

**2020 LOOK BOOK**

SINCE 1989

# Engaging Displays Thru the Seasons



A stress-free approach to creating visual merchandising stories that engage, inspire, and generate more foot traffic all year long.

**Let's Get Social!**



# Engaging Displays Thru the Seasons

Look Book 2020

# MAINSTREET MARKET

SERVING YOUR COMMUNITY SINCE 1989

## Spring

Transform Space.  
Create Change.

PAGE 06

## Summer

Displays that Enhance  
Product Presentation

PAGE 14

## Fall

Versatile Displays for Quick  
Product Resets

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## Winter

Visual Displays that  
Inspire All Year Long

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## 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.

## Every Challenge Is An Opportunity

We greet challenges with excitement. After all, they're an opportunity to transform retail spaces, connect with our clients, and do the job we love.



# GREEN SPRINKLES



## **Transform Space. Create Change.**

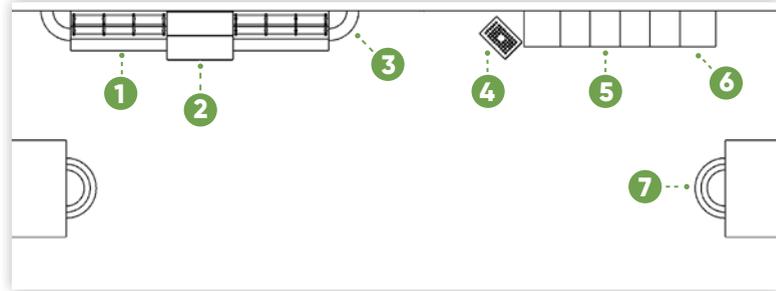
From Easter to graduation to yard clean-up, spring is all about transforming the old into new. Our spring collection will help you utilize space efficiently, while allowing you to reimagine display arrangements and roll-out new merchandising strategies.

Learn more about our complimentary **Space Planning & Design Service** on page 36.

