

# Think Inside the Box

#1: Manufacturer Prepack



# 2: Merchandiser Reset



The shelf closest to eye level is always the best shelf for promotion. This is true for end-caps, wall fixtures, gondolas, and floor displays. The average eye level height is reported to be approximately 5 feet. Conversely, the bottom shelf, or base shelf, is the least productive shelf in all displays. A base shelf can be as low as 5 inches from the floor, hampering lighting, visibility, and accessibility. Any item cast to the base shelf, regardless of fixture type, will always wait for recognition and rarely gets reordered.

Take a close look at image #1. This is a typical horizontal product set of a pre-pack floor display provided by a manufacturer. In this image, the Kettle Flavor POPCORNers has all of the best seats in the house, while the White Cheddar flavor sits in the dungeon, hoping someone will notice them. Cheesy Jalapeno isn't too thrilled with its position, either. The top two selling flavors are Cheddar and Sea Salt – why give them poor billing?

Now take a look at image #2. This is where the merchandiser quickly applies his or her craft. With the exception of the second shelf from the top, the horizontal way of merchandising is replaced with vertical placement. The top shelf now promotes three different flavors instead of one, encouraging multiple and companion sales. The second shelf gives the remaining flavor the second best spot on the display. The bottom two shelves are duplicates of the top shelf. All flavors now enjoy prime placement.

Resetting a floor display can take as little as five minutes of your time, resulting in quicker and complete sell-throughs. Think inside the box. Never hesitate to remerchandise a vendor-designed display.

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