



rtc

ProfitPusher[®] 3
Optimizing Shelf Management

A GAME-CHANGING APPROACH TO PROFITABLE SHELVES

RTC's ProfitPusher® 3 delivers a standardized approach to shelf management. Featuring our universal front rail, ProfitPusher 3 scales to create operational efficiency storewide.



LABOR-SAVING SLIDE AND LOCK SYSTEM

Move multiple product facings together, completing cut-ins and resets in seconds rather than minutes. Reliable front-facing minimizes daily upkeep.

VERSATILE

There is a ProfitPusher solution for nearly every category in your store.

ENCOURAGES PLANOGRAM COMPLIANCE

Intuitive system with fewer components results in increased planogram compliance and consistently organized shelves.

PREFERRED BY THE WORLD'S LEADING RETAILERS

8 of the Top 10 Grocers in the U.S. and 7 of the Top 10 Grocers in Europe trust ProfitPusher 3 for shelf management.*



ONE SLIDE AND LOCK SYSTEM

A PROVEN APPROACH

EASIER CUT-INS

Experience up to a **90% reduction** in cut-in labor.*

EASIER RESETS

Experience up to a **82% reduction** in reset labor.**

SALES LIFT

Well-organized, front-faced product improves the shopper experience and reduces perceived out-of-stocks. Typical sales lift is 5-10%.***

EASIER DAILY CONDITIONING

Patented system reliably keeps product at the shelf edge 24/7.

YOUR LABOR GOES FURTHER

Less time spent on merchandising tasks means more time for everything else. Refocus store associates on other high priorities.

SHORT-TERM ROI, LONG-TERM RESULTS

An investment in ProfitPusher 3 can be recouped in as little as 6-12 months****. Tracks installed on shelves more than 12 years ago continue to deliver results.



[An] existing 8ft deodorant set takes less than 1 hour to reset with ProfitPusher® 3 and 6 hours without the system in place.

- INSTALLATION COORDINATOR
NATIONAL U.S. GROCER



The reduction in daily conditioning time is exponential!

- MERCHANDISING DIRECTOR
REGIONAL U.S. GROCER



There is an upfront cost to the system, but the payback is incredible. Labor savings down the road are substantial.

- OPERATIONS DIRECTOR
REGIONAL U.S. GROCER



*Results will vary by retailer and category. 90% reduction in cut-in labor was reported for vitamins, supplements and pain care at a mid-size U.S. grocer. **Results will vary by retailer and category. 82% reduction in reset labor was reported for deodorant at a mid-sized U.S. grocer. ***Sales lift results will vary depending on category and shelf position. **** Results will vary by retailer and category. ROI of 6-12 months was reported for HBA at a national retailer who continues to use the same components 12+ years later. Center Store categories typically generate quicker ROI than HBA due to fewer PP3 Tracks and greater product velocity.

MARKET-LEADING FUNCTIONALITY, DESIGNED BY RETAIL EXPERTS

UNIVERSAL FRONT RAIL

The foundation of RTC's patented Slide & Lock system.

All versions of the ProfitPusher® 3 product line use the same front rail for a universal approach to shelf management, no matter the category, no matter the environment.



SLIDE AND LOCK SYSTEM

Moves multiple product facings together

EASILY ADJUSTABLE

T-Tracks slide left and right on the front rail and lock into place so facings take up only the space they need to push freely.

T-TRACK

FOR PRODUCTS OF ALL SIZES

Multiple spring strengths are offered to reliably front-face a wide range of products.

UNOBSTRUCTED SHOPPING AND STOCKING

Clear retainers provide full product visibility. Different retainer heights are available to accommodate taller products or tight vertical shelf spacing.

FULLY ASSEMBLED

RTC's pushers (we call them T-Tracks) are assembled with an integrated paddle and divider to reduce the number components, add strength and durability, and decrease installation complexity.

* ProfitPusher 3 Center Store T-Track shown for illustration purposes.

ENERGIZE SALES OF YOUR GROCERY PRODUCTS ACROSS A WIDE RANGE OF CATEGORIES.

GROCERY

BEER, WINE & LIQUOR

BEER
LIQUOR
MIXERS
NIPS
(MINI LIQUOR)
WINE
(BOTTLES & BOXES)

DAIRY

BUTTER
COFFEE/COFFEE
CREAMER
COTTAGE CHEESE &
SOUR CREAM
CREAM CHEESE
DAIRY ALTERNATIVES
EGGS
JELLO/PUDDING

FROZEN FOODS

FROZEN BREAD
FROZEN FRUIT
FROZEN MEAT
FROZEN PASTA
FROZEN PIZZA
FROZEN POTATOES
FROZEN SEAFOOD
FROZEN VEGETABLES
ICE CREAM NOVELTIES
SINGLE SERVE MEALS

BEVERAGE AISLES

BOTTLED COFFEE & TEA
BOTTLED JUICE
BOTTLED WATER
ENERGY DRINKS
SOFT DRINKS
SPARKLING WATER
SPORT DRINKS
WATER ENHANCERS

PET SUPPLIES

BAGGED KIBBLE
CANNED PET FOOD
CAT LITTER
DOG & CAT TREATS

DRY GROCERY

BAKING
BEANS & RICE
BOXED CEREAL
BOXED PASTA
BREAKFAST BARS
& GRANOLA
CANDY & CHOCOLATE
COFFEE & TEA
CONDIMENTS
COOKING OILS
JAM, JELLY, &
NUT BUTTER
PASTA SAUCE
SALAD DRESSING

