

# GlobalShop 2014 Las Vegas



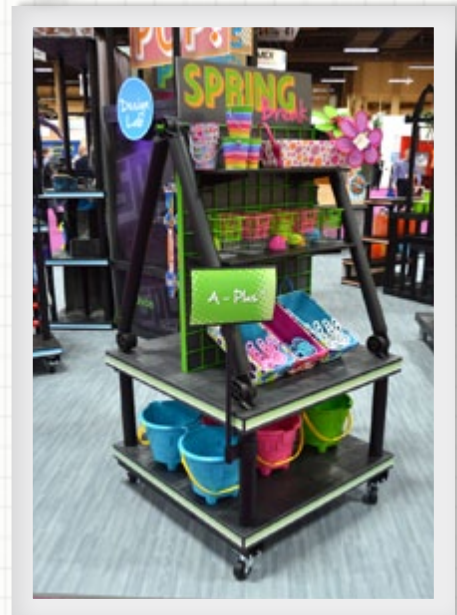
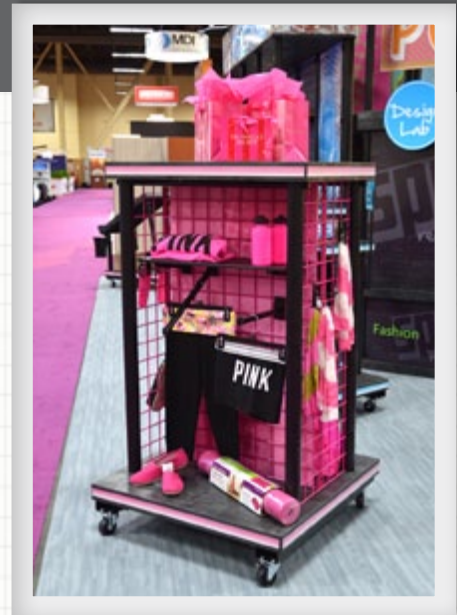
**SPC** retail®

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PATENT NUMBERS: 5,579,702 5,683,004 D611,783 S 8,011,135 7,770,743 D602,603 S 8,146,517 OTHER PATENTS PENDING / © 2014

# Table of Contents

|   |           |
|---|-----------|
| <b>The SPC Retail® Story</b> .....                                | <b>3</b>  |
| "A fresh look at retail"  |           |
| <b>Design Lab™</b> .....  | <b>4</b>  |
| "Get a bigger slice of the retail pie"                            |           |
| <b>Pop-Up Shop</b> .....  | <b>5</b>  |
| Nesting Tables, Style Station, Mini Round                         |           |
| <b>Tilt-Top Displays</b> .....                                    | <b>9</b>  |
| Full-Tilt™, Mini Tilt-Top™  |           |
| <b>Apparel Merchandisers</b> .....                                | <b>12</b> |
| Wall Display & Décor System, Modular 36" Gondola, Lo-Profile Cart |           |
| <b>Modular Midway System</b> .....                                | <b>16</b> |
| A-Plus™, Modular Midway Cart, Platform Riser                      |           |
| <b>Feature Beginnings</b> .....                                   | <b>20</b> |
| Mobile Feature Promo  |           |
| <b>Front Porch Collection</b> .....                               | <b>21</b> |
| 3-Step Narrow, Plant Hanger Plus™ with Waterbed™                  |           |
| <b>Thank You</b> .....  | <b>23</b> |



# The SPC Retail® Story

## Who we are.

Founded in 1981, SPC Retail®, a division of Structural Plastics Corporation, is a Michigan based company that has grown into the industry's foremost expert for **specialty fixture display design & manufacturing** made from 100% post-consumer recycled plastic. Our experienced staff of designers, engineers, account executives, customer service representatives, and production team has fulfilled tens of thousands of stores with our specialty display products.

## What we do.

We design and manufacture modular merchandising solutions from our **patented kit of parts system**. These stock parts allow us to create display configurations and integrate them with standard materials and accessories that are common to retail design merchandising. Our display solutions are easy, **fast, affordable, extremely durable** and **long lasting**, and a proven performer for retail.

## Who we work with.

We work with leading retailers to **Envision, Create, and Manage** their specialty display roll out programs. Our displays are used by small boutique retailers as well as large global retail chains with thousands of stores all around the world. Walmart, Meijer, Safeway, Canadian Tire, Home Depot, Camping World, Kroger, H-E-B, Cabela's, Circle K, Advance Auto are just a few of the national retailers we work with.



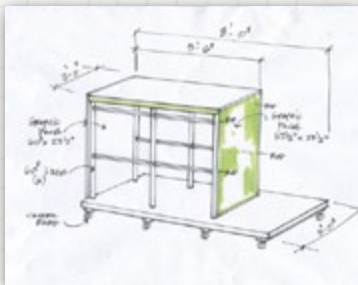
# Design Lab™

## How we do it: Our process.

Our Design Lab™ team will work with you to create strategic merchandising solutions that help you get a **bigger slice of the retail pie**. Our kit-of-parts system enables us to quickly design and build displays to integrate with your brand and selling space, to ultimately improve your customer's shopping experience.



