



It's All in the Eye of the Beholder.



In the photos above, which one is your pick for the before image and which one for after? I thought it was an easy choice, but I was wrong. I chose the bottom photo as the better of the two. The top photo may look more interesting to some, but it is my opinion that neat and orderly is a better option and that the more expensive items should always be at eye level. People expect to hunt for items in a thrift shop but not in a pharmacy's gift department.

The re-set of this kitchen gift department took a good deal of time, most of which was spent searching for the right shelves. The changes we made from the top to bottom photos included adding an extra shelf in each section and a slanted base shelf, displaying items in categories, eliminating a few items, and moving the four pitchers priced at \$29.99 each to the top shelf (upper right corner).

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