# Front Porch



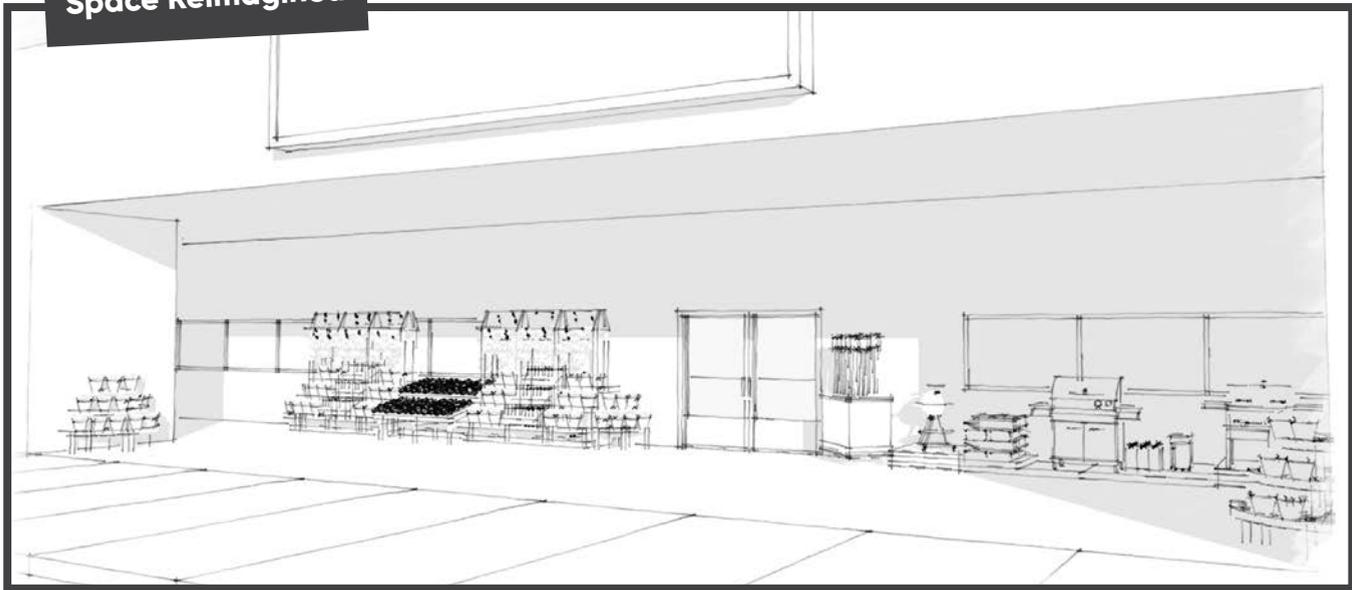
Before



## DISPLAYS IN THIS LAYOUT

- 1** 3-Step PHP Page 19
- 2** Tilt-Top Page 18
- 3** 1/4 Round Page 25
- 4** Tool Cart Page 16
- 5** Platform Page 17
- 6** Raised Platform Page 33
- 7** 1/2 Round Page 25

## Space Reimagined



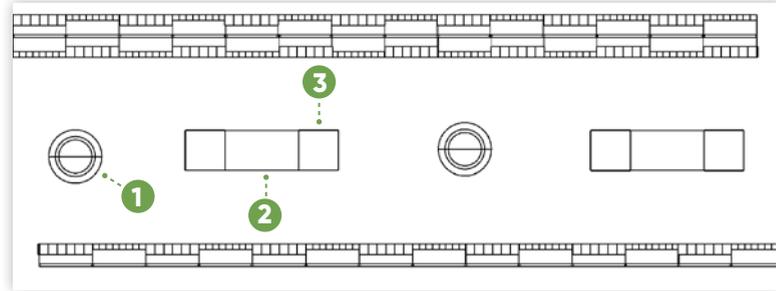
## The First 20 Rule

The front of your store is the welcome mat to what awaits inside. Placing product, especially 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.