DELI

BLOCK CHEESE
FRESH PASTA
SHREDDED CHEESE
SLICED CHEESE
SLICED DELI MEAT
VEGETARIAN/VEGAN
CHEESE AND CREAM

HOME GOODS

AIR FRESHENER
AUTOMOTIVE
BATH TISSUE
BOOKS
DISH SOAP
DISPOSABLE NAPKINS,
PLATES, CUPS

GAMES & PUZZLES
INSECT REPELLENT
& KILLER
LAUNDRY CARE
PAPER TOWELS
SCHOOL & OFFICE
SUPPLIES

MEAT

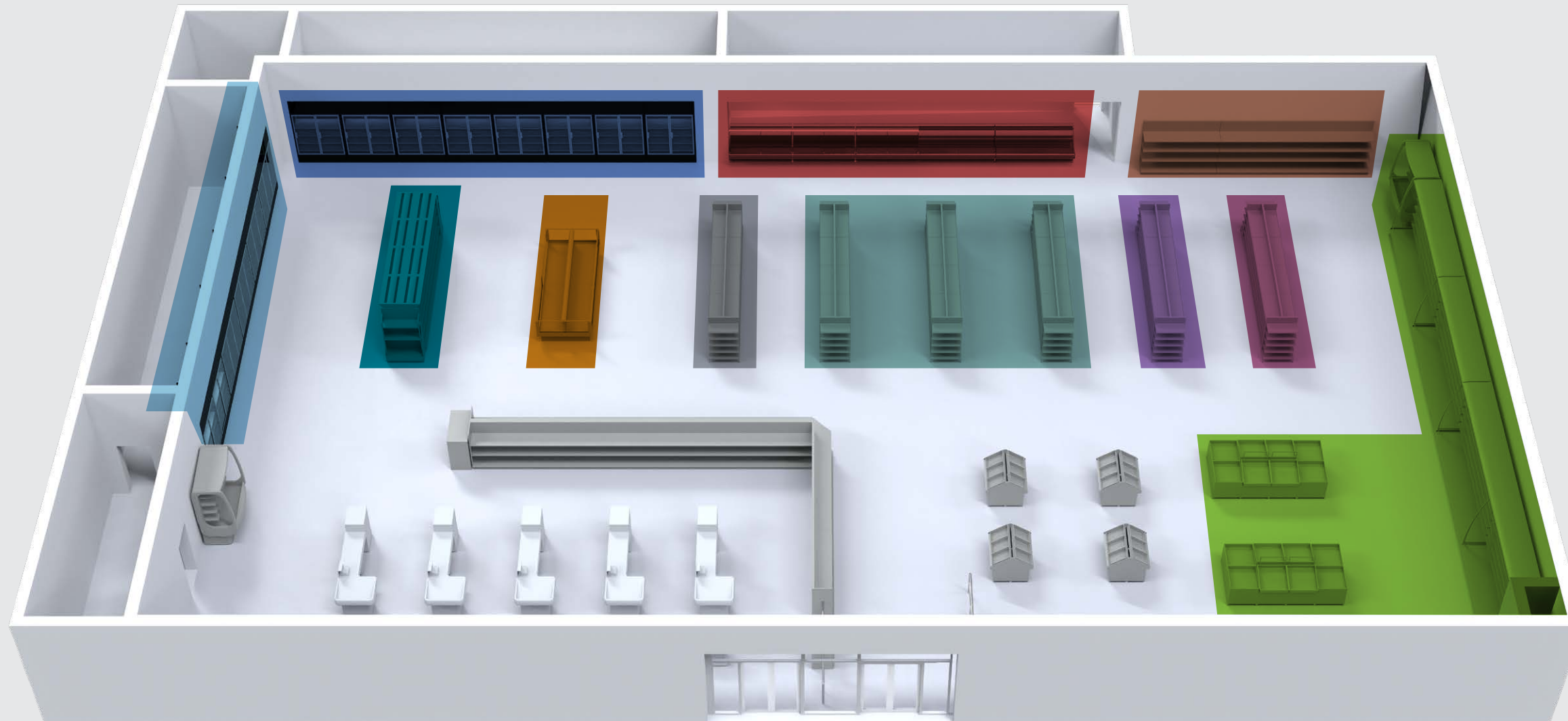
BACON
PACKED MEAT
(ON FOAM TRAY, ETC)
SMOKED MEATS

HEALTH & BEAUTY

ANALGESICS
BABY FOOD
BATH PRODUCTS
COSMETICS
COUGH & COLD
DENTAL CARE
DEODORANT
DIAPERS
FAMILY PLANNING
FEMININE CARE
FIRST AID
HAIR CARE
SKINCARE
VITAMINS

PRODUCE & FRESH

BAGGED LETTUCE
& VEGETABLES
BOXED LETTUCE
DIPS
FRESH CUT
FRUITS & VEGETABLES
FRESH HERBS
FRESH JUICE
FRESH SANDWICHES
FRESH SOUPS
SALAD DRESSINGS



CONTACT US FOR A COMPLETE LIST OF 100+ CATEGORIES

ENERGIZE SALES OF YOUR C-STORE PRODUCTS ACROSS A WIDE RANGE OF CATEGORIES.

