

Why I Dislike Spinners

I have often wondered why I rarely see two customers shop from the same spinner display. A majority of retailers love spinners because they can often hold the same amount of product that a 4-foot traditional wall display can while only taking up 2 feet of space. Then I figured it out while I tried to pick out a pair of earrings for my daughter. Just as I was eyeing blue gems with gold dangles, like magic, they disappeared because someone was on the other side of the spinner treating it like the wheel in “The Price Is Right’s” Showcase Showdown.

When shopping from a spinner, one has to be somewhat aggressive – you have to spin it like you own it! You also must be willing to shrink your personal space zone. In addition, you feel rushed; after all, you are in a race for the earrings you want. I remain a non-lover of spinners.

The spinner entered the retail world as a solution for store owners who had no room to add a new line. The salesman likely promised the owners that they can place the spinner anywhere. No, you can’t. It rarely fits anywhere! Most spinners end up backed into an end-cap, shrinking the entrance of an aisle, or placed up against a pole. Spinners get placed where they fit and rarely where they belong. Have you ever seen a floor drawing with a “spinner goes here” notation?



**Just say NO
to spinners.**

I admit that when it comes to earrings, sunglasses, and greeting cards, there are not a lot of alternatives to the spinning display. But when it comes to canes, therapeutic shoes, insoles, braces, and hosiery, there is indeed a better way: **slatwall**. It does have a cost, takes up room, and requires special hooks and/or shelves, but it works *wonderfully*. Four to 8 feet of slatwall will pay for itself within a few weeks. Go wild! Purchase a nice wood laminate slatwall, upgrade it with some silver inserts, and then frame it off with an earth tone piece of trim. How’s that spinner looking now?

Presentation adds to an item’s perceived value, which dramatically adds to increased sales. Bring the spinner to the recycling center; if you feel separation anxiety, bring it home and hang your socks on it. But do not place it in your backroom thinking that someday you will need it. Besides, if you are like most front-end managers and store owners, you do not have room to store another spinner.

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing
NCPA’s Front-End Overhaul