



5-Star Rating for End-Caps

1. Is There a Compelling Sign? _____
 2. Does It Have a Timely & Identifiable Theme? _____
 3. Is There Sufficient Inventory? _____
 4. How is the Eye-Level Product Placement? _____
 5. Is it Merchandised to Sell (not show)? _____
- Total Stars: _____

Important Notes About End-Caps:

1. **Every end-cap must have a sign.** Signs should “romance” the item by highlighting the benefits and features of the displayed product. Signs need to be compelling and are essential tools in creating impulse and companion purchases. If you choose to list retails, be sure to add the word “Only,” such as “Only \$19.99.” The most compelling signs do not list a retail.
2. **End-caps must focus on meeting a customer’s needs** and should be driven by the time of the year and/or season. For example: Summer Skin Protection, Cough & Cold Relief, Healthy Holiday Gifts, etc.
3. It is best to **limit the number of featured SKUs (Stock Keeping Units) on an end-cap to six.** Always have a minimum of four each of the larger items and six each of the smaller items. To boost the presence of smaller items, you will need to double and/or triple face the product.
4. When it is possible and when it makes sense, **merchandise the higher retail items at eye level.** Example: Vaporizers at eye level and facial tissue on the bottom shelf. *Eye level is the first and most viewed area of an end-cap.*
5. **An end-cap is a place to sell product. It is not used to feature products as you would in a window display.** Windows displays are for sampling items and looking attractive. End-caps should look full, compelling, and ready-to-sell. Do not decorate, wrap, or try to accent an end-cap with plush animals, ribbons or bows. Warning: Looking pretty can be an end-cap’s downfall.