C-STORE

FREEZER

FROZEN ENTREES
FROZEN ICE CREAM
NOVELTIES
FROZEN PIZZA

COLD VAULT

BEER
BOTTLED COFFEE & TEA
BOTTLED JUICE
BOTTLED WATER
COCKTAIL MIXERS

ENERGY DRINKS
LIQUOR
NIPS (MINI LIQUOR)
SPORTS DRINKS
WINE

CENTER STORE

AUTOMOTIVE
BABY PRODUCTS
BATH PRODUCTS
BOOKS & MAGAZINES

BOXED CEREAL
CANDY, CHOCOLATE, & GUM
CONDIMENTS

DISPOSABLE NAPKINS, PLATES, CUPS
FAMILY PLANNING
FIRST AID

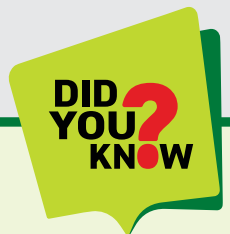
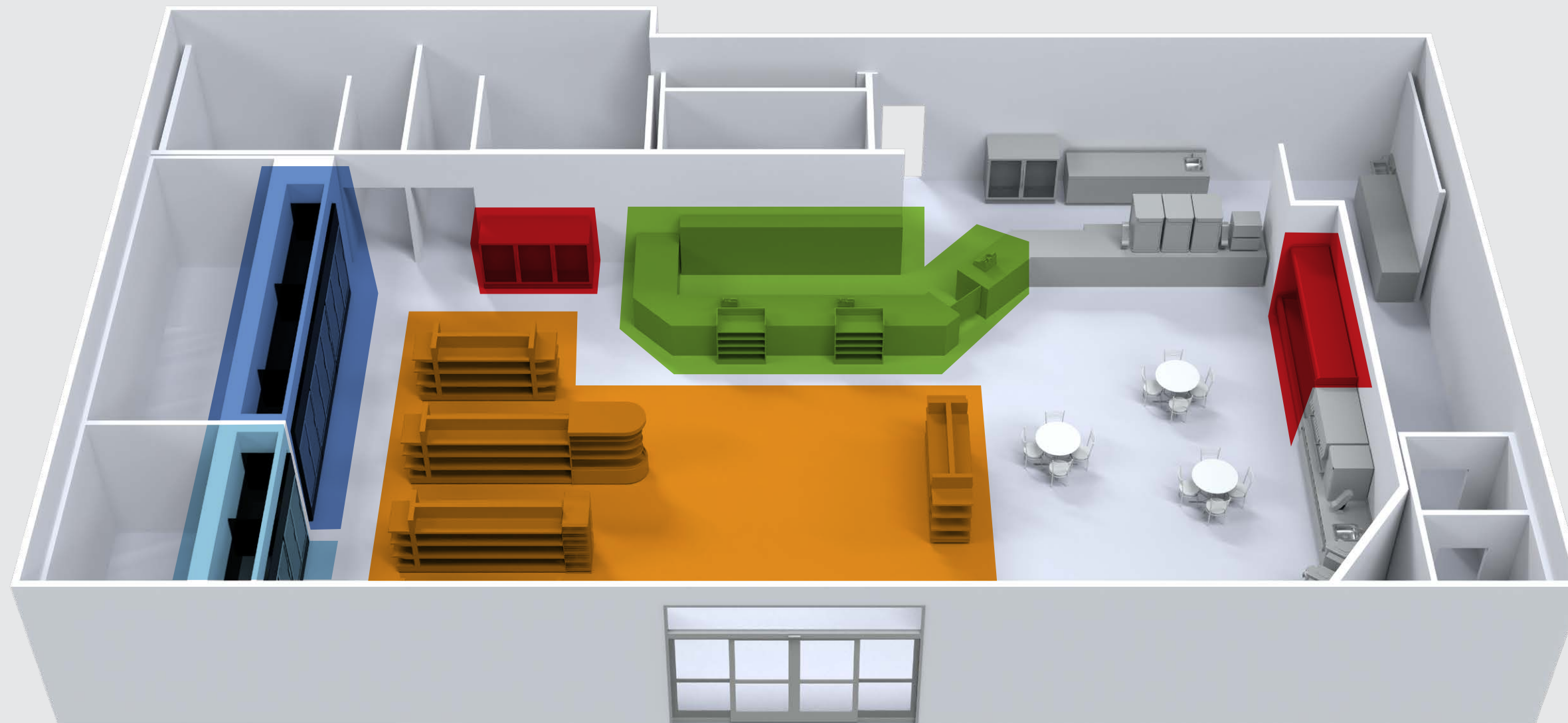
PET FOOD
SKINCARE
WATER ENHANCERS

CASH WRAP

CANDY
CIGARETTES
CIGARS
E-CIGARETTES
GUM
SMOKELESS TOBACCO

GRAB N' GO

BREAKFAST BARS
COFFEE & TEA
DELI CHEESE
DELI MEAT
FRESH MADE SANDWICHES
GRANOLA
JERKY
PACKAGED SALADS
SNACK PACKS



RTC provides thorough support to ensure installation success, including: planogram analysis, category specific carton labeling, product training events, and video installation guides.

ACCOMMODATES DIVERSE PACKAGE TYPES



WORKS IN THESE ENVIRONMENTS



AMBIENT SHELVING

- Gondola
- End Caps
- Warehouse
- Top/Bottom Shelf



COOLERS

- Open Air
- Front Loading
- Free Standing

FREEZERS

COLD VAULTS

- Front Loading
- Rear Loading



DID YOU KNOW Clearly delineated facings facilitate AI applications for inventory management and checkout-free stores.

