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**SPC** retail



# GLOBAL SHOP 2017 LOOK BOOK

# GET TO KNOW THE SPC TEAM



**MATT BENNETT**

Matt has over 15 years of hands on experience with display merchandising and presentation, total store reset, visual merchandising, roll-out programs and space planning. He is an excellent project manager committed to improving results and increasing sales for clients.



**BREE CADY**

Bree has over 10 years experience in Customer Relations and Sales, coupled with serving in the U.S. Army National Guard. Attention to detail, smarts, and infectious enthusiasm make working with Bree a rewarding results-driven experience.



**MIKE GIAMPETRONI**

Mike has over 20 years experience creating store layouts and managing fixture roll-out programs. He excels at identifying improvement opportunities and partnering with retail professionals on projects of all sizes.

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## WE ARE SPC

SPC Retail® is the industry's foremost expert for specialty display design and manufacturing made from 100% post-consumer recycled plastic. Our versatile displays brings new life into old spaces with bold, creative, yet simple merchandising solutions.

## CREATIVE SOLUTIONS

Our experienced Design Lab™ team works directly with retailers to create strategic merchandising solutions. We are dedicated to helping retailers grow sales by creating shopping experiences that connect with and inspire customers to shop!

# WHY CHOOSE SPC RETAIL®

1

### VERSATILITY

Modular, interchangeable parts can be used indoors or out and no tool assembly means displays can be set up in minutes by store level associates. No special crew of trades needed.

2

### DURABILITY

Made of heavy-duty recycled plastic, our displays are extremely strong, durable, and long-lasting. Many customers have used the same display for 20+ years.

3

### ENVIRONMENT

We were born green! For over thirty-four years, our products have been made from 100% post-consumer recycled plastic.

3

**SPC**retail



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# SPC

# KIT OF PARTS™



**TURN OUR STANDARD  
STOCK PARTS INTO A  
DISPLAY IN MINUTES!**

At SPC Retail®, we understand the need to provide retailers with a solution that fits their merchandising and space requirements. Our Kit-of-Parts™ system makes us the fastest, most efficient fixture designer and manufacturing company in the industry.

Using elements of our stock inventory, you can easily change-out parts or combine various displays to create small or large scale configurations that are ready to sell in minutes.

A trade show booth for 'Outdoor Adventure' featuring a large sign that says 'ACTIVATE YOUR BRAND SOUL' and a vertical sign that says 'SPL RETAIL'. The booth is filled with various outdoor gear, including backpacks, tents, and camping equipment, displayed on tables and shelves. The floor is decorated with a colorful geometric pattern.

DAY 1:  
**OUTDOOR  
ADVENTURE**

A trade show booth for 'Pet Shop' featuring a large sign that says 'ACTIVATE YOUR BRAND SOUL' and a vertical sign that says 'SPL RETAIL'. The booth is filled with various pet supplies, including bags of pet food, pet toys, and pet accessories, displayed on tables and shelves. The floor is decorated with a colorful geometric pattern.

DAY 2:  
**PET SHOP**



**GLOBALSHOP**2017

DESIGN. RETAIL. BRANDS.

SPONSORED BY:  ARE

# THE STORY BEHIND THE BOOTH

Attendees of Global Shop heard a lot of discussions regarding how experience in retail defines and shapes the value of the brand. It has become abundantly clear that Brick & Mortar stores need to adapt the shopper's journey by offering them personalized and engaging experiences. Nowadays, these techniques are revolutionizing how shoppers learn about and interact with products.

At Global Shop we showcased the extreme ease and versatility of our displays by changing out the product and theme of merchandise on our displays from one day to the next. With the help of 5 SPC staff members and 1 hour of time we were able to take our Outdoor Adventure "Pop-Up" shop and transform it into a one-stop shop for Pets.

Throughout this book you will see each display type and how we transitioned graphics, props, and merchandise from day to day.

# Juniors Juniors Juniors

PREPARE FOR BRRRR...

READY SET GO! COLD! BRRRR.

20% SAVINGS SWEATERS



# BRAND SOUL COLLECTION

Create focal areas within your store that will stop shoppers in their tracks and give them a reason to shop your stores and not exclusively online.



## TELL A VISUAL MERCHANDISING STORY

**EXCERPT FROM OUR BLOG:**

[\*How to Be A Retail Superhero\*](#)

If you can inspire and motivate your customers, you will be able to transform an otherwise mundane shopping trip into an extraordinary experience worth talking about. Tell stories through creative and unique visual merchandising displays and product placement.





**POWER TOWER**  
36"W x 36"D x 84"H



**PLATFORM**  
24"W x 36"D x 6"H



**4-STEP DISPLAY**  
36"W x 39"D x 42"H



## CREATE A BRAND SOUL WITH A COLLECTION OF DISPLAYS

**EXCERPT FROM OUR BLOG:**

*[Transform Space with Brand Soul Connectors](#)*

An opportunity exists for retailers to transform existing space by creating Brand Soul™. This is a strategy to build deeper, more meaningful, and personal connections with shoppers using quick, easy, and affordable displays.





**4-STEP DISPLAY**  
36"W x 39"D x 42"H



**POWER TOWER**  
36"W x 36"D x 84"H



**PLATFORM**  
24"W x 36"D x 6"H





**SALE**  
SHOES

**20%**  
SELECT  
SHOES

**10%**  
SALE  
SHOES

**SALE**  
SHOES

**20%**  
SELECT  
SHOES

# POWER AISLE COLLECTION

Don't let your power aisles turn into endless rows of hanging racks or folding tables. Design them to deliver a powerful visual impact that will invite customers to stop and shop.