Envision!



Create!



Execute!

1

### SURVEY OF PRIORITY ISSUES "Fact finding"



Layouts,  
Photos,  
Site Visits



Client  
Driven  
Directive



Competition,  
Trends,  
Etc.

2

### OPPORTUNITY ASSESSMENT "Brainstorm"



Identify  
Missed  
Opportunities



Identify  
Goals and  
Objectives



Define  
Parameters/  
Scope

3

### RECOMMENDATIONS "Identify and inspire"



Sketch Up  
Ideas And  
Concepts



Mock Up  
Samples



Present,  
Collaborate,  
Refine

4

### IMPLEMENTATION "The final steps"



Fit,  
Quote,  
Package



Roll Out/  
Project  
Management



**Measure results,  
improve, repeat.**

# Pop-Up Shop



**Pop-up shops provide shoppers an exciting way to buy & experience products & brands.**

Capitalize on unused selling space inside or out and at local community events to highlight relevant categories, seasonal products, promotions and departments. Set up a pop-up shop in minutes.

# Nesting Tables



## Bring something new to the table.

A folding table is NOT a merchandising strategy. New indoor/outdoor Nesting Tables are extremely durable and versatile. Attention grabbing graphics clip on in seconds and invite shoppers to explore.

# Pop-Up Style Station

## Let fashion stand out in the crowd with a Pop-Up Style Station.

Maximize exposure of merchandise and create impulse buys by allocating space for specialty displays designed to cross-sell and promote product in key, high-traffic areas.



# Mini Round



**Smart, affordable,  
well-rounded, and fits in  
the smallest of spaces.**

Opportunities pop up when you fill gaps, maximize floor space and round up sales with the Mini Round display.

# Tilt-Top Displays



# Full-Tilt™

## Tilt the playing field in your favor.

Our pop-up Tilt-Top displays educate, excite, and expand the sales floor. Turn a 2'x3' space into a new revenue stream in minutes.



# Mini Tilt-Top™



## Put a whole new *SLANT* on your sales floor.

The industry's most versatile and affordable slant table rolls anywhere, and fits in small spaces to fill gaps and generate impulse sales.

# Apparel Merchandisers

**A great display is a great display—but if the customer sees that same display week after week, suddenly its not so great.**

It's boring and customers don't come back to boring stores! Try our collection of mobile, modular, multi-functional display solutions for fast, easy change outs, and re-positioning of products to keep stores fresh and interesting.



## Pop-Up Wall Display & Décor System

**Smart displays  
make stores smarter,  
more convenient,  
and fun to shop.**

The new Pop-Up Wall Décor & Display system is revolutionary. It sets up in minutes, and creates a point of interest & inspiration on walls to pull shoppers into departments and inspire them to buy. And, it costs less than a typical departmental wall sign.



# Modular 36" Gondola

**Pop-up Gondola is  
fast, agile, responsive,  
and drives product sales.**

Sets up in minutes without tools and  
the small, mobile, 2'x3' footprint works  
with most standard accessories.



# Lo-Profile Cart

## Maintain a low profile to deliver high visibility and results.

This mobile, multi-purpose cart is a proven performer that pulls in a crowd (shopper) everywhere it goes by making your products the STAR.



# Modular Midway System



**The Modular Midway System—  
a perfect way to set  
the stage for sales.**

Fast, easy assembly, and  
fully inter-changeable  
displays that expand and  
contract to fit space and  
product sell through.

# A-Plus™

**Capture my attention,  
pull me in, show me  
what to buy and make  
it convenient for ME.**

Spring into action with mobile A-Plus™ displays that turn a high-traffic power aisle, seasonal swing area or outdoor front porch into a profitable shopper's destination zone.



# Modular Midway Cart

**Make bulk promo aisles  
into fun and convenient  
shopping destinations.**

The easy snap-on sign clips make  
changing out graphics and concealing  
bulk storage below fast and affordable.



# Platform Riser

**Every product has a story to be told—let product stories unfold on a Platform Riser display.**

Create eye-catching displays that inform, inspire, and integrate complementary products based on projects, seasons, activities, or events. Be timely and relevant and customers will look to you for what to buy.



# Mobile Feature Promo

## How you display the game, determines whether you win or lose.

Effective use of time and space are keys to victory. The Mobile Feature Promo sets up in minutes and rolls into place for product feature ends, cross-sell, promotional, and impulse items.



# 3-Step Narrow

**Step out of the box, into the great outdoors, and make a great first impression.**

The “new” Three Step Narrow adds curb appeal, expands the sales floor, and generates traffic and add-on sales all year long.



## 3-Step Plant Hanger Plus™ with Waterbed™

### Pop-up live goods equals pop-up sales.

Create a grow zone to plant fresh, colorful impressions on customers with live goods that will generate seasonal add-on sales.



Thanks for stopping by!



## Contact us.

Ask about our  
**free** layout,  
design, and  
sample program.