Apothic Red 75cl
£10
USA - RED
Blackberry & plum with hints of mocha & vanilla
Goes with hearty pizza
FRUITY & MEDIUM BODIED

CCTV
CCTV recording in operation for the protection of our customers, staff and stock

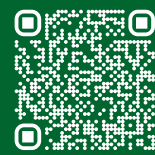
Remote



SEE IT IN ACTION

RE-PLANOGRAM FULLY STOCKED SHELVES

Patented Slide and Lock system moves multiple product facings at once with just one hand, allowing stockers to quickly and easily re-planogram fully stocked shelves.



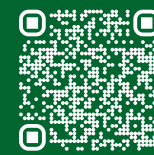
SCAN HERE

- OR -



EASILY ADJUSTS

Each facing adjusts with our simple Slide and Lock system.



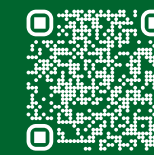
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- OR -



INSTALLS WITHOUT TOOLS

Attaches to all shelf types without tools.



SCAN HERE

- OR -



WITH MULTIPLE VERSIONS AVAILABLE, PP3 TAKES YOUR PRODUCTIVITY AND PROFITS TO THE NEXT LEVEL:

The ProfitPusher® 3 Product Family

Standard



BEST FIT

Smaller, lightweight products in health & beauty categories and some center store categories such as spices and water enhancers.

[DETAILS ON PAGE 18](#)

Tall



BEST FIT

Tall or top-heavy products, and products that must be stacked, in health & beauty categories.

[DETAILS ON PAGE 22](#)

Center Store



BEST FIT

Products of all sizes throughout center store.

[DETAILS ON PAGE 26](#)

Plus



BEST FIT

Large and heavyweight products in center store, including freezer environments.

[DETAILS ON PAGE 30](#)

Adjustable Tray



BEST FIT

Cans, bottles, and other round products in beverage, wine, and cooking oil categories.

[DETAILS ON PAGE 34](#)

DID YOU KNOW

For products not ideal for pushing, ProfitPusher 3 can also be used without paddles as a divider-only solution.

**PROUDLY
MADE IN USA
SINCE 2013**



Certified to NSF/ANSI 2



ProfitPusher 3 is REACH compliant. It does not contain any substances of very high concern (SVHC) above the threshold levels as defined in the REACH Regulation, based on the current Candidate List.

ProfitPusher® 3 Standard

Front-faces lighter weight CPG products such as those in health & beauty.



BUILT-IN PADDLE EXTENDER

Rotates up to 180 degrees to provide extra support for wide and tall products.



NOMINAL FLOOR SPACE

Virtually no loss of vertical spacing between shelves.

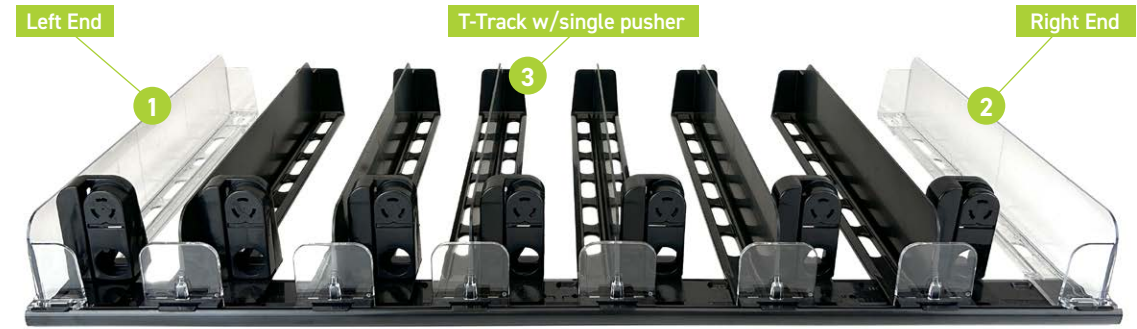
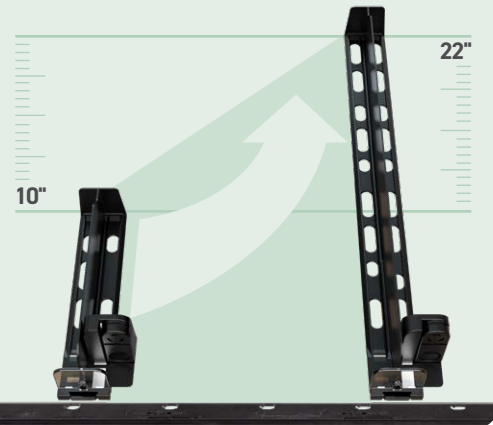


UNOBSTRUCTED PRODUCT VIEW

Clear front retainers and Left & Right End tracks provide full product visibility.

FLEXIBLE DEPTHS

Available for shelf depths from 10" to 22" in 2" increments.



STANDARD PUSHER

Best utilized for products 2" - 7" wide.

Available Depths	Retainer Heights	Spring Strengths
10", 12" 14", 16", 18", 20", 22"	1.1", 2.1"	UL, L, M, H



Double pusher available for product wider than 7".



1.1" Low Front Retainer available for tight vertical spaces.

