Visual Merchandising
Guidelines for practical implementation
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Countless factors come into play from the first glimpse of a product through to its purchase. They naturally include a neat, appealing store layout and a well-ordered assortment of goods for the respective target group. Impressions and sensory perceptions, beyond visual merchandising, also contribute to a consumer’s purchase decision e.g. a pleasant room temperature, attractive general lighting, a nice fragrance and suitable background music.

We want to address the technical possibilities of merchandise displays, which form the basis for perfect visual merchandising with an exciting store design using attractive product displays and display highlights. Visplay offers an extremely wide range of modular systems based on architectural principles with innovative ideas and solutions for every sales interior. They can be flexibly adapted to physical features and to many different product assortments. Thanks to ingenious technology, they are quickly assembled and particularly easy to handle. All types of visual merchandising can be achieved with Visplay systems. The focus is always on the merchandise, and the systems remain virtually “invisible” to the consumers. The systems highlight the merchandise and enable the greatest possible freedom of design to match both the retail interior and corporate design.

We will be illustrating numerous visual merchandising guidelines based on 12 different topics, with practical examples and implementation possibilities. Observing these guidelines will lead to an increase in sales and reduce personnel costs on a long-term basis, in addition to many other positive effects.
1. Store layout

The clearer the store layout appears to the customer, the less sales staff are necessary, as the customer will find what he is looking for or is incited to make a purchase by special displays. Merchandise which should appeal to a large number of customers is positioned in the centre or front of the retail space and is clearly visible. Stairs and lifts present a barrier, so top-selling merchandise (offers, new collections) should be displayed on the ground floor. The busiest areas are the store entrance, pathways and areas to the customer’s right. Less frequented areas are middle aisles, areas to the customer’s left and upper and lower floors.

Entrance zones and POS zones should be generously sized to avoid constriction. The main pathways should be approx. 1.5 – 2 m wide, side aisles at least 0.8 m (between the merchandise). An in-store guidance system helps the customer find his way round the store. Depending on the size/layout of the store, the pathway should ideally be designed as a loop or a succession of loops. Customers can thus discover all the areas of the store.

When furnishing the store – particularly the right-hand side of the pathway and the rear wall – it is important that the customer has a good overall view of the retail space thanks to an appropriate layout of display units and is continuously attracted to appealing displays, offers and focal points that will surprise him and inspire a purchase.
Appealing display areas and decors along the pathway using Visplay systems Area (top) and Beam (above), which offer both decorative and display functions.

The vertically aligned Beam system by Visplay offers a high degree of flexibility for display and decoration. Round or rectangular merchandise supports, for light-weight or heavy-duty merchandise, can simply be inserted from the front without slots. Beam can be used in a range of different materials.

Area socket holders can be embedded in plinths or directly in the floor, in tables or decorative surfaces. They come in a range of different shapes and sizes for designing decorative spaces, display stands, gondolas and the entire mid-floor area.
2. Arena principle

This display technique ensures that the entire product range is visible from the front mid-floor area close to the entrance right through to the back wall. The customer’s field of vision is structured into different layers within the store – from the front/low area (mid-floor) to the back/ceiling height area (back wall). Displays according to the arena principle can be used in shop-in-shops, large stores and in department stores. If the arena principle is respected, the customer can spot the product ranges displayed at each level, right to the back of the store, from the main pathway. It gives the customer a good overview and draws him into the store.

**Layers within the store interior:**

- Height of furniture directly next to the main pathway:
  1.00 to 1.20 metres
- Height of furniture in the centre:
  1.40 to 1.60 metres
- Back wall elements:
  up to 2.60 metres in height

Table displays and tiered tables are ideal for displaying folded and standing items at the front of the store. People generally find tables very inviting and they serve as a focal attraction for assorted product displays and decorative elements.

Stands and gondolas for hanging and, in some cases, folded merchandise are used in the centre of the store. They can also be used selectively for promotional displays in addition to tables.

The back wall display is also visible above medium height stands and gondolas. The top zone is ideal for informative and decorative elements with a long range effect. It provides information on the type of merchandise on display there and entices customers to the rear of the store.

Visplay offers numerous systems for all three functional levels – from tables/tiered tables to mid-floor stands and gondolas to variable wall units.
Department layout using the arena principle – from the front/low area to medium height elements, to the back/high area on the rear walls:

above: The modular Visplay system Kado is ideal for each of the layers – for mid-floor variations and wall elements.

middle: Use of different Visplay systems – Kado tiered tables, Icons flat display stands and Xero Struc 8 for the back wall.

below: Also for accessories – individual table elements in mid-floor and Icons flat cross stands infront of Invisible 6 wall panels (both from Visplay).
3. Wall display structure

Walls in commercial interiors are one of the most important display areas for the sale of merchandise. They play a decisive role in a store’s/brand’s image. Walls are generally used intensively for display purposes. Only in the premium segment is a small quantity of merchandise used to express exclusivity. Back walls should be divided into zones with individual themes. This creates an overview and facilitates customer navigation. Shelves and hanging rails at identical heights express serenity and orderliness, whilst offset heights create excitement.