# Power Aisles



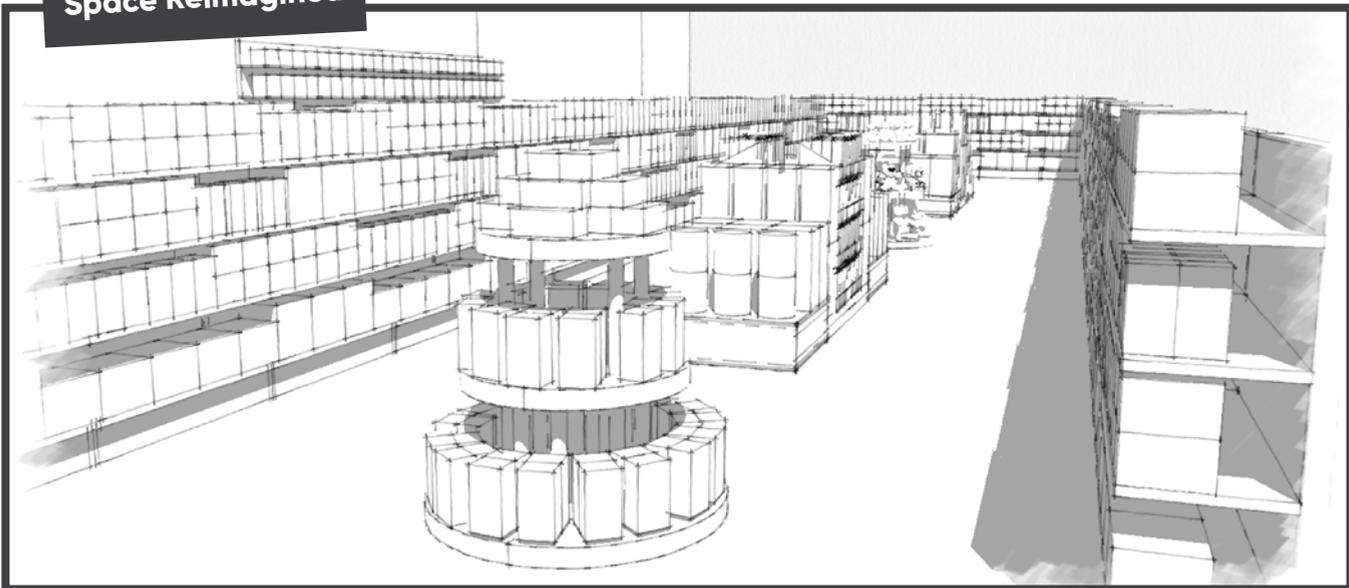
Before



**DISPLAYS IN THIS LAYOUT**

- 1** 3-Tier Round **2** Platform **3** Raised Platform
- Page 18 Page 17 Page 33

**Space Reimagined**

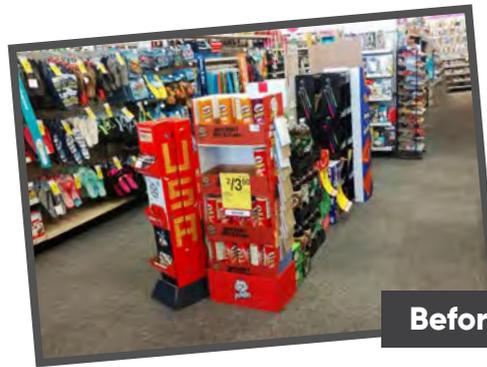


## Make Impactful Product Statements

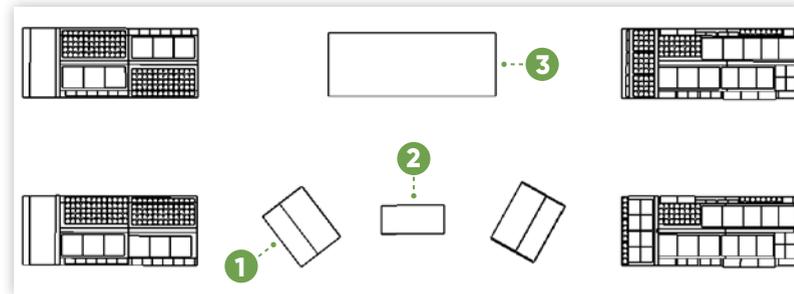
A folding table is a merchandising strategy that retailers should NOT subscribe to. Your store's power aisle is a great opportunity to create visual impact that draws shoppers in and encourages them to engage with products.

Use displays with 360-degree shoppability and varying levels.