ALSO AVAILABLE WITH



LEFT END WIDE FLOOR & NARROW PADDLE PUSHERS

For narrow products 1.4" - 2" wide (Left End Wide Floor available in 20" & 22" only).



DIVIDER ONLY T-TRACKS W/OPTIONAL CENTER PUSH FREE TRACK

Use tracks without pushers to organize products. Optional Center Push Free Track ideal for single serve chips, confectionery, socks and underwear.

ACCESSORIES



DIVIDER EXTENDER

Prevents product from interfering with adjacent facings. Available heights: 4.22" or 8".



FLOATING TAB

Keeps wide, soft-sided product in the lane. Available sizes: 2" x 2" or 4" x 4".



FLOOR TRACK

For products that require additional floor support to prevent sagging or tipping. Available from 10" - 22" in 2" increments.

IMPROVES PRODUCTIVITY IN THESE CATEGORIES:

HEALTH & BEAUTY

- ALLERGY/SINUS
- ANALGESICS
- ANTACID/LAXATIVE
- COUGH/COLD
- DEODORANT
- EYE CARE
- FAMILY PLANNING
- FEMININE HYGIENE
- FIRST AID
- HAIR CARE/COLOR
- SKIN CARE
- SMOKING CESSATION
- VITAMINS

NARROW CENTER STORE PRODUCTS

- AIR CARE
- CAKE DECORATION
- SPICES/EXTRACTS
- SMALL HOT SAUCES
- WATER ENHANCERS

& MORE

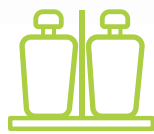


DID YOU KNOW

ProfitPusher® 3 can improve your online order fulfillment. It reduces the perceived out of stocks that cause substitutions and unfulfilled orders.

ProfitPusher® 3 Tall

Front-faces lighter weight CPG products that are tall, multi-stacked or uniquely shaped.



SUPERIOR PUSHING FOR TALL SKU'S

Taller dividers prevent tall or uniquely shaped products from tipping or interfering with front-facing process in adjacent facings.



UNOBSTRUCTED PRODUCT VIEW

Clear front retainers and Left & Right End tracks provide full product visibility.



BUILT-IN PADDLE EXTENDER

Rotates up to 180 degrees to provide extra support for wide and tall products.

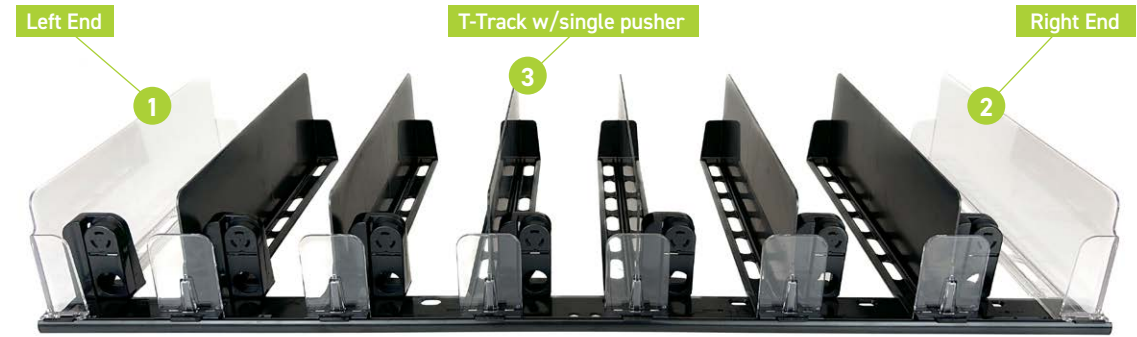
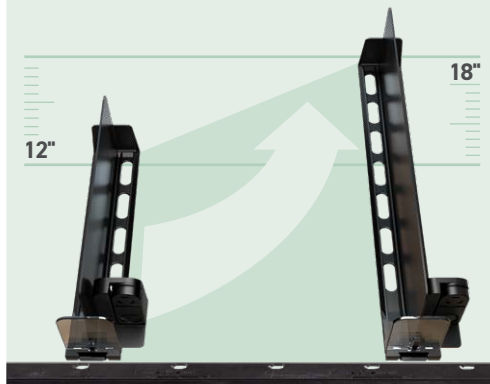


NOMINAL FLOOR SPACE

Virtually no loss of vertical spacing between shelves.

FLEXIBLE DEPTHS

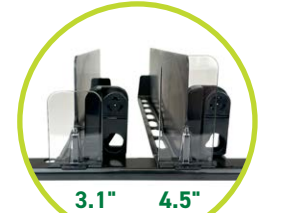
Available for shelf depths from 12" to 18" in 2" increments.



TALL PUSHER

Best utilized for products 2" - 7" wide.

Available Depths	Retainer Heights	Spring Strengths
12" 14", 16", 18"	3.1", 4.5"	UL, L, M, H



4.5" Front Retainer available for some double stacked product facings

ALSO AVAILABLE WITH



DIVIDER ONLY T-TRACKS W/OPTIONAL CENTER PUSH FREE TRACK

Use tracks without pushers to organize products. Optional Center Push Free Track ideal for single serve chips, confectionery, socks and underwear.

ACCESSORIES



DIVIDER EXTENDER

Prevents product from interfering with adjacent facings. Available heights: 4.22" or 8".



FLOATING TAB

Keeps wide, soft-sided product in the lane. Available sizes: 2" x 2" or 4" x 4".



FLOOR TRACK

For products that require additional floor support to prevent sagging or tipping. Available from 10" - 22" in 2" increments.

