

2019 LOOK BOOK

Live Goods Collection

A collection of modular displays designed to help garden retailers respond to change in a quick and creative way.

makers of

BENCHMASTER®
All Plastic Display Systems

Let's Get Social!





Live Goods Collection

Look Book

About Us

A History of Ingenuity and Thoughtfulness

Since 1981, SPC Retail® has provided customers across the nation with specialty display and fixture solutions made of recycled plastic that are economical, functional, and distinctive. We are hands-on problem solvers with a collaborative attitude, committed to guiding our customers towards solutions we can both be proud of. From greenhouse to grocery to retail fashion, we serve an expansive range of industries.

Our Products

What Sets Us Apart

VERSATILITY & EASE OF USE

You can assemble our versatile retail display solutions without tools, so they're ready to go in minutes - like 6 minutes - and are ideal for both pop-ups and brick-and-mortar stores. With our Kit-Of-Parts system, we offer thousands of display configurations. (Don't worry - we'll help you choose!)

DURABILITY & ECO-FRIENDLINESS

Our heavy-duty plastic is extremely durable and has excellent longevity. For many customers, an SPC display can last decades! Because our products are made with post-consumer recycled plastic, you can be kind to the earth by recycling them after many years of reliable use.

ATTENTIVE SERVICE & SUPERIOR VALUE

When you work with SPC Retail, you can expect excellent service and value. We'll maximize your budget by fitting your store with quality displays that deliver both functionality and style. Regardless of the size of your project, we provide expert consulting, design, and attentive service from our inspired team.

Working With Us

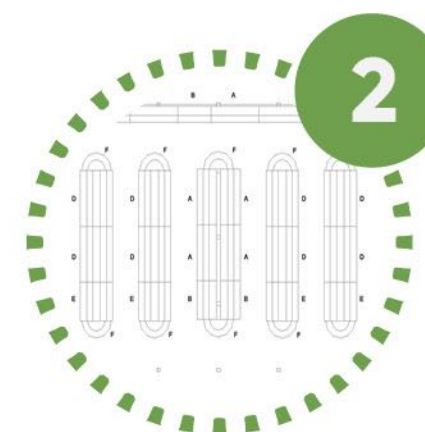
Together, We'll Get It Right

We understand that your retail display goals are specific and important. To meet those goals, we will work with you through a three step process:



Opportunity Assessment

We'll start every project with you - asking questions, uncovering potential challenges, and discovering what makes your store and brand unique. After we've studied the layout of your store, identified your goals, and defined the scope of your project, we'll then progress to the design phase.



Design

Our Design Lab team will create 3D mock-up drawings of potential displays and configurations, narrowing in on our most valuable recommendations. Then we'll provide layouts and renderings for your review, refinement, and approval. We welcome and appreciate your honest feedback during this phase; it's crucial to finding the best solution.



Implementation

In the implementation stage, we'll evaluate how well our product configurations fit in your space and whether they achieve the goals our team identified with you. At SPC, we know from experience that an organized and efficient roll-out makes everyone happy, so we'll act as project manager to ensure a smooth, successful implementation.

Live Goods In Action

From our Design Lab desk to yours, our versatile display system brings new life into old spaces with bold, creative, yet simple merchandising solutions that elevate the shopping experience. Throughout this book you'll find insightful layout and fixturing tips to help you create compelling retail spaces in your garden center.



Importance of Strategic Planning & Design
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Our Displays
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How Strategic Layout & Design Can Improve Customer Loyalty

You have lush plants and gorgeous flowers in a variety of vibrant colors and textures that you know your customers will love. Now comes the hard part of merchandising in a strategically organized way that creates an inspiring shopping experience while ensuring that the flow of traffic in your store is logical and easily defined.

It should go without saying that nothing in your store should be left to chance, including the decision of what fixtures to use and how they should be positioned. A large part of your merchandising will involve using retail fixtures to create depth and height for appealing visuals.

3 RULES FOR PLANNING YOUR GARDEN CENTER LAYOUT AND DESIGN

1



Stimulate Visual Excitement

Tell a story that inspires and engages shoppers. Eliminate monotony and flatness with varying fixture heights and break up long runs with different configurations.

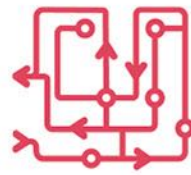
2



Maximize Sightlines & Views

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

3



Organize, Define, & Control Traffic Flow

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



ZONE 1



Front Porch

The First 20 Rule

The front of your store is the welcome mat to what awaits inside. Placing plants here will add a colorful, fresh, and vibrant energy to your front porch area. It's also a simple and effective way to tell a story and cross-sell with other products such as grills, patio furniture, and lawn care essentials.



Stepped Displays



Plant Hanger Plus



Create Visual Excitement

Creating varied heights in your display will be more visually stimulating than single level mass display layouts. The low-profile height of step displays keeps sightlines 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.

Benching

Grid Top



Solid Top



Back to Basics

A core display in any greenhouse or garden center, our benching displays are a versatile merchandising solution. Our benching comes in solid or grid top with a variety of lengths, widths, and heights. Mix and match to create a multi-level display.



Tiered Rounds

360° Shoppability

Multi-Level Rounds provide soft lines and easy shopping. Place this 360-degree shopping station at the intersection of traffic patterns and invite customers to shop your best selling items.



Half Round End Caps



Pyramid Displays



Tilt-Top Display System

Mobile 5-Step Pyramid



Multi-Level Merchandising

Our Pyramid Displays will help you build the perfect aisle environment for your live goods. Use to define aisles in your garden center or as a focal feature.

