

Mobility Plaza®

GripHero launches E10-ready clear nozzle-mounted hand-protection dispensers to boost in-store sales

GripHero, the maker of the world's only static-safe hand-protection and on-the-nozzle dispensers for fuel pumps, has announced its latest product breakthrough with the launch of clear-top nozzle-mounted hand-dispensers, available now.



Designed to enable forecourts to seamlessly deal with introduction of the new E10 fuel-grade in September, the clear housing allows fuel grades to be switched with ease, and gives forecourt shops the ability to insert product promotions and offers on the nozzle, helping to boost in-store sales.

Backed up by independent research* which shows that 77% of drivers are more likely to make impromptu purchases of snacks, coffees, ice creams and in-store items if they have clean hands having filled up, GripHero's 'contactless fuelling' hand-protection dispensers provide the perfect point of promotion for in-store purchases.

Now, forecourt operators can quickly and easily change promotional inserts on the top of their fuel pump handles providing a practical and simple way to catch the eye of drivers as they fill up.

Like GripHero's fuel-grade coloured nozzle-mounted dispensers, the new clear option is impact and tamper-proof, resistant to harsh fuels or chemicals and is weather, temperature and UV-proof; preventing discolouration.

Commenting on the new clear nozzle-mounted hand-protection dispenser, Oli Yeo said: "2020 was a hard year for forecourts up and down the country, so finding ways to increase turnover is critical.

"Enticing customers in-store is key to boosting sales, which is why we've created our new transparent hand-protection dispensers, enabling forecourts to promote products and offers at the point that the motorist fills up, encouraging customers in-store to make multiple purchases.


"In addition to protecting customers at the point of fuel delivery, the added bonus of our clear-dispenser is that forecourts won't have to go to the expense or hassle of replacing the fuel pump housing when the new E10 fuel-grade comes into use this year. Instead, the fuel grade identifier can be easily inserted into the clear section of the fuel nozzle, keeping forecourts compliant with fuel-grade labelling directive EN-16942."

To order GripHero's clear nozzle-mounted dispensers, call +44 1837 811 035, email us or visit www.griphero.com.

Contact information



GripHero Ltd
Units 1 & 2 Hatchmoor Industrial
Estate
EX20 3LP Hatherleigh Devon
United Kingdom

 +44 1837 811035

 www.griphero.com