IMPROVES PRODUCTIVITY IN THESE CATEGORIES:

- BABY FOOD
- CHEESE
- COUGH DROPS
- COTTON SWABS
- JELLO
- PRINTER INK CARTRIDGES
- PUDDING PACKS
- SKINCARE
- SMOKED SALMON PACKS
- TOOTHPASTE
- & MORE**



DID YOU KNOW?

To minimize freight costs and support sustainability goals, RTC can ship pallets to your distribution centers for store delivery via existing delivery routes.

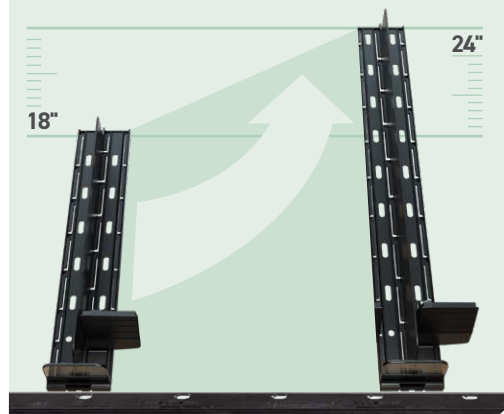
ProfitPusher® 3 Center Store

The first shelf management system specifically designed for center store categories.



FLEXIBLE DEPTHS

Available for shelf depths from 18" to 24" in 2" increments.



ROBUST DESIGN

Integrated tracked paddle and divider designed to reliably front-face product in high-velocity center store categories.



UNOBSTRUCTED PRODUCT VIEW

Clear retainer keeps products visible and can even be eliminated for some boxed product.



VERSATILE

Accommodates diverse center store package types including bags, bottles, boxes, cans and jars no matter the environment: ambient, frozen, and refrigerated.



EFFICIENT USE OF SPACE

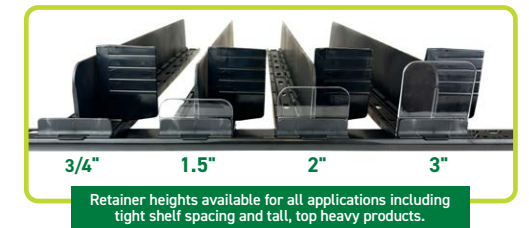
Paddle designed to extend beyond the back edge of the track by 1.07" (27mm) for maximizing product pack out.



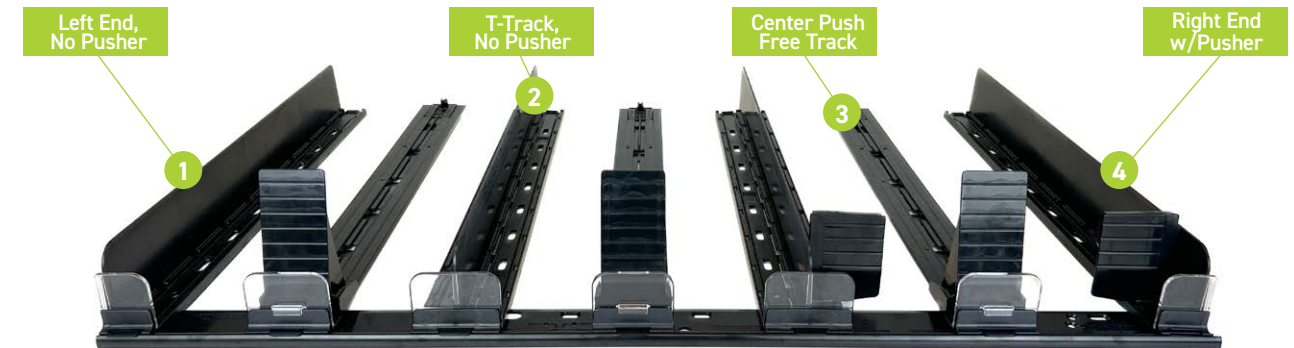
CENTER STORE PUSHER

Best utilized for products >2.75" wide.

Available Depths	Retainer Heights	Spring Strengths
18", 20", 22", 24"	3/4", 1.5", 2", 3"	UL, L, M, H



ALSO AVAILABLE WITH



DIVIDER ONLY T-TRACKS W/OPTIONAL CENTER PUSH FREE TRACK

The Center Push Free Track is used to provide extra floor support and spring force for heavy and wide product such as Smoked Meats. It can also be added to a divider only system to push products as needed.

ACCESSORIES



DIVIDER EXTENDER

Prevents product from interfering with adjacent facings. Available heights: 4.22" or 8".



PADDLE EXTENDER

Used with extra wide, tall, or bagged product to prevent product from falling behind paddles.



FLOATING TAB

Keeps wide, soft-sided product in the lane. Available sizes: 2" x 2" or 4" x 4".



