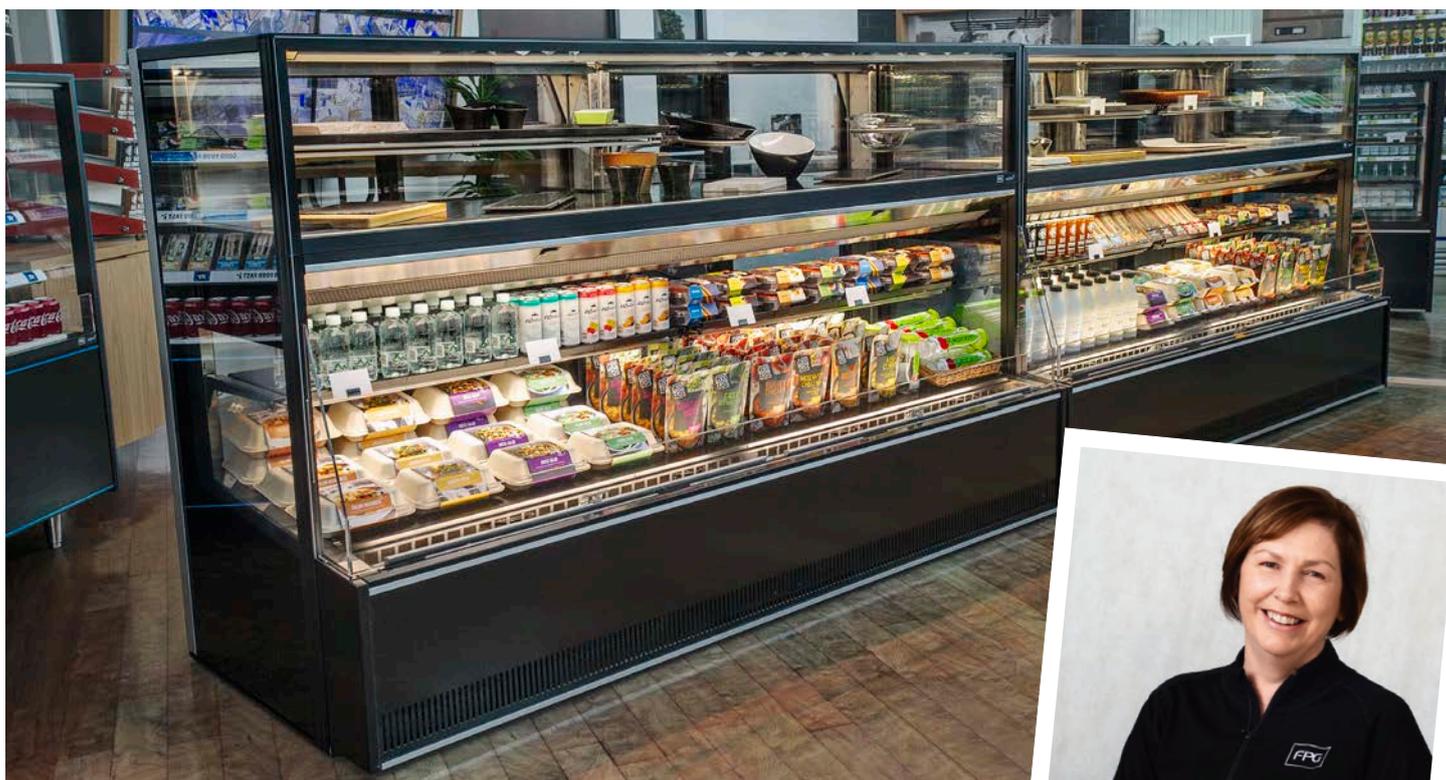




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TOP TIPS FOR VISUAL MERCHANDISING



As FPG's global marketing director, I work closely with our design team and we share an interest in visual merchandising - how to best present fresh food and drinks in our cabinets.

As my sales colleagues tell me, it's a BIG topic. Both science and art underpin successful visual merchandising - there is definitely value in tapping the experts. For this article, I provide insights based on FPG's real-world experience.

*Susan White
FPG Global Marketing Director*

Why do we need to focus on this?

