- ✓ Photo proof of every visit, filed to your own secure folder
- ✓ Named and filed automatically — no renaming, and it works with no signal
- ✓ A full log of every visit, exportable to CSV
- ✓ Runs in any smartphone browser

Message me the word **MOBILEAPP** for a demo.

Advanced Planogramming with Shelfstock

Gerry Byrne

gerry@shelfstock.ie

www.shelfstock.ie

