



People have to know you have bath safety before they can buy it from you.

If you are like many stores, your durable medical equipment is placed on a wall in the least-travelled area of the store. DME seems to gravitate to dark corners. I understand - it's not fun to look at and it is difficult to merchandise. However it does deserve its time in the sun. People have to see what you offer, so when the time comes, they will know where to purchase it.

Merchandise's challenge: four times a year try this simple bath safety end-cap (photo above) or your version like it. Bring new awareness to this important and profitable cash category. **Reminder:** the most important item on this end-cap is the sign! For a closer look at the sign visit www.ncpanet.org click on Front-End Overhaul and click on Signs.

Here are a few tips to get your end-cap up and seen:

- Use an end-cap that is at least 30" wide by 54" tall.
- Use small bolts and nuts to install the grab bars to the peg board.
- Price bulky items with a string tag.
- Price the showerhead with a sticker on the bottom of the box.
- Do not mention prices on the sign.
- Best placement: near pharmacy.
- Length of time: 2 weeks.
- Repeat 4 times a year.
- Do not attempt this end-cap without using a sign!

Send photos of your most successful end-caps to: gabe.trahan@ncpanet.org