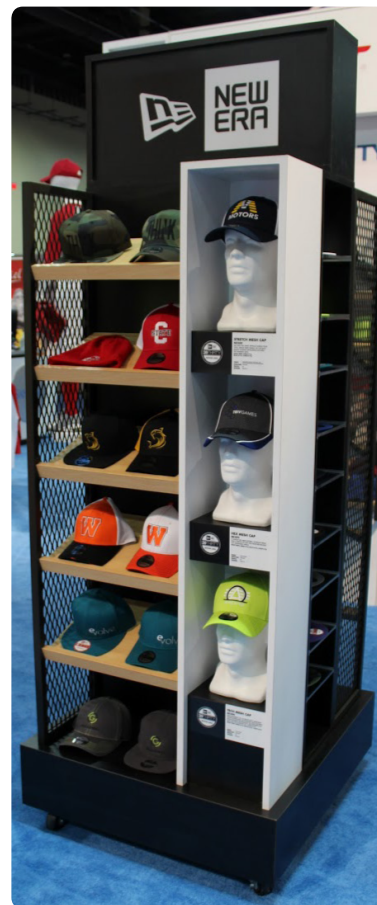




BEST PRACTICES FOR UNIQUE DISPLAYS

BAGS & CAPS IN DISPLAYS



WHETHER YOUR BAGS AND CAPS ARE THE STAR OF THE SHOW OR THEY'RE COMPLETING YOUR OVERALL APPAREL PACKAGE, YOU WANT TO MAKE SURE THEY SHINE. USE THESE TIPS AND TRICKS TO MAKE THE BAGS AND CAPS YOU PUT ON DISPLAY LOOK SHARP AND GET ALL THE ATTENTION THEY DESERVE.

SANMAR



Product expertise at your fingertips.

TIPS & TRICKS FROM OUR EXPERTS!

CHOOSE YOUR APPROACH:

SINGULAR AND FOCUSED

- A DISPLAY WHOSE PRIMARY FOCUS IS BAGS AND/OR CAPS

THE COMPLETE PACKAGE

- MIX IN BAGS OR CAPS WITH OVERALL APPAREL DISPLAYS
- CREATES CROSS-BRANDING OPPORTUNITIES



PREPARE YOUR PRODUCT

- BAGS ON DISPLAY SHOULD BE FILLED TO SHOW THEIR SHAPE AND VOLUME. THERE ARE SEVERAL OPTIONS FOR FILLING BAGS:
 - BUBBLE WRAP OR OTHER PACKING MATERIAL
 - ONE-SIZE-FITS-ALL PLASTIC BLADDERS, WHICH CAN BE FILLED WITH AIR
 - CUSTOM-MADE FOAM INSERTS
- ADD PROPS TO BAGS THAT SHOW OFF THEIR CARRYING CAPACITY. YOU CAN USE SHOES (MAKE SURE THEY'RE CLEAN!), PENS AND PENCILS AND EVEN OLD CELL PHONES OR OTHER TECHNOLOGY.
- HATS CAN BE SEPARATED BY TYPE OR FUNCTION (I.E. CAPS VS. BEANIES).

DEMONSTRATE YOUR DECORATION TECHNIQUES

- BAGS AND CAPS CAN BE DIFFICULT TO DECORATE, SO SHOW DIFFERENT OPTIONS FOR DECORATION.
- EMBROIDERING THE STYLE NUMBERS ON EACH PIECE CAN CONVEY NECESSARY INFORMATION WHILE SHOWCASING YOUR DECORATION TECHNIQUE.

LET FORM MEET FUNCTION

- BACKPACKS AND CINCH BAGS LOOK BETTER WHEN HANGING.
- DUFFEL BAGS ARE BEST DISPLAYED ON A SHELF AND EASY TO REACH.
- TRAVEL BAGS AND LUGGAGE SHOULD BE ON THE FLOOR, FOR EASE OF TRYING THEM OUT.
- DEDICATED CAP HOLDERS OR STANDS ARE A TIDY, ORGANIZED WAY TO DISPLAY HATS.
- CAPS PLACED ON MANNEQUIN HEADS WILL SHOW THE SHAPE OF THE CAP WHILE WORN, BUT USE MANNEQUIN HEADS SPARINGLY.
- BAGS AND CAPS CAN BOTH BE ADDED TO FULL-BODY MANNEQUINS TO COMPLETE AN OVERALL APPAREL LOOK.



TIPS

- **USING HARMONIOUS COLOR CHOICES** ACROSS YOUR DISPLAY WILL CUT DOWN ON VISUAL NOISE.
- CAP DISPLAYS CAN GET CLUTTERED AND DIFFICULT TO NAVIGATE, SO BE SURE TO **CHOOSE YOUR CAPS WISELY AND KEEP THEM AS ORGANIZED AS POSSIBLE.**
- BAGS AND CAPS ARE ITEMS THAT WILL BE USED DAY IN AND DAY OUT – **SPENDING A LITTLE EXTRA TIME TO MAKE THEM SHINE CAN MAKE A HUGE DIFFERENCE!**