Add a finishing touch to any of our pyramid displays to draw your customer's eyes and entice traffic to flow down the next aisle with our Half Round End Caps (*see page 12*).

ZONE 2



Promo Area

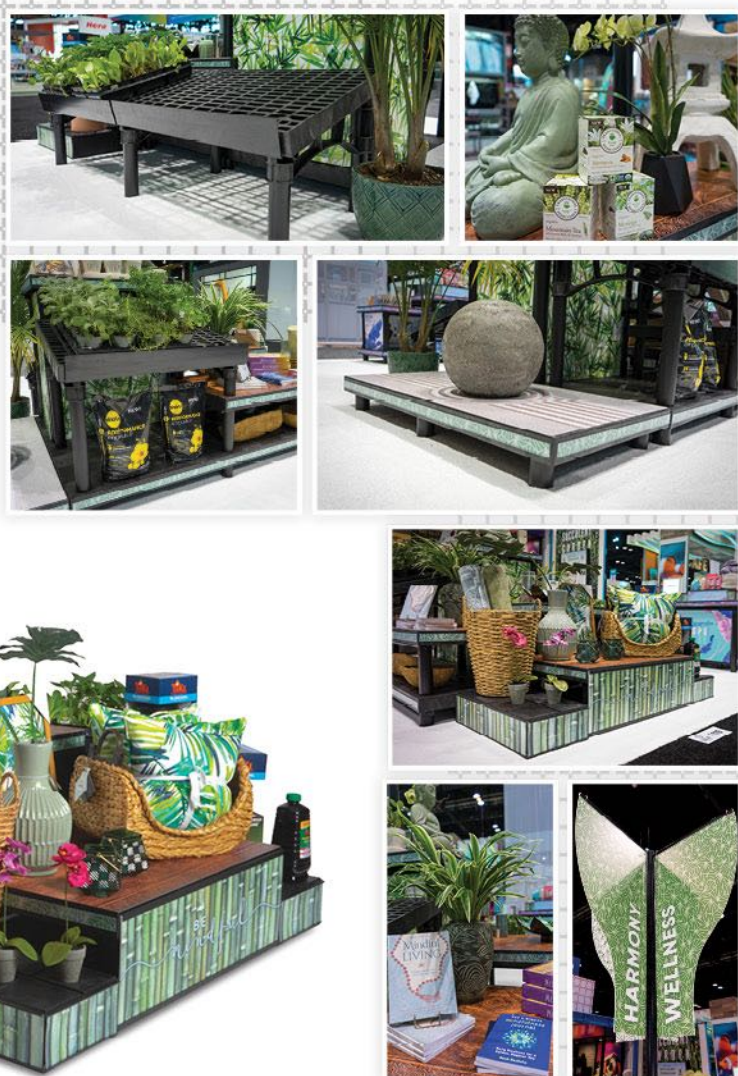
Focus on Me

Gardening customers are looking to put together a flower bed, decorate their patio, or even landscape an entire yard.

Create an eye-catching focal point that encompass a cohesive theme, such as colors that complement or a branded display.



Focal Cluster



Mix & Match Displays

As seasons change so do your merchandising needs. Invest in a collection of interchangeable displays that can be paired together to create a focal area or used individually, giving you the ability to modify your store layout as product fluctuates.

Create a Brand Soul™ strategy that will enable a deeper more meaningful relationship with shoppers. This visual merchandising strategy promotes engagement with your brand, products, and the community you serve.



Branded Focal

Creativity at Work

Turn our standard displays into a themed shopping destination that will give customers an Instagram worthy experience. Highlight a brand, seasonal holiday, or plant type.



Nesting Tables



Elevate Product Presentation

These extremely durable and versatile indoor and outdoor tables are an affordable option for creating focal areas throughout the store. By simply adding attention grabbing signage, you can turn promo areas into prominent and fun shopping stations.



ZONE 3



Event Space

Connecting With Community

Hosting workshops and events in-store can greatly boost a sense of community and attract shoppers. Educational programs allow people to learn new skills and develop a desire for the products used during the class. Use a nearby display that has these products so attendees can easily make purchases afterward.



Project Station

Small Footprint, Big Results!

This versatile 2-Step display incorporates signage that can inform, educate, and inspire shoppers about a project or brand. Its small flexible footprint makes it perfect for feature ends, cross-sell promo stations, and impulse products.



Ask About Our

FREE LAYOUT & DESIGN SERVICES

When you work with SPC Retail®, you're our top priority. From the moment you contact us to the delivery of your new display, our team will make you and your store the center of our attention. We'll collaborate with you to tailor our solutions to your needs and space.

Contact Us

📞 800-523-6899

✉️ designlab@spc-retail.com

Meet the Team



BREE CADY

*Retail Brand &
Strategy Expert*

Bree has over 15 years of experience in retail, with a passion for creating an exciting shopping atmosphere in any industry. Her focus, attention to detail, and enthusiasm make her an invaluable partner on any project.



MIKE GIAMPETRONI

*Executive Account
Manager*

Mike has over 25 years of 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.



MATT BENNETT

*National Account
Manager*

Matt has over 15 years of experience in merchandising and presentation, total store reset, roll-out programs and space planning. He is a dedicated project manager committed to seeing his clients succeed.

MARKETS SERVED

Health & Beauty
Soft Goods/Apparel
Institutional
Lawn & Garden

Big Box/Large Chains
Value/Discount
Drug Stores
Specialty

Grocery
Convenience
Auto Aftermarket
Hardware/Co-Ops

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