

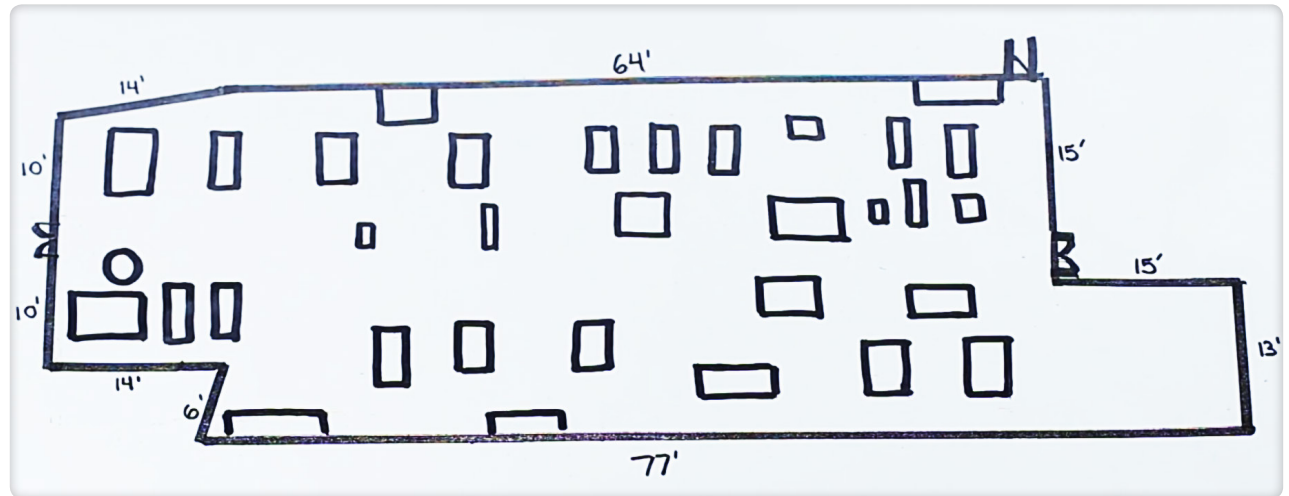
# BEST PRACTICES FOR SHOWROOM DESIGN

## CREATING A PLANOGRAM

MAXIMIZE YOUR DISPLAY SPACE WITH A LAYOUT THAT CREATES A GREAT SHOPPING EXPERIENCE FOR YOUR CUSTOMER. WHETHER YOU'RE WORKING WITH A LARGE SPACE OR A SMALL ONE, A PLANOGRAM CAN SAVE YOU TIME, KEEP YOU ON BUDGET AND MAKE THE OVERALL DESIGN OF YOUR SPACE MORE INVITING.



TO WATCH OUR VIDEO ABOUT PLANOGRAMS, GO TO  
[WWW.EDUCATION.SANMAR.COM/DISPLAYS-HOW-TO/](http://WWW.EDUCATION.SANMAR.COM/DISPLAYS-HOW-TO/)



# TIPS & TRICKS FROM OUR EXPERTS!

## DEFINITION

**plan-o-gram** (/ˈplænə gram/)

**NOUN**

1. A SCALE DRAWING OF YOUR DISPLAY SPACE, SIMILAR TO A BLUEPRINT, TO HELP YOU ENSURE THAT YOU'RE NOT TRYING TO FIT TOO MUCH OR TOO LITTLE INTO THE SPACE YOU HAVE AVAILABLE, WHILE LEAVING ROOM FOR WALKING AND BROWSING.

## MATERIALS AND SUPPLIES

- ✓ BLANK PAPER
- ✓ TAPE MEASURE
- ✓ PENCIL (WITH AN ERASER!)
- ✓ ARCHITECTURAL SLIDE OR RULER

## DEFINE A GOAL FOR YOUR SPACE

- TYPES OF CUSTOMERS YOU WILL BE HOSTING
- CATEGORIES OF PRODUCT THAT WILL BE FEATURED
- WHAT KIND OF EXPERIENCE YOU WANT TO CREATE FOR YOUR CUSTOMERS

## MEASURE AND DRAW YOUR OVERALL SPACE

- MEASURE THE BASIC OUTLINE OF YOUR ROOM OR SPACE
- DRAW THE OUTLINE OF THE ROOM OR SPACE TO SCALE (I.E. 1 FOOT OF YOUR MEASURED SPACE EQUALS 1 INCH OF SPACE ON THE DRAWING)
- WRITE IN THE ORIGINAL MEASUREMENTS YOU MADE AROUND THE EDGES OF THE DRAWING
- MARK WALKWAYS, WINDOWS AND/OR EXITS AS NEEDED

## MEASURE AND DRAW IN YOUR DISPLAY FIXTURES

- MEASURE THE "FOOTPRINT," OR FLOOR SPACE THAT YOUR DISPLAY FIXTURES OCCUPY
- DRAW THE OUTLINE OF YOUR FIXTURES INTO YOUR SPACE OUTLINE TO SCALE
- USE ARROWS TO INDICATE THE DIRECTION A FIXTURE SHOULD FACE, IF APPROPRIATE



## TIPS

- ✓ PRIORITIZE ITEMS BASED ON YOUR GOAL TO PROVIDE FOCUS TO YOUR SPACE – YOU MAY NOT BE ABLE TO FIT EVERYTHING AT ONE TIME
- ✓ BE SURE TO LEAVE ADEQUATE SPACE FOR FOOT TRAFFIC, INCLUDING BROWSING AREAS
- ✓ FEATURE NEW/POPULAR ITEMS IN PROMINENT LOCATIONS WITHIN YOUR SPACE
- ✓ PLACE SIMILAR ITEMS OR RELATED BRANDS NEAR ONE ANOTHER IN YOUR PLAN
- ✓ THIS IS YOUR SPACE - HAVE FUN WITH IT!