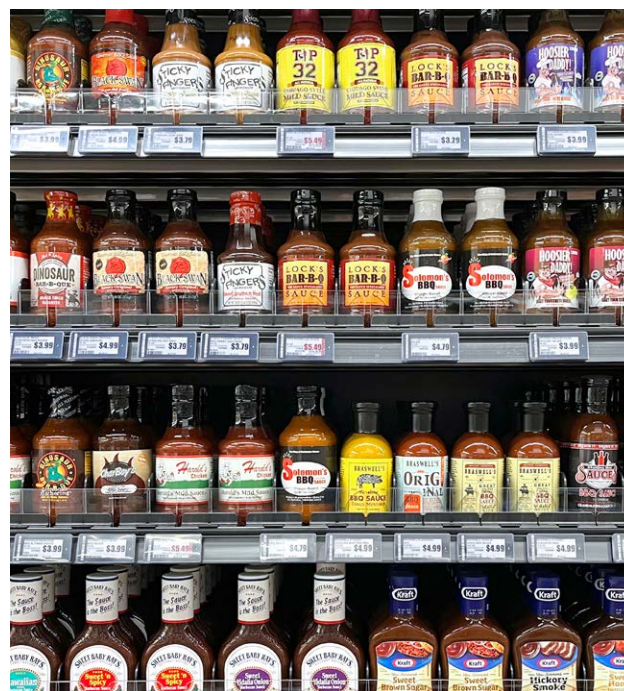
FLOOR TRACK

Utilized for extra wide products that require additional floor support. Available from 16" to 30" in 2" increments.

IMPROVES PRODUCTIVITY IN THESE CATEGORIES:

- BAGGED COFFEE
- BAGGED LETTUCE & VEGETABLES
- BAKING CHOCOLATE
- BEANS & RICE
- BLOCK CHEESE
- BOOKS
- BOXED CEREAL
- BOXED LETTUCE
- BOXED PASTA
- BOXED TEA
- BREAKFAST BARS
- CANDY
- CANNED GOODS
- CANNED SEAFOOD
- CHOCOLATE BARS
- CONDIMENTS
- COOKIES
- COOKING OIL
- CRACKERS
- DESSERTS
- DISH SOAP
- DISPOSABLE NAPKINS, PLATES, CUPS
- DRIED FRUIT
- FLOUR
- FRESH HERBS
- FRESH JUICE
- FRESH MADE SANDWICHES
- FROZEN ENTREES
- FROZEN FRUIT
- FROZEN PANCAKES & WAFFLES
- FROZEN POTATOES
- FROZEN VEGETABLES
- GRANOLA
- GUM (MULTIPACK)
- HOT CEREAL
- HOUSEHOLD CARE
- ICE CREAM
- NOVELTIES
- INSTANT NOODLES
- INSTANT POTATOES
- JAM & JELLY
- JERKY
- K CUPS
- LAUNDRY CARE
- MAYO
- MILK ALTERNATIVES (TETRA PAKS)
- OLIVES
- PASTA SAUCE
- PEANUT BUTTER
- PICKLES
- PREMIXED BAKED GOODS
- SALAD DRESSING
- SALSA
- SLICED DELI MEAT
- SMOKED MEATS
- SNACK MIX
- SUGAR
- SYRUPS & SWEETENERS

& MORE



DID YOU KNOW

The longevity of ProfitPusher® 3 tracks (12 years and counting) keeps them out of the landfill and helps retailers reduce their disposal impact.

909
\$2.75 each

ProfitPusher® 3 Plus

A heavy-duty solution for front-facing large, bulky CPG products on deeper shelves.



FLEXIBLE DEPTHS

Available for shelf depths from 18" to 30" in 2" increments.



HEAVY DUTY CONSTRUCTION

Designed to push heavyweight product on the deepest shelves.



UNOBSTRUCTED PRODUCT VIEW

Clear retainer keeps products visible and can even be eliminated for some boxed product.



PLUS PUSHER

Best utilized for products >4.9" wide.

Available Depths	Retainer Heights	Spring Strengths
18", 20", 22", 24", 26", 28" 30"	3/4", 2", 3"	UL, L, M, H

ALSO AVAILABLE WITH



DIVIDER ONLY T-TRACKS W/OPTIONAL CENTER PUSH FREE TRACK

The Center Push Free Track is used to provide extra floor support and spring force for heavy and wide product such as Frozen Pizza. It can also be added to a divider only system to push products as needed.

ACCESSORIES



DIVIDER EXTENDER

Prevents product from interfering with adjacent facings. Increases divider wall height to 5".



PADDLE EXTENDER

Used with extra wide, tall, or bagged product to prevent product from falling behind paddles.



FLOATING TAB

Keeps wide, soft-sided product in the lane. Available sizes: 2" x 2" or 4" x 4".



FLOOR TRACK

Utilized for extra wide products that require additional floor support. Available from 16" to 30" in 2" increments.

IMPROVES PRODUCTIVITY IN THESE CATEGORIES:

- AUTOMOTIVE
- BAGGED KIBBLE
- BEDDING & LINENS
- BOXED WINE
- CAT LITTER
- ENERGY DRINKS 4-PACKS
(SINGLE STACKED)
- FROZEN MEAT
- FROZEN PIZZA
- FROZEN SEAFOOD
- MILK GALLONS
- MULTIPACK SODA
(SINGLE STACKED)
- PAPER PLATES AND NAPKINS
- PIE CRUST
- PILLOWS
- TOILET PAPER
- & MORE**



ProfitPusher® 3 Adjustable Tray

Front-faces a mix of single-serve beverages, wine and other round containers.



ADJUSTABLE TRAY PUSHER

Adjusts to fit products from 2.34" (60mm) to 3.82" (97mm) wide.

