

HIGH PERFORMANCE
DISPLAY SOLUTIONS

2015

Cultivate¹⁵
An AmericanHort Experience



check us out @
SPC-RETAIL.COM

SPC RETAIL



engage the
SENSES!



table of CONTENTS

03

The SPC Retail Story

LEARN ABOUT WHO WE ARE,
WHAT WE DO, AND HOW WE DO IT.

05 PLANT HANGER PLUS™

07 PYRAMID DISPLAYS

09 TIERED ROUND DISPLAYS

11 NESTING TABLES

13

Shift Into High Gear

A PEAK INSIDE THE SHIFT EXHIBIT
(AN AMERICANHORT INITIATIVE)

WHAT



WE UNDERSTOOD
CONSUMERS?



15

Design Lab

LEARN HOW STRATEGIC PLANNING AND
DESIGN CAN INCREASE SALES & RESULTS

bree



BREE CADY
NATIONAL ACCOUNT MANAGER
248-408-4768
bcady@spc-retail.com

mike



MIKE GIAMPETRONI
EXECUTIVE ACCOUNT MANAGER
810-965-7046
mikeg@spc-retail.com

matt



MATT BENNETT
NATIONAL ACCOUNT MANAGER
810-965-7065
mbennett@spc-retail.com

get to know

WHO YOU'LL WORK WITH

*“We work with retailers to help **identify opportunities and create solutions** that will improve sales and store performance.”*



MISSION

SPC Retail® is committed to designing and manufacturing specialty displays that are fast and easy to assemble without tools, affordable, extremely durable, and essential in helping retailers get on the Route 2 Retail Success!



ABOUT US

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 display design and manufacturing made with 100% post-consumer recycled plastic. Our experienced staff of designers, engineers, account executives, customer service representatives and production team has completed thousands of stores with our specialty display products.



VALUES

SPC Retail® is a Midwestern company with Midwestern values. We believe in an honest day's work, the value of a dollar, and in taking care of our customers and yours. We are a debt free and fiscally conservative company that is committed to product safety, quality, durability, and providing the best value to our customers.



VERSATILITY

No-tool assembly means our displays can be set up and ready to sell in minutes. SPC Retail® offers a whole new look, approach, and strategy for almost any size and type of merchandise presentation.



DURABILITY

Made of **heavy-duty recycled plastic**, our displays are extremely strong, durable, and long-lasting. Many customers get decades of use out of our displays, using them year-round, indoors and outdoors.



ENVIRONMENTAL

We were born green! For over thirty years, our products have been made from 100% post-consumer recycled plastic, and our displays are completely recyclable after many years of use.

PLANT HANGER PLUS™ & WATERBED™ SYSTEMS

A Clean, Fresh, And Professional Image



*Photo Courtesy of
WALKER FARMS*



DID YOU KNOW?

Fast assembly & fully inter-changeable displays can expand and contract to fit space and product sell through

36" 3-STEP DISPLAY >>
with **Plant Hanger Plus™** & **Waterbed™** -A Self Watering Plant Display System



Less Shrink =
Higher Margins

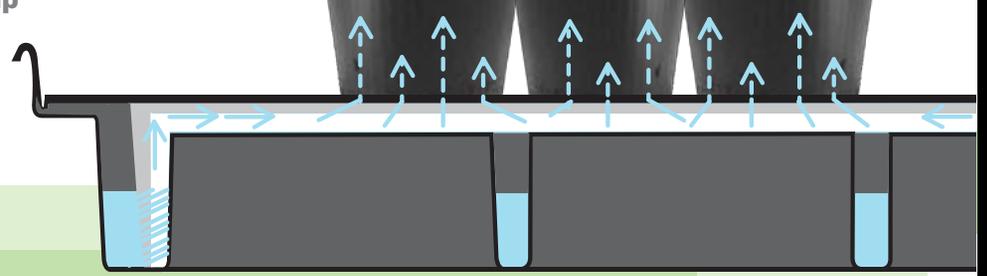


Waterbed™
by **BENCHMASTER**
All Plastic Display Systems

Patents: D611,783 S 8,011,135

A Self-Watering Plant Display System

- Maximizes absorption - bottom up watering is best for quality
- Improves distribution - plants take what is needed no more, no less
- Saves total volume of water needed to grow and maintain live goods