**JUMBO CART**  
24"W x 96"D x 50"H



## RE-ENERGIZE YOUR DISPLAYS THROUGH RE-ENVISIONING

EXCERPT FROM OUR BLOG:  
[A Better Way To Do Clearance](#)

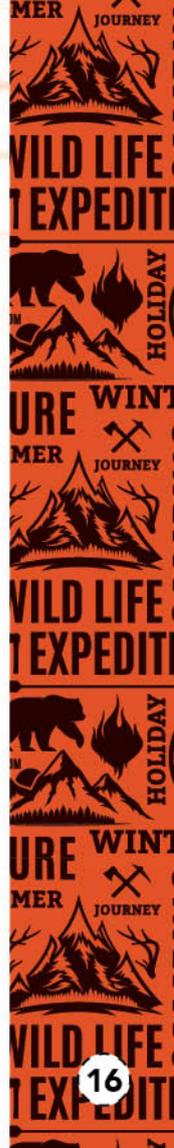
If your clearance table has become a wasteland of neglected product, consider upgrading to a display that's mobile and has space for stacking product in an attractive, orderly fashion.

**DUMP BIN**  
36"W x 24"D x 36"H





**GRAPHIC CLIP**  
Attach graphics in a SNAP!





## DESIGN FIXTURES FOR MAXIMUM VISUAL IMPACT

**EXCERPT FROM OUR BLOG:**

[Retail Trends to Watch Out For in 2017](#)

Modular and mobile fixtures are now in huge demand, and displays must be able to incorporate graphics and be multi-functional. Displays should have the ability to be retro-fitted to particular needs and spaces, easily moved around to various locations within a store, and have many planogram options.





GET OUTSIDE

Adventure Awaits

10% SAVINGS  
MARKED ITEMS

# FOCAL AREA COLLECTION

Design your fixtures for visual impact and a great customer experience. Pull product out of the shadows!



**2-STEP  
PYRAMID**  
72"W x 40"D x 36"H

**FEATURE END**  
36"W x 66"D x 84"H

## FORGING STRONGER BRAND-CUSTOMER RELATIONSHIPS

**EXCERPT FROM OUR BLOG:**

[\*Why Experiential Retail is A Top Priority\*](#)

With more consumers making purchases via the internet, stores don't need to have as many products in stock as in years past. Thus, retailers need to devote more space to personalized experiences and storytelling in order to immerse customers in fun environments.





**2-STEP  
PYRAMID**  
72"W x 40"D x 36"H



**FEATURE END**  
36"W x 66"D x 84"H

## RELY ON CROSS MERCHANDISING: EDUCATE & ENTERTAIN

**EXCERPT FROM OUR BLOG:**

[\*4 Ways to Design a Store for Sales\*](#)

In any retail environment there are countless opportunities for cross merchandising. By simply putting together what goes together, you are creating a one-stop-shop for your customers that may persuade them to purchase a coordinating item that they may have otherwise not known to buy. Adding a few simple props can put people in the right frame of mind by telling a visual merchandising story.





ABOUT OUR

# DESIGN LAB™

## ABOUT OUR PROCESS

SPC Retail® is not like conventional fixture manufacturers. Our experienced design lab team works with retailers to create strategic merchandising solutions that help them 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.

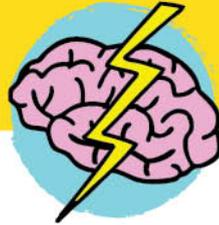
1



## IDENTIFY PROBLEMS

We collaborate with retailers to survey priority issues and learn about the store(s), brand, competition, trends, challenges, and opportunities.

2



## BRAINSTORM NEW IDEAS

Our Design Lab™ team will brainstorm and identify missed opportunities, establish project goals and objectives, and define scope and parameters.

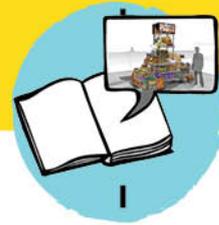
3



## COLLABORATE + DESIGN

We provide ideas and recommendations in the form of a loose sketch, 3D modeling, and mock-ups of samples for review, refinement, and approval.

4



## IMPLEMENTATION

Implementation consists of a roll-out plan, production quote, and field measurements of performance results and improvements.

# POP-UP RETAIL



## TEMPORARY RETAIL SPACE

Pop-Up Retail is a powerful tool where you can extend your brand, introduce new products and build deeper, more memorable relationships. Break from the confines of brick & mortar retail, and grow your business with a temporary kiosk or unique temporary store at a local community or sporting event on game day. Be where your shoppers are!



## IN-STORE POP-UP AREAS

Red Fox Outfitters wanted to create seasonal, promotional and event driven pop-up focal areas that were well branded, informative and inspiring for shoppers. The goal was to connect their online presence with the in-store shopping experience via product presentation. The Red Fox website provides visitors a helpful list of everything needed for a great outdoor experience. We created a collection of versatile displays that can be set up quickly by store level associates. So far, the Brand Soul™ strategy and approach has been well received by customers and this spring Red Fox Outfitters plans to create a traffic stopping pop-up shop with kayaks, fishing and camping gear in their parking lot.



Red Fox Outfitters

# HOW WILL YOU RESHAPE THE FUTURE OF BRICK & MORTAR?

DON'T WAIT. CONTACT US TODAY



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