

# BEST PRACTICES FOR UNIQUE DISPLAYS

## HOW TO UTILIZE DISPLAY FIXTURES AND RACKS

CHOOSING THE RIGHT DISPLAY FIXTURES FOR YOUR SHOWROOM OR SHOP CAN MAKE A BIG DIFFERENCE IN SALES. OUR EXPERTS PROVIDE TIPS ON HOW TO SELECT THE RIGHT FIXTURES AND RACKS FOR YOUR SPACE.

---

SANMAR





# TIPS & TRICKS FROM OUR EXPERTS!

## THE IMPORTANCE OF FIXTURES

- RETAIL FIXTURES HAVE A BIG IMPACT ON THE DECISION-MAKING OF CONSUMERS.
- SHOPPERS ARE DRAWN TO PRODUCTS THAT ARE DISPLAYED WELL. IN ADDITION, IF A HIGH VALUE IS PERCEIVED THEN CONSUMERS ARE MORE WILLING TO ACCEPT A HIGHER PRICE.

## HOW TO CHOOSE THE RIGHT FIXTURES

- WHILE KEEPING YOUR SALES GOALS IN MIND, CHOOSE FIXTURES THAT SPEAK TO THE IMAGE OF A BRAND.
- FOR EXAMPLE, IF A BRAND IS CUTTING EDGE AND TECHNICAL, CHOOSE FIXTURES THAT LOOK NEW AND HIGH-TECH.
- CONSIDER THE SIZE AND SCALE OF YOUR RETAIL SPACE WHEN SELECTING FIXTURES.

## TIPS

- ✓ MAINTAIN THE SAME AESTHETIC OF FIXTURES THROUGHOUT THE ENTIRE STORE
- ✓ LEAVE PLENTY OF SPACE ON THE FLOOR AND BETWEEN PRODUCTS TO CREATE AN EASY SHOPPING EXPERIENCE



### 2-WAY DISPLAY RACK

- TRADITIONAL AND ECONOMICAL WAY TO DISPLAY HANGING CLOTHES
- ADJUSTABLE AND COMMONLY AVAILABLE
- CHOOSE FROM STRAIGHT ARMS OR WATERFALL ARMS



### 4-WAY DISPLAY RACK

- A SLIGHTLY LARGER VERSION OF THE 2-WAY DISPLAY RACK
- AN ECONOMICAL WAY TO DISPLAY HANGING CLOTHES



### ROUNDER DISPLAY

- COMMONLY SEEN IN RETAIL STORES
- AVAILABLE IN A VARIETY OF SIZES
- DESIGNED FOR DISPLAYING BULK PRODUCT WHEN VOLUME IS A CONCERN



### WALL MODULE

- AN EFFICIENT WAY TO USE THE PERIMETER OF YOUR STORE FOOTPRINT
- CREATES A RETAIL FEEL AND FREES UP FLOOR SPACE
- INTEGRATE SHELVES, FACE OUTS AND HANG BARS TO MATCH YOUR RETAIL NEEDS
- IDEAL FOR STOCKING PRODUCTS AT EYE LEVEL, WHICH IS AN ADVANTAGE OVER MOST FREESTANDING FIXTURES



### CUBE UNITS

- CUBE UNITS CAN BE FOUND IN ANY MATERIAL
- WORKS WELL FOR RELATED ITEMS THAT MAY NEED DIVIDERS OR OTHER CONFIGURATIONS
- CAN BE USED TO DISPLAY PRINTED SAMPLES OR TO DISPLAY AN ARRAY OF COLORS AND SIZES



### SLATWALL MERCHANDISER

- GONDOLAS AND H-FRAMES ARE OFTEN CONSTRUCTED FROM SLATBOARD AND ARE COMMONLY SEEN ON SHOWROOM WALLS
- BRINGS A MODERN LOOK TO RETAIL SPACES
- PROVIDES FLEXIBILITY IN CREATING MORE UNIQUE DISPLAYS
- AVAILABLE IN DIFFERENT LAMINATED FINISHES AND WOOD GRAINS