# Seasonal Swing Areas



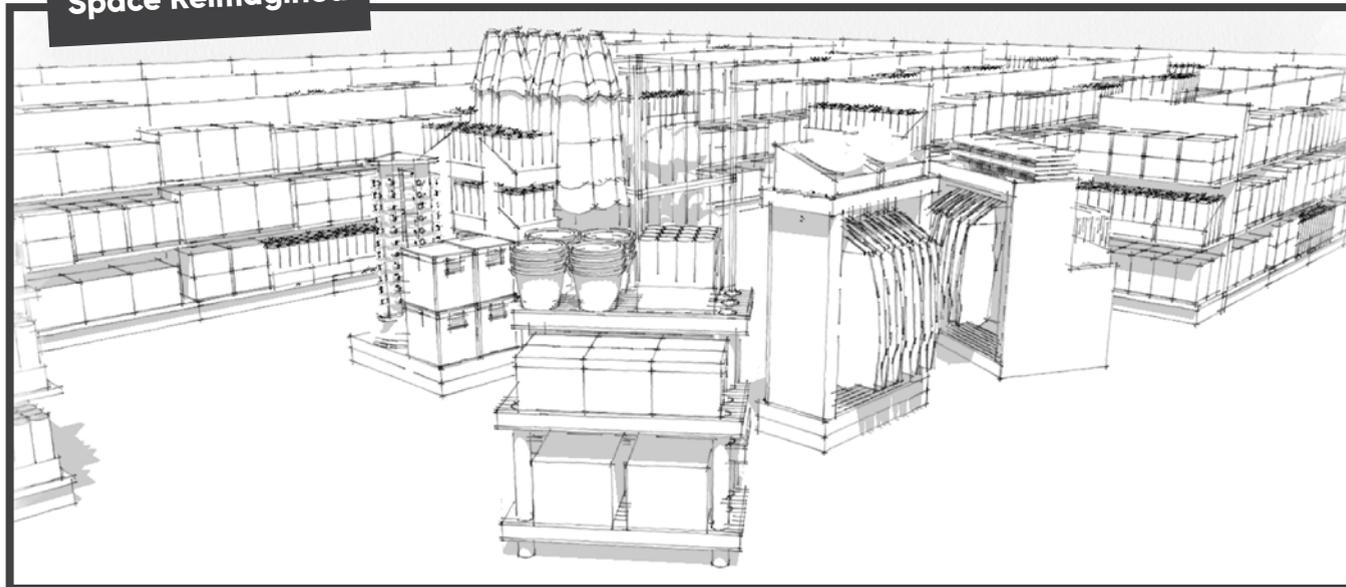
Before



**DISPLAYS IN THIS LAYOUT**

- 1** 4-Step P.O.P. Page 25
- 2** Apparel Rack Page 24
- 3** Double Stack Platform Page 17

**Space Reimagined**



**Create Visual Impact All Year Round**

If you can inspire and motivate your customers, you will be able to transform an otherwise mundane shopping trip into an extraordinary experience. Seasonal or temporary areas are the perfect place to provide a more personalized shopping experience.

Tell stories through creative and unique visual merchandising and product placement.

# SUMMER



## Sizzling Summer Merchandise

Dive into the summer season with displays that will help enhance product presentation. From outdoor merchandising to power aisles to seasonal swing areas, our summer collection of displays will allow product to take center stage and capture the attention of shoppers.

# Pull Product Out of the Shadows!

Position and merchandise product effectively throughout your store with these displays.



▲ **Long Handle Merchandiser**

This is a versatile display that can easily hold long handle products such as shovels, rakes, brooms, tiki-torches, and more. Place in high-traffic zones for initiating impulse sales.



▲ **Power Tower**

Give the Power Tower a try as a stand-alone impulse focal point display or partner with smaller displays to make a brand connector.



▲ **Feature End**

Make use of end caps with this easy to assemble show and sell station. Adaptable to showcase apparel to grocery to hard goods. Its functionality is endless.



▲ **Platform Display**

Let products take center stage! Create a lifestyle display or use for bulk stack around end caps or pallets. Our platform displays are available in various sizes and configurations. For a heavy duty bulk stack a double stack (right) is optimal, whereas lifestyle vignettes work perfectly with our raised platforms (left).



# Make Product the Star

Tiered displays offer ample opportunities to showcase product while maximizing space.



Tilt-Top also available as a retro fit kit for our standard tables



## ▲ Tiered Rounds

Multi-level round displays provide soft lines and easy shoppability. Perfect for merchandising live goods, hard goods, and food products.

## ▲ Tilt-Top Display System

Add a new slant to your merchandising strategy by placing product on a 15-degree slant. Improve product visibility by an average of 27%!

Add Plant Hanger Plus for more selling space



Make it mobile!



## ▲ Step Displays

Using varied heights in your display is 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. Add the Plant Hanger Plus to our step displays for merchandising hanging products or incorporating signage.

