

BEST PRACTICES FOR **UNIQUE** DISPLAYS

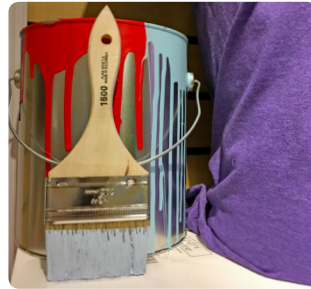
MAXIMIZE YOUR SLATWALL DISPLAY

When looking for an easy way to display apparel and accessories, slatwall displays maximize space and provide flexibility. Using these tips from our experts, you can help customers find what they need and increase sales.

SANMAR



TIPS & TRICKS FROM OUR EXPERTS!



✓ MAKE IT INTERACTIVE

Generate leads and create a buzz surrounding your brand. Use creative and colorful displays to draw a customer's attention. Use mannequins, a color theme, signage, props and branded product to stand out from the rest.

✓ HAVE FUN

If you have fun when making your display, that enthusiasm will transfer into your work.

✓ TELL A STORY

Create a visual story that shows how or where a product may be used or worn. It will inspire customers to picture themselves in those settings with those products.

✓ PRINT HIGH-QUALITY GRAPHICS

High-quality graphics are an industry standard. Create banners or large signs out of Hercules cloth with grommet holes and a pole pocket for a durable piece that's easy to relocate. Sintra is another option for signs. It is durable and produces a quality print.

✓ KEEP PRODUCTS WITHIN REACH

Customers get frustrated if they can't reach a product, so keep it within reach. Fill higher spaces with signs instead of with product. If needed, use shepherd's hooks to help get items down for shorter customers.

✓ LEAVE SOME SPACE

Create space for your visitors to interact with your display and for employees to work. It's equally important to leave space between products on the slatwall so customers can pick up a piece without bumping into one another.

✓ STEAM YOUR PRODUCTS

Before hanging product, steam it to remove any wrinkles. You want the product looking its best!

✓ CONSISTENCY IS KEY

Make sure all of your hangers are the same shape and color. It helps to create consistency, which helps the customer stay focused on the product.

✓ MATCH YOUR HARDWARE

All of your hardware needs to be the same color. It creates uniformity in your display.

✓ GROUP SIMILAR PRODUCTS TOGETHER

Save customers time by grouping similar products. Consider placing merchandise that are the same color, price, size or type together.

✓ SET THE MOOD WITH LIGHTING

Draw customers in with intentional lighting. Find the right balance between having it too bright or too dark. Remember that your lighting can highlight certain attributes on a product the customer may not have normally seen.