

How to Properly Merchandise Items on a Shelf



#1. Don't do this!

#2. Don't do this!

There are two basic rules of merchandising that can be applied to every category of product:

#1. Do not slant product at an angle on a shelf. I've seen this done often, mostly in oral hygiene departments. Slanting the product may look good from a distance, but in fact this style of placing merchandise on a shelf harms sales by restricting the view of the front of product, limiting inventory space to no more than two of each (most of the time, one of each), and causing the shelf to look cluttered as soon as one item is sold. **Here is the fix:** Position each item so the product has a full frontal appearance on the shelf. If more room is needed, then either reposition additional items on the shelf above or below the shelf you are working on or eliminate the slowing moving items until sufficient room has been made. You will sell more inventory by giving the product the exposure it needs than you will by offering more items to choose from on a crowded shelf.

#2. Do not place pegged items under a lower-positioned shelf. A shelf positioned over pegged items will always cast a shadow on the product beneath it. Pegboard hooks will place items further back up against the peg of a fixture, and for that reason, a noticeable shadow from the shelf will be cast on the product. Along with the dark setting, the biggest deterrents to creating a sale will be the difficulty to see and reach the merchandise.

Quick fix: Use hooks that have the same reach as the shelf above it and install rubber stoppers on the hooks to keep the pegged product from sliding back. **The preferred fix:** Move pegged items and category to the top of the display. If needed, you can place one narrow shelf at the very top of your display.

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