## 5 WAYS RETAILERS CAN GENERATE MORE

# FOOT TRAFFIC

*“Traditional retail is dead,” everyone says. “E-commerce is the future.” But this couldn’t be further from the truth. Despite the explosion of digital, shoppers still favor the physical stores over the mouse, with e-commerce sales making up only 10 percent of retail sales. Still, competition for consumers is fierce, and brick-and-mortar outlets need to think outside of the box in order to generate more foot traffic.*

### Evolve Your Sales Strategy

Consumer purchasing behaviors are in a constant state of flux, but there’s one constant: shoppers prefer **quality over quantity**. Sixty-two percent of consumers who shop in-store say it’s because they can physically handle products before making a purchasing decision. They want a tactile experience, something they can’t get online. Moreover, 49% of consumers shop in-store because they need something immediately.

### Engage Shoppers More Deeply

More **consumers expect in-store experiences** when they shop — product demos, interactive shows, special displays, etc. Many of the big brands do this in their flagship stores, but you can still achieve the same level of engagement with a fraction of the budget. Providing extra value to consumers who visit your store is a great way to boost engagement, especially among young people.

### Optimize Store Space

Space is at a premium in the retail sector, but **bigger isn’t always better**. Remember, consumers don’t expect you to carry thousands of products in your store like Amazon does (again, aim for quality over quantity), but you can utilize space in a way that creates a welcoming atmosphere and boosts foot traffic. Optimize space with displaying products in an innovative, attractive way that inspires and engages shoppers.

### Connect With Community

Eighty-one percent of consumers would make personal sacrifices in order to address social and environmental issues. These consumers tend to be young, socially-savvy, and place a greater value on sustainability than price. If you own a chain of stores, you still need to **operate at the local level**, whether it’s working with other local businesses, hosting pop-up days at regional events, or partnering with good causes in that area.

### Create a Personal Experience

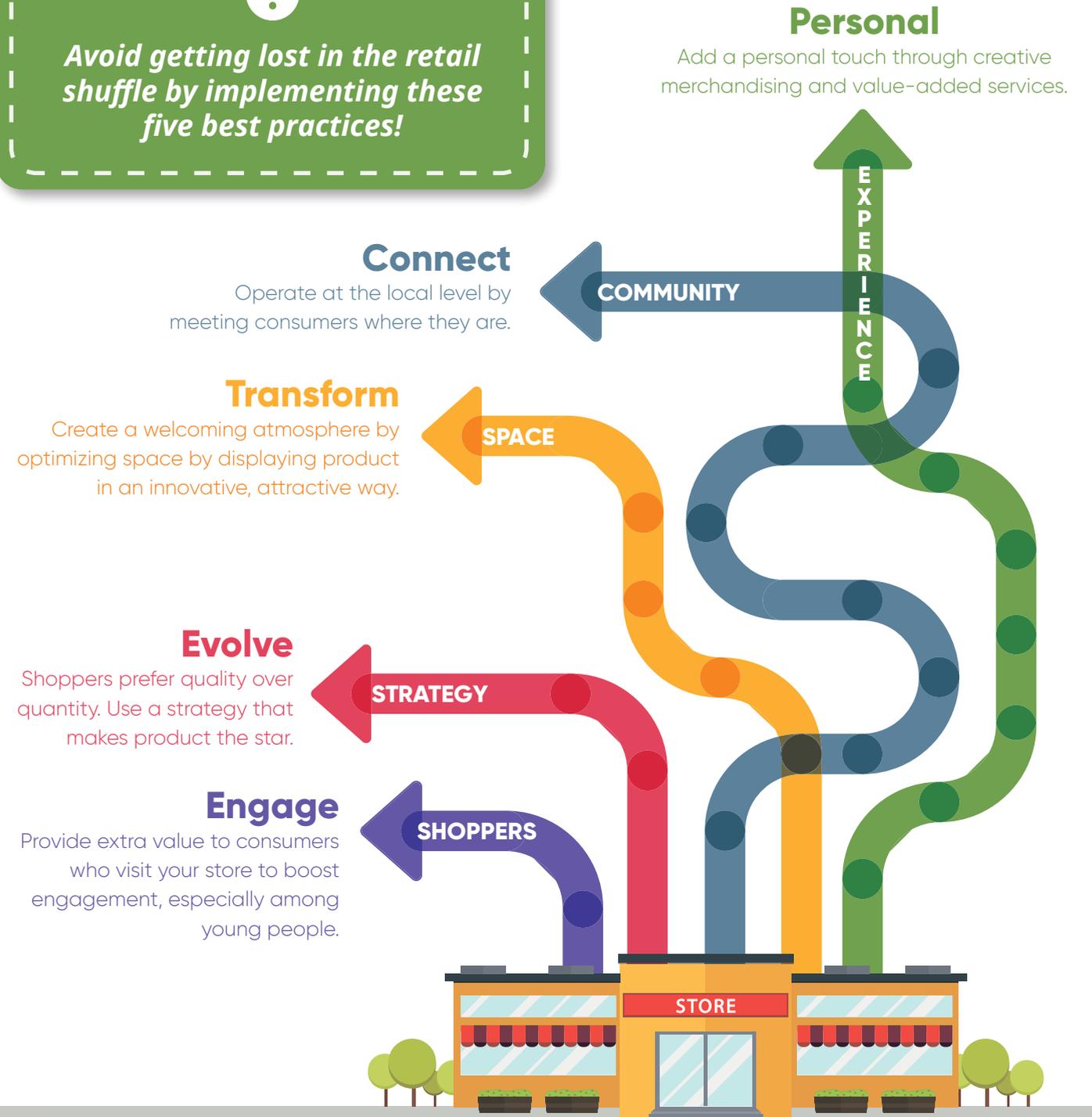
**Consumers crave personalized, individual experiences** unique to their budget and circumstances. Personal in-store experiences might involve: (1) Recommendations, where you link technology like apps with in-store experiences; (2) “Recipes”, where you showcase the products needed to create a unique experience; (3) Service, such as buy online and collect in-store, repair services, rentals, design, and much more.