Ultimately it is to improve ROI by selling more product through the cabinet. Visual merchandising taps our human sense of sight and represents one of the core strategies for delivering excellent customer experience. It contributes to lead indicators for sales including brand recognition, customer satisfaction, repeat customers, and customer referrals both online and in the real world.

To maximise your sales opportunity, it's important to get it right.

For us, it always starts with your customer and business model:

- If you are merchandising premium hand-crafted chocolates to affluent customers with a serve-over business model, it will be very important to create a visual experience that supports that positioning and feeling of exclusivity. The display may look more like a jewellery counter with lots of space to focus on the products and maybe adorned with props to create interest.
- On the other hand, if you are targeting travellers with self-served, ready-to-eat hot pies in a busy location, the display might be fully merchandised with product, accommodating the range of pies on offer with bags, tongs and maybe condiments in proximity. It will be structured to support quick self-service.



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STRUCTURE

Structure is great for food displays! It is the hardware that supports both operational use and how food and drinks are presented



SHELF DIVIDERS

When you have a mix of variants of the same product e.g. pies and sandwiches, use shelf dividers to keep products grouped and lined up.

How does this contribute to increasing sales?

- Supported with a planogram, they provide direction to staff and avoid random product placement.
- Having a standard layout makes it predictable and easier for customers to identify their preferred variant, contributing to repeat sales.
- It makes it quicker for customers to make their selection. Avoid dissatisfied customers and lost sales by people who don't have a lot of time to queue.



GRAVITY FEED SHELF DIVIDERS

Ideal for canned or bottled product such as drinks, using gravity feed shelf dividers means product always presents itself in the front row, with customer-facing product branding.

How does this contribute to increasing sales?

- Similar to shelf-dividers with the added benefit that product automatically pushes forward to the front row, with high visibility to customers.



SHELF ANGLES

Tilt shelves forward so that customers can see the choice of product. Consider where does the customer stand when making a choice? Do they get the best view from this point?

How does this contribute to increasing sales?

- Tilt shelves support product visibility.



SPACING BETWEEN PRODUCTS

The rule of thumb is a normal height person should be able to see 1.5 products of each type when viewing the cabinet.

How does this contribute to increasing sales?

- Reducing gaps between products helps to focus attention on the products.
- Big gaps may distract e.g. provide a line of sight to back wall of the cabinet or to the legs/feet of the person serving.



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STRUCTURE

Structure is great for food displays! It is the hardware that supports both operational use and how food and drinks are presented



DISTANCE TO PRODUCT

Check a display cabinet's design.
How far away is the customer from the actual product?

How does this contribute to increasing sales?

- Supports accessibility – the closer the product is to the customer, the easier it is for the customer to see and select it.

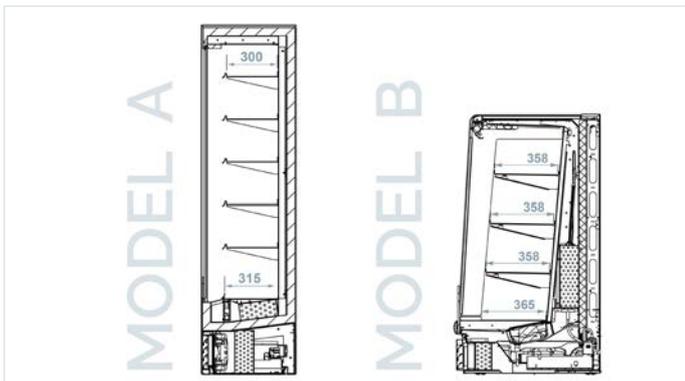


PRODUCT TIMERS

Product Timers are mini angled metal stands. They provide an easy mechanism for staff to manage the shelf life of perishables.

How does this contribute to increasing sales?

- Retailer and customers have confidence that product is fit for consumption.



SHELF CAPACITIES

Only carry stock of high cost perishables that you actually need, matching shelf capacity with sales.

How does this contribute to increasing sales?

- 'Fresh is best' for many customers so it's an important part of the offer made by many retailers.
- At the same time, you want to avoid impacting margins from discarding unsold food at the end of the day.