PYRAMID DISPLAYS

Create Eye-Catching Display



<< 3-STEP PYRAMID

<< 48" HALF ROUND END CAP



*Photo Curtousy of
MASTER TAG*

^ 5-STEP PYRAMID

FOCAL POINT DISPLAYS >>

The low-profile height of pyramid displays keeps sight lines open and shows full product color and variety to pull shoppers in. Build out an entire Garden Center or use as a “Shopper Stopper” in high traffic areas.



*Photo Courtesy of
WALKER FARMS*



*Photo Courtesy of
HICKS NURSERY*

DID YOU KNOW?

People buy what they see. Maintain clear site lines to expose more product, tell stories, and display product from the “Eye of the Shopper”

round up sales

TIERED ROUND DISPLAYS

Full 360° Shoppability



*Photo Courtesy of
WALKER FARMS*

^ 2-TIER ROUND DISPLAY



*Photo Courtesy of
BENARY*

ROUNDS >>

Multi-Level Rounds provide soft lines and easy shopping. Perfect for all types of livegoods, hardgoods, and accessories!



Photo Curtousy of SAKATA



Photo Curtousy of THE HC COMPANIES

NESTING TABLES

Build Your Nest Egg

✓ ADD-ON ACCESSORIES
✓ BUCKET RING MERCHANDISER



ADD-ON ACCESSORIES >>
STOCKBLOCK™

FOCAL CLUSTERS >>

Bring something new to the table and elevate your live goods and hard goods merchandise presentation with our collection of extremely durable and versatile indoor/outdoor Nesting Tables.



Photo Courtesy of BENARY



Photo Courtesy of BENARY

DID YOU KNOW?

Creating varied heights in your displays will be more visually stimulating than single level mass display layouts.

SPG RETAIL® PRODUCTS FEATURED IN

SHIFT

An AmericanHort Initiative



<< 2-TIER ROUND DISPLAY



66" x 24" BENCH WITH
30" HALF ROUND END CAP



are you ready to
SHIFT INTO HIGH GEAR?

It's time to invigorate the inner horticulturist in all of us and bring new life into old spaces. Use bold, creative, yet simple displays to showcase and inspire.

SPC Retail's® displays are modular, durable and allow each season, space and sale to tell it's own story and create excitement. Give your customers the opportunity to experience the beauty of being a plant lover.