Written By **BREE CADY**, Retail Brand & Strategy Expert



*Avoid getting lost in the retail shuffle by implementing these five best practices!*





# Effectively Use Small Spaces

Make powerful product statements with these small footprint displays.



## ▲ Apparel Rack

This small footprint display is perfect for merchandising apparel in your aisles without needing to utilize a huge area. Perfect for those times when you need a little extra hanging space.

Corrugated cardboard bin liners let you customize shape and branding.



## ▲ Dump Bin

This dump bin is easy to customize with graphics and compartments for small bulk merchandise. Great for power aisles, seasonal bulk, and promo displays.



## ▲ 4-Step P.O.P Display

With the demand to provide an ever-changing in-store experience, a trend towards the use of permanent-temporary displays is becoming the go-to strategy for retailers. This display is great for displaying temporary P.O.P. packaging while still maintaining consistency throughout the year.



## Quarter Round

Use as an end cap to our wall units, in corners of your store, or as part of a focal area.



## Half-Round End Cap

Perfect for use with our step displays or up against a wall.



## Corner Round

Maximize oddly-shaped spaces by utilizing our line of rounds that are perfectly cut to wrap pillars or wall corners.

# Turn Aisles into **Impulse Hotspots**

These displays deliver a powerful visual impact that will invite customers to stop and shop.



## ▲ Nesting Tables

Bring something new to the table. Attention grabbing graphics can clip on in seconds and in turn transform your temporary or clearance merchandise into a show-stopping destination that will invite shoppers to explore.



## ▲ Jumbo Cart

Upgrade your aisles with a display that's mobile and has space for stacking product in an attractive, orderly fashion. From sporting goods to shoes to grocery this display provides ample show and sell space.



## ▲ Aisle Merchandiser

Our aisle merchandiser is a versatile display that can hold a multitude of products. From bulk stacking to a show and sell merchandising strategy, this display is a great alternative to the folding table.