INTERNAL MIRROR FINISHING

Request mirror finishes to the cabinet rear and sides, especially where it is desirable to conceal what's beyond the cabinet.

How does this contribute to increasing sales?

- The mirror finishing reflects product in the cabinet and creates the illusion of a fuller stocked display.



LANDSCAPING

Use raised platforms of various heights to promote products and disrupt straight lines of product.

How does this contribute to increasing sales?

- It creates interest, helps to differentiate products, and makes promoted products stand out drawing customer's attention.



WOODPRINT SHELVES

Select woodprint effects for practical steel shelf trays.

How does this contribute to increasing sales?

- Merchandising is not just about what customers see, but how customers feel. Woodprint creates a warm vibe and associates with nature. If customers feel good, then they are more likely to enjoy, buy more, and revisit.
- To maximise the effect, create that vibe throughout the store, not just with the cabinet display.



SHELF TRAYS, BOWLS & PLATTERS

Select colours and finishes of shelf trays, bowls and platters to complement your brand or interior décor.

How does this contribute to increasing sales?

- It supports brand differentiation and recall.

Cross-merchandising and upselling makes it easy for customers, especially those on a tight time schedule, to **make selections of complementary products**



COMPLEMENTARY FOOD & DRINKS

Determine your combination of food and drinks to implement planograms of cross-merchandised products. Trial different combinations to see what resonates best with your customers.

How does this contribute to increasing sales?

- It's the classic sales technique ... "would you like a drink to go with that sushi?"



UPSELL OPTIONS

Use 'good, better, best' principles in providing upsell options to customers in the one display.

How does this contribute to increasing sales?

- This provides options across price points – there is an option for all your customers.

VISUAL BRANDING & EFFECTS

It stands to reason that visual branding and effects **enhance visual merchandising**. Here are a couple of examples



DECALS, FLAGS, TICKETING, SHELF TRAYS & SIGNAGE

Use a combination of point of sale branding techniques (and packaging) to punch home your value propositions.

How does this contribute to increasing sales?

- Supports brand story-telling, differentiation, and brand recall
- Provides information to customers – pricing, ingredients
- Creates interest



ORGANIC PROPS

With artistic direction, use plants such as herbs, garlic, fruit and condiments to adorn displays and create ambience.

How does this contribute to increasing sales?

- Associates the product with nature and taste; creates feel-good emotion.



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PRODUCT COLOUR

Use the colour of merchandised products and complementary effects to **create impact and draw customer attention**



COLOUR BREAKS

Use the contrasting colours of a rainbow to create vivid colour breaks between products.

How does this contribute to increasing sales?

- Creates impact and attracts attention.
- Colour associations are strong
e.g. green = lime or herbal, red = berryfruit etc.
These associations make it easier for customers to make their selection.



COLOUR & EFFECTS OF PRODUCT & BACKGROUNDS

Enhance product through contrasted or neutral backgrounds.
Examples:

- Avoid putting oranges on an orange background.
- Fresh sandwiches look great on wood.

How does this contribute to increasing sales?

- Creates impact, makes the product look more appealing, and attracts attention.

LIGHTING

Your products are the star attraction, so ensure your **display is well lit-up**

CORRECT LIGHTING

Make sure your cabinet has been fitted with natural colour LEDs.

How does this contribute to increasing sales?

- Enhances the presentation of product, attracts attention, and aids visibility of product.





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REFRESH YOUR DISPLAY DURING THE DAY

As stock depletes or menu changes during the day
refresh your display to sustain sales and maximise margin



PERISHABLE PRODUCT PRESENTATION

When your stock depletes during the day, consider how to present remaining perishable product to entice customers. At FPG we have designed a unique Pod system for our new Isoform platform – perfect for creating a showpiece for the last piece of sushi.

How does this contribute to increasing sales?

- Enhances the presentation of product, attracts attention, and aids visibility of product.

One last tip – do online research.

Identify the world's best exemplars relevant for your business and learn from them. It's not about copying their execution. It's about understanding why they work in their location and then applying any learnings applicable to your business.

HAPPY MERCHANDISING!