

PRODUCT DISPLAYS SHOULD FOCUS ON THE FOLLOWING KEY ELEMENTS:

Visual Impact—The essence to any retail merchandising. Customers are greatly impacted by what they see. Displays should be targeted by theme, featured new items and promotions to connect shoppers with memories, gatherings, health, holidays, recipes, cravings, etc. Product should always be full and in stock, fronted and faced.

Placement—Know the hot spots in your store. Product merchandised at eye level is in prime location to be noticed. Color is another key indicator to draw notice. Reserve key real estate for featured, new and promotional offerings. Consumers will search for staple items even if placed on the bottom row.

Display Type—Certain types of displays conjure up certain emotions and perceptions providing merchandisers the ability to place the right products with the right displays.

- 1) Inline**—A set fixture in store that is typically limited to shelves or pegs in a retail aisle setting. All packaging types can be merchandised in an inline display.
- 2) End Cap Display**—In a grocery or typical retail setting the end cap display, if properly merchandised, can move as much as half of one side of an aisle behind it does. End caps can be configured to merchandise any package type and often are most successful when multiple associated items are merchandised together. End caps are one of the most successful display points in a store.
- 3) Custom Display**—A custom fixture is a great way to draw attention to a specific brand. This option also gives a product a home when not merchandised inline, providing the consumer with the knowledge of how to find product for a repeat purchase.
- 4) P.O.S. (Point of Sale)**—Any display designed to capture impulse buys or as a way to feature items that are often overlooked at the point of sale. These displays include clip-strip, tabletop racks, register end caps, etc. Single serving bags and pouches, and small tub sizes are great packaging types for this type of merchandising.
- 5) Basket Display**—Basket displays are often used in a produce or farm market setting to convey the ideas of fresh, natural and handcrafted to the consumer. Flat and gusset bags are common packaging types in a basket display.
- 6) Bin Display**—Products featured in a bin are usually thought to be a “promo” or “hot-item” sold at a discount in the eyes of the consumer. Bins are easy to merchandise as they are usually filled with any package type with appropriate in-store signage.
- 7) Spot Light Table Display**—Table displays arranged near store entrance or in high traffic areas can be much more valuable than an end-cap display. Promotional items, new items and items rarely found on a shopping list, but often purchased on impulse, do extremely well on a spot light table.
- 8) Spinner Rack Display**—Often used to maximize square footage in a tight space or convenience store setting to offer the greatest number of SKUs possible. This display is typically used as merchandising solution for like items at entry-level price points.

Signage—Signage is a great way to capture more of your customer’s time and attention. Promotional details, product information, health attributes and signage calling attention to a theme, event or holiday are most likely to be noticed and read.