## ▲ 5 Step Pyramid & Half Rounds

Use as a focal display or use components separately to fill gaps and generate sales in high visibility areas. Add pizzazz by incorporating graphics that complement your store's decor package.



## Evergreen Display Solutions

Much like the way evergreen trees retain their foliage all year round, maintaining interesting and relevant displays is a tricky feat for even the most seasoned retailer. Our winter collection provides the foundation to maintaining visual interest year-round through incorporating graphics and unique fixture configurations.

Learn more about [Graphic Integration](#) on page 34.

# Impactful Product Statements

Create a deeper more meaningful connection with shoppers using focal displays.



## Pyramid & Half Round

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.

## Wall Decor & Display System

Turn a dead end space into a new and exciting point of interest. This easy no-tool assembly wall decor system will transform your space for less than the cost of a traditional departmental wall sign.



## Brand Connector Focal Displays

Transform space into experiential shopping destinations that inform, excite, and inspire shoppers. Create a focal area using a selection of our core displays that can change with the seasons and help promote the fun, experiential, and magnetic personality of your brand.

## Core Displays. Endless Possibilities.



2-Tier Aisle Merchandiser



Tilt-Top Aisle Merchandiser



Tilt-Top Display



Raised Platform & Stockblocks



Raised Platform

# Branded Convenience Stations

Make product accessible and convenient with these branded displays.



## ▲ Platform Gondola

Perfect for creating seasonal swing areas, store within a store concepts, and pop-up shops that will refresh and transform any store into a new and exciting destination.



## ▲ 3-Step Pyramid

Versatile display with lots of opportunities to incorporate branding. Increase display capacity by using lower levels covered by graphic.



## ▲ Raised Platform

Organize, define, and fuel impulse sale with this multi-function bulk display. The slide-in graphic channels make promotional communications easy and affordable. Perfect for outdoor or indoor use.



## ▲ Mobile Feature Promo Station

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.

# Graphic Integration

Branding is everything when it comes to the effective sale of a product. As such, product displays in a retail outlet should never go underestimated. From shelf positions and preferred color schemes, right down to the choice of display material, a strategic product presentation will greatly affect how customers perceive and react toward your brand.

SPC Retail® is a dedicated solutions provider for your retail display needs. We believe in creating displays that are versatile in both the product it holds and in its ability to accommodate your visual branding needs. Our design team offers fuss-free graphic integration opportunities that will raise your display standards to the next level. You can now coordinate, organize and enhance in-store presentations and brand messaging with ease.



## Graphic Clips

These work exclusively with SPC displays and easily snap onto the leg poles. Velcro is used to attach graphics to the clip for an instant head-turning signage.



## Sign-Holder Kits

Our sign-kit easily snaps onto the legs of displays and offers an adjustable sign plate that slides up and down to ensure that each sign is strategically leveled. Sign plates are 11" x 7", however adjustments to width can be made upon request.



## J-Channel

Commonly used to hold graphic headers on SPC wall or power tower displays or for front edge slide in graphics on stepped displays and Stockblock™.

