



Recycled floor displays!

Create compelling end-caps by transforming cardboard displays into eye-catching signage!

There is always the temptation to put cardboard floor displays where they fit and not where they belong. In a few cases, floor displays can end up blocking aisles and become more of an obstacle than the secondary selling venue that the display was intended to be. If you can't find the **perfect** home for the display then use what you can! The photo above shows an example of two floor displays that were easily carved up and made into eye-catching signage for an end-cap. The Dimetapp display actually stands on its own and the Allegra graphic has a large box of Kleenex behind it to serve as a solid base for the sign. This is also great method for recycling floor displays that have either sold down or beginning to show signs of wear. Give it a try and send me a photo of your inspiration. (email: gabe.trahan@ncpanet.org)

Things you should know about floor displays:

- Check for **price stickers**. Many displays do not come with retail stickers.
- Confirm the **retails** with the product already stocked on the shelf. There should be no discrepancies.
- In many instances a new item that appears in a display will reflect the **manufacturer retail** and not the store recommended retail! You will need to correct this or you will run the risk of being overpriced.
- Refill or recycle the display as soon as it is sold down by one-third.
- Remove or recycle a display as soon as it begins to look worn.