STRATEGIC PLANNING & DESIGN

that will Increase Sales & Results

Break up long runs using various display configurations

Maintain Clear Sightlines

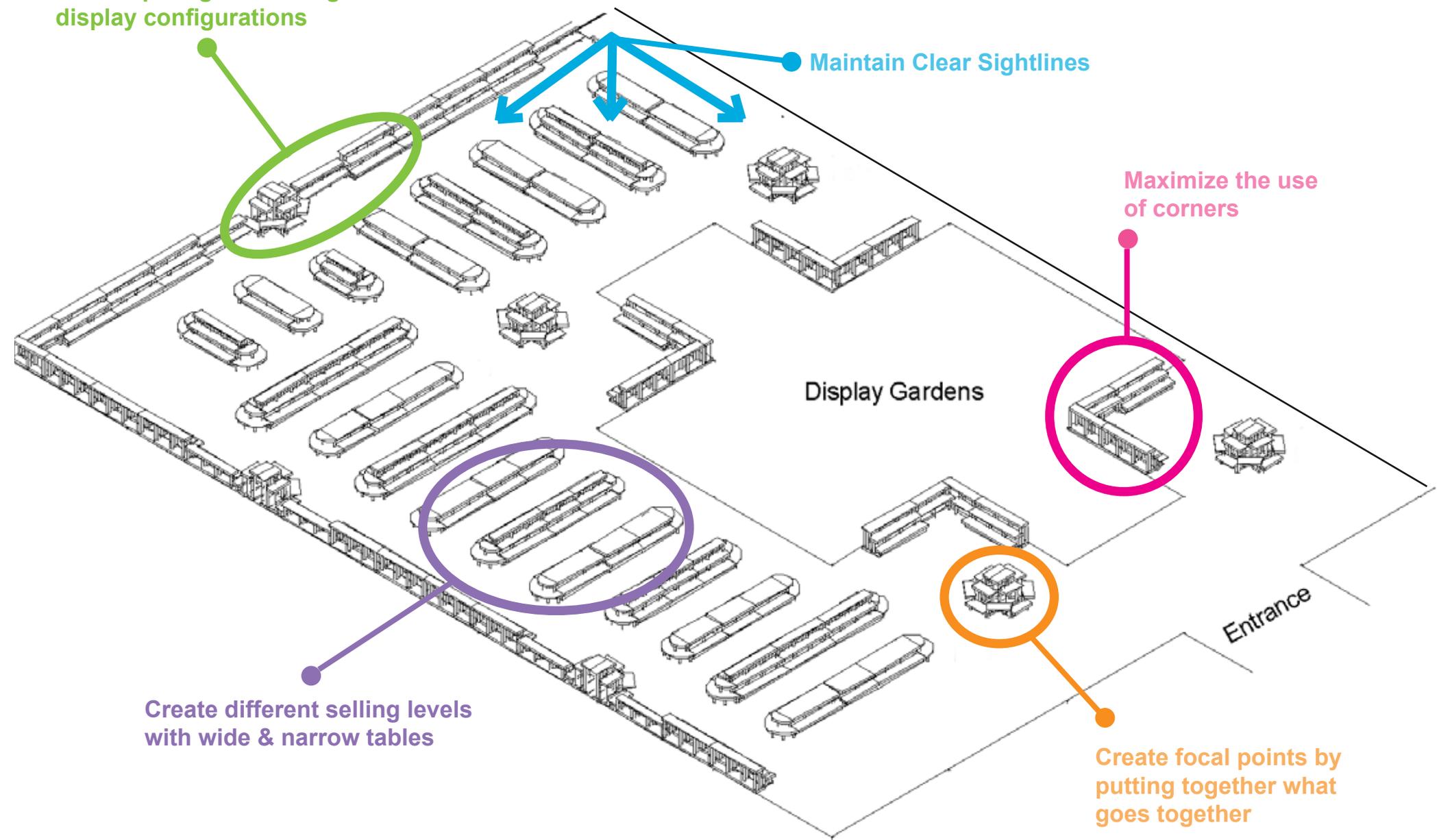
Maximize the use of corners

Display Gardens

Entrance

Create different selling levels with wide & narrow tables

Create focal points by putting together what goes together



How to Improve SALES & PERFORMANCE

STIMULATE VISUAL EXCITEMENT

Shoppers are drawn to creative “Focal Point” displays that highlight categories, seasons, and tell a story that engages their senses. Eliminate monotony and flatness by varying fixture heights and breaking-up long runs with different configurations.

MAXIMIZE SIGHT LINES & VIEWS

People buy what they see. Maintain clear sight lines to maximize exposure of product and plan store layouts from the eyes of the shopper.

ORGANIZE, DEFINE, & CONTROL TRAFFIC FLOW

Eliminate customer confusion by defining a logical and effective circulation pattern. Well organized merchandise creates an easier and more enjoyable shopping experience for your customers.



CREATE LEVELS



FOCAL POINT



CLEAR SIGHTLINES



BREAK UP LONG RUNS

call about our

FREE LAYOUT & DESIGN SERVICES

contact us

800-523-6899

WWW.SPC-RETAIL.COM





GO retail®

SJC *retail*[®]

Makers of

BENCHMARKER[®]
All Plastic Display Systems

3401 Chief Drive
Holly, Michigan 48442
PH: 800-523-6899