SINGLE SERVE SETTINGS

Dial Setting	Comparable Package Size	Inner Lane Width Inches (mm)
1	8 oz. - 12 oz. Sloop	2.34" (60mm)
2	12 oz. Can	2.65" (67mm)
3	20 oz. PET	2.96" (75mm)
4	1 Liter Narrow	3.35" (85mm)
5	1 Liter Wide	3.64" (92mm)
6	32 oz. - 40 oz.	3.82" (97mm)

WINE SETTINGS

Dial Setting	Comparable Package Size	Inner Lane Width Inches (mm)
1	187ml Split bottles	2.34" (60mm)
2	187ml Split bottles & narrow 375ml Half bottles	2.65" (67mm)
3	375ml Half bottles & narrow 750ml Standard bottles	2.96" (75mm)
4	750ml Standard bottles & widest 375ml Half bottles	3.35" (85mm)
5	750ml Standard bottles & most Champagne bottles	3.64" (92mm)
6	1L bottles, wide Champagne bottles, some Magnums	3.82" (97mm)



FUTURE-PROOF VERSATILITY

With the push of a button, the tray easily adjusts to six different widths to fit the product being merchandised. It's like an adjustable beverage glide with the advantages of the Slide and Lock system.



WORKS WITH YOUR PLANOGRAM

Merchandise different width products side by side, with the option to skip multi-packs and other products that are too large to push.

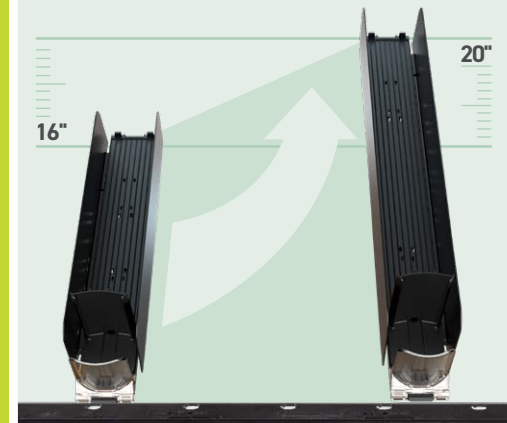


INTEGRATED GRAPHIC HOLDER

Paddle design incorporates a graphic channel to feature branding or in-store advertising without the need for add-on components.

FLEXIBLE DEPTHS

Available for shelf depths from 16" to 20" in 2" increments.



INSTALLATION OVERVIEW



- OR -



ACCESSORIES



RETAINER EXTENDER

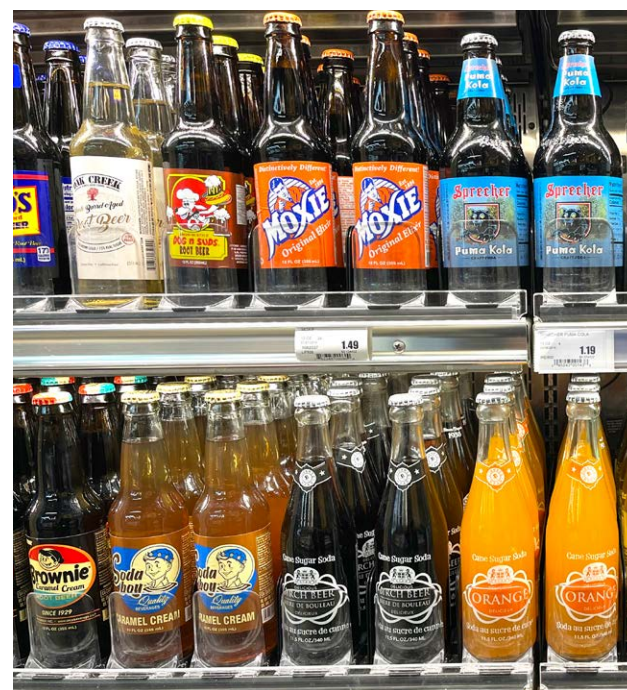
Provides additional front support for tall products like Wine.



EASILY ADJUSTS

IMPROVES PRODUCTIVITY IN THESE CATEGORIES:

- BOTTLED WATER
- CANDLES
- CRAFT SODA
- INSECTICIDE
- SINGLE SERVE BEER
- SINGLE SERVE CARBONATED SOFT DRINKS
- SINGLE SERVE JUICE
- SINGLE SERVE TEAS
- SPORTS DRINKS
- SPRAY OIL
- SPRAY PAINT
- WINE
- & MORE**



DID YOU KNOW

Shelf management systems provide a first line of defense against sweeping and ProfitPusher® 3 customers have reported up to a 31% reduction in shrink following installation.*

* Results will vary by retailer and category. 31% reduction in shrink was reported for beer, wine and spirits categories at a major European supermarket.



WATER MELON
Cira Aloe
Aloe

GOYA Coconut Water
GOYA Agua de Coco
Nilo COCONUT WATER
FOCO COCONUT JUICE
CHAOKOH COCONUT WATER

Clear Fruit

WATER MELON
Aloe

GOYA Agua de Coco
Nilo COCONUT WATER
FOCO COCONUT JUICE
CHAOKOH COCONUT WATER

Clear Fruit

Jubes

CHAOKOH COCONUT WATER
GOYA Coconut Water
GOYA Agua de Coco

Clear Fruit

Aloe

VITA COCO COCONUT WATER
GOYA ORGANICS COCONUT WATER
GOYA Agua de Coco

Clamato
ACUA FRESCA

Aloe

GOYA Coconut Water
Nilo COCONUT WATER
VITA COCO COCONUT WATER
GOYA Agua de Coco

Everfresh
Mistral



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