



Effective Stack Displays

LESSON OBJECTIVE: Show employees the elements that go into creating effective stack displays.

ESTIMATED COMPLETION TIME: 3 to 5 minutes.

HOW TO USE: The lesson includes a PowerPoint presentation. The trainer's notes will offer notes for each slide, but you may elaborate on each as much as you wish.

Slide 1

Introduction

- Stack displays are any display where merchandise is stacked on the salesfloor or a pallet instead of on shelf and hook racking. It is one of the easiest display methods to use in the store and they can be effective if used correctly. We'll often put these displays in the power aisle of the store or in areas with a lot of floor space. Here, we'll discuss why stack, or bulk, displays work, how we can best use them and what products work best on this type of display.

Slide 2

There are a few reasons why stack displays are so effective and why they work differently than standard shelf displays.

- They convey a message of value. When you stack a lot of product in one spot, you send the message to shoppers that you have plenty of product in stock. These displays also promote a low-priced image. This is one of the ways big box stores like Walmart convey a low-priced image: they have large stacks of product in visible areas of the store.
- Stack displays are easy to create, all you do is stack the product and sometimes you can leave it on the pallet. You can put them anywhere there's ample space on the floor.
- It puts the focus on the product. There is typically no merchandising fixture surrounding this type of display. Usually signage is minimal. The product stands out much more on this type of display than other types.
- This display is efficient, since it requires no special type of fixture. It usually needs just a platform and some types need no fixture at all.
- Stack displays also create a sense of urgency to buy. Customers perceive stack displays as items that are on sale for a limited time, or items where there may be a limited quantity, even if neither of those things are true.

Slide 3

While this is an easy display to create, there are still a few guidelines we can follow to get the most out of it. Not every display will follow all of these guidelines, but in general we keep them in mind when creating a stack display.

Use colorful items.

- Since items in a stack display will be in a prominent place in the store, it's best to have colorful items that will catch customers' attention. Colorful items help put the focus on the product. Since the packages are colorful, this makes them easy to create, too.

Slide 4

Use unpackaged items.

- Unpackaged items, like a stack of bulky garbage cans or pails, make good stack displays. One reason is that they are difficult to efficiently merchandise anywhere else. Since they have minimal, if any, manufacturer packaging, the focus is directly on the product. They are also easy to create and are easy to move around the store.

Slide 5

Sold out of the package and assembled.

- There are some items in the store that are best sold out of the package and assembled. Lawn mowers and grills are great examples. These types of items make good bulk displays for a power aisle or special section of the store. These also work well because they put the focus on the product. They are also efficient because they sit directly on the floor and are ready for the customer to use.



Slide 6

Use seasonal items.

- Seasonal items are a great choice for stack displays. Putting these items in a bulk or stack display helps highlight them and creates that sense of urgency for the customer to buy. They are also often temporary. Seasonal items displayed in bulk also convey value.

Slide 7

Tie in with advertised specials.

- Stack displays can also tie in with advertised promotions. Putting these items in a prominent space on the salesfloor makes it easy for customers to find them and creates a sense of urgency to buy before the promotion ends. It also helps reinforce the value message we want for a promotion.

Slide 8

What you can do.

- As with any of our displays, you can help keep stack displays effective by keeping them organized. With customers pulling products off the stacks throughout the day, products can get messy quickly. If you see a display that's messy, take a minute to straighten it. If you see damaged product, remove it or ask a manager what to do about it.
- Also keep this area well stocked so the display always looks full.
- Finally, some stack items could be good add-on sales, so be on the lookout for opportunities for suggesting to customers as an additional sale.

CLOSING COMMENTS: Stack displays are an important part of the merchandising strategy in our store. When you understand how these displays work, you can help us maintain them and even suggest items or places in the store where they would be a good fit.

ADDITIONAL TRAINING: Take NHPA's Retail Merchandising course to learn more about stack displays and other types of merchandising.