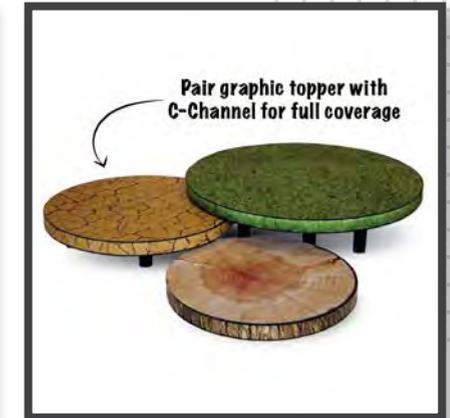
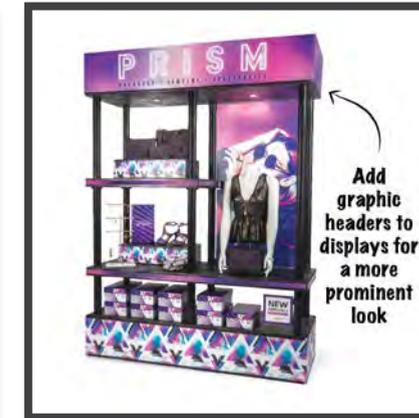
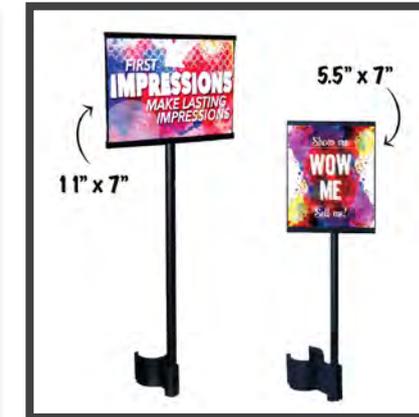
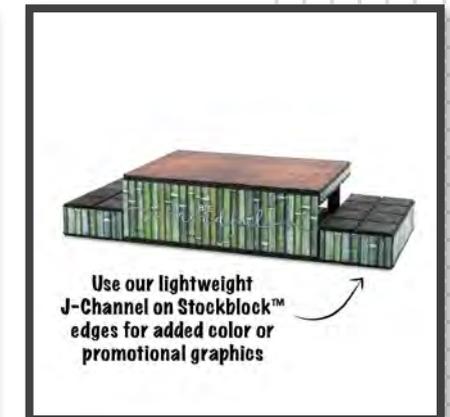


## Tag Strip & C-Channel

Tag Strips are 1.5 inch adhesive channels that are mounted onto the panel edges of displays for added color, branding, price tags or UPC inserts.

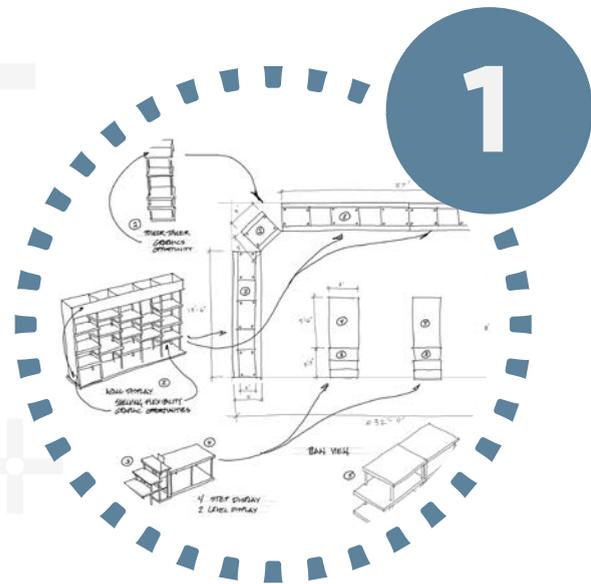


C-channels are 2.5 inches tall, allowing full coverage of display panel edges to provide greater opportunity for the adding of color, branding, promotional messages, and much more.



# Working With Us

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 if 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.

## Together, We'll Get It Right

*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, ensuring that you're happy with your displays and confident that they'll help you create a wonderful experience for your customers.*

# Meet the Team



## HARRY NEWTON

*Director of Sales & Marketing*

With more than 30 years of experience working with diverse retailers, Harry has an unmatched passion for all things retail. His vast understanding of industry trends, store layout planning, merchandise presentation, and specialty display design and manufacturing drive his connection with retailers and shoppers alike.



## BREE CADY

*Retail Brand & Strategy Expert*

Bree has more than 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 for her work make her an excellent partner for any project.

## MARKETS WE SERVE

Institutional  
Lawn & Garden  
Health & Beauty  
Soft Goods/Apparel

Big Box/Large Chains  
Value/Discount  
Drug Stores  
Specialty

Grocery  
Convenience  
Auto Aftermarket  
Hardware/Co-Ops