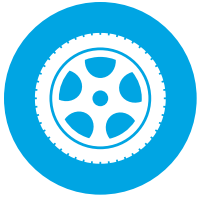


Module 6: Types of Displays – Other Displays

There are three other types of displays you might find in your store: stand-alone displays, stack displays and vignettes. Like the others we've discussed, these displays each have an important role in a store's overall merchandising.



Rolling Rack Display

Stand-alone display units can be easily moved on the salesfloor to make productive use of limited space. They may be display units supplied by a manufacturer.

Why They Work

- An advantage to stand-alone displays is that they are adaptable. They can be used anywhere in the store, even outside.
- Keep these display racks in high-traffic, high-visibility locations and use signs to increase the customer's sense of urgency to buy.
- Stand-alone displays help you make good use of limited space because they can display several different products while requiring minimum inventory.
- They are particularly effective when displaying seasonal items and products your customers might use every day. Because this type of display puts these products within easy reach, they appeal to a customer's desire to save money and time.

Products To Use

- Choose items for stand-alone displays that relate to the regular run of merchandising nearby. Those items might be suggested add-on sales to a larger project.
- The best items are those that are low-priced and easy for customers to pick up.



Stack Displays

A stack display is any display where the merchandise is simply stacked on the salesfloor or pallet. It can include products in boxes or bags or products nested together, such as trash cans that fit inside each other to create a stack. It is one of the easiest display methods to use.

Why They Work

- Stack displays are efficient and easy to create. They don't require special fixtures. You might use a platform or pallet for boxed or bagged items.
- Because there is little need for a fixture, a stack display puts the focus on the product. Signage is usually minimal, so the product will stand out much more on this type of display than on others.
- Stack displays put a large amount of product in a small amount of space. This sends the message to shoppers that you have plenty of that product in stock. It also helps you enhance your price image, since consumers generally equate large quantities with low prices.
- Stack displays also create a sense of urgency to buy. Customers perceive that stack displays have items on sale for a limited time. This appeals to customers' desire to save money and time.
- Stack displays can bring that urgency to buy to large items and big-ticket merchandise.

Products to Use

- Boxed or bagged items work well on stack displays.
- Typically, a stack display is in a prominent place in the store, such as a power aisle. Therefore, it's good practice to use items with colorful packaging to catch customers' attention.
- Seasonal items, such as bagged lawn feed, also work well on a stack display.
- Look for items that are part of a special promotion or that might tie in with an advertised special. The bulk of these displays will reinforce the value image conveyed by the advertising.
- Some unpackaged items, such as a stack of pails or garbage cans, make good stack displays. They may be difficult to merchandise anywhere else and they are easy to move around the store.
- Some items such as grills or lawnmowers, are best sold out of the package and assembled. These products also sit directly on the salesfloor and make a good fit for a power aisle or special section of the store.

Module 6: Types of Displays – Other Displays (continued)



Vignettes

A vignette display presents products the way consumers might use them within their homes. They sell more than just merchandise. They sell ideas and may inspire large purchases. They can also prompt customers to start large projects.

Why They Work

- Vignettes work well because they show products grouped together as they might be used. This allows customers to visualize how the products might appear or how they could be used in their own homes.
- Vignettes can also include ideas or suggestions for how customers can do a project on their own.
- This type of display offers a more relaxed environment than standard rows of packaged merchandise on the shelf. It helps make a store more interesting and colorful.

Products to Use

- Vignettes allow you to combine merchandise from several departments and make the merchandise easy to see and touch.
 - The vignette often mimics a room in a house. The best way to do this is to create a mini room with at least two adjacent walls. For example, if you want to promote bathroom fixtures, you might create a mini bathroom with wall and floor coverings, fixtures and décor items.
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