The back wall can be divided into three functional zones:

The top zone is used for information purposes. As this zone is visible above mid-floor elements, the consumer can see what can be found on the wall or in this department. The area should therefore be used for department/brand labelling, for image/brand photos or decorative purposes. Attractive pictures and interesting decorative elements have a magnetic effect, drawing customers to the distant back wall. Good lighting in this wall section is, therefore, also particularly important.

The middle zone shows the merchandise theme. The merchandise display is already identifiable as the consumer approaches – this is decisive when it comes to inciting consumers to look and linger. The type, shape, colour and material of the item must be visible. With textiles, front displays and folded items have a stronger and more appealing effect than side hanging displays; items are more easily identifiable and distinguishable in this manner. Identical items (in different sizes) should be hung one behind the other or placed on top of each other. It is also essential that items in the middle zone are hung at an accessible height to guarantee self-service.

Large quantities of merchandise can be displayed in the bottom zone. This zone is often only visible directly in front of the wall when intensive use is made of the surface. Here the consumer can choose from different models, versions, sizes and prices. Side hanging displays are a space-saving option in the textile sector, enabling the display of a large quantity of merchandise and conveying the impression of an extensive choice. Varied merchandising techniques should however be used. Alternating between front and side hanging displays, between different items and colours demonstrates choice and variety, inciting curiosity and avoiding boredom.

A varied display requires a range of different merchandise supports. They are essential for creating different decors and display options at all three levels. The Visplay product range includes a wide range of panel systems with an extensive choice of merchandise supports and accessories so that each display level can be continuously redesigned.
A back wall display with the Visplay system Steel. The display has a central focus, independent of axis. Individual decorative elements and displays can be found in the top zone. Front, side and folded displays are used in turn and create an interesting composition with a “black/white” theme.

Thanks to the striking poster in the top zone, the sports theme is visible from afar. Perfect symmetry of small and large items and an attractive, harmonious theme display using the Visplay system Steel.

An asymmetric display with offset levels. This exciting display on a glass back panel is ideal in front of pillars or stairs as it does not isolate the areas behind. This is possible with the Visplay system Beam. Its discreet vertical profiles are virtually invisible and the extensive range of merchandise supports offers numerous versions in different shapes for all types of merchandise.
4. Mid-floor

The mid-floor area should be designed to match the style and shape of the wall units. The merchandise display in mid-floor should blend in perfectly with that of the wall display and the prevailing colours and theme. Various display units are available to enable effective use of the mid-floor sales area. Display tables, stand systems and gondolas are the traditional display units most commonly use in mid-floor. Visplay offers a wide variety of such units.

A table always appears attractive and inviting – a presentation table is no different. Whether it features a luxury display or low-cost promotional items: a table rarely goes ignored. Assorted items can be arranged according to themes. Tables of different sizes or special tiered tables can create a rich variety of displays. Tiers are ideal for different sizes, colours or models. Busts and interesting flat displays increase the customer’s attention. Presentations on table stands (e.g. small items such as accessories) highlight the merchandise and give it greater exposure.

Display stands come in various shapes and sizes. Round stands can carry large quantities of merchandise but only in side hanging displays, which reveal little of the style and shape of the garments. It is therefore mainly reserved for special sale offers or the latest seasonal goods. Other versions are single stands and bars (also double bars) – these are simple, straight stands which display garments in one or two directions. Cross stands or waterfall stands are also available and present merchandise at a 90° angle in all four directions. Depending on the stand version, extension arms can be extended in fixed increments or on a continuous basis. Thanks to this range of heights, they can support a variety of different sized items in an exciting display. Whatever the type of stand, it can present style and colour themes, combinations of product ranges or simply the same item in different sizes and colours. Hanging several identical items side by side in ascending size order guarantees orderly presentation. Sign holders can be placed in the centre or on uprights for information or decoration.

Gondolas are larger mid-floor units which can carry merchandise on two or three sides. Wooden or glass partitions are used to create a better optical separation. Folded items usually feature alongside front or side-hanging merchandise, so that a complete theme can be displayed incl. accessories. Colours are aligned in horizontal or vertical blocks to create a harmonious overall visual effect.

The larger the sales floor, the greater the need for a clear layout and structure in mid-floor. In a small area, a table and a few display stands suffice and can be adapted to the product range and theme. However, in a large sales interior with large amounts of display furniture, it is important that the mid-floor area is well structured. This guarantees the customer a good overview of the products and ensures he can find his way easily round the store.
Cross stands (Visplay’s Icons flat)

Tiered table and standard display table (examples with Visplay’s Kado 20 and Kado 25)

Waterfall stands (Visplay’s Icons flat)

Gondola units with shelving and hanging options (examples with Visplay’s Scene)
Tiered tables displaying jeans – using Visplay system
Kado 25

Single stands and cross stands (Visplay systems Area Viva and Icons flat)
above: The mid-floor gondolas (Visplay Invisible 6) were designed to match the rear wall panel.

middle: Evenly aligned gondolas in the Home department - using Visplay system Invisible 6 – give structure to the sales floor.

below: Table display of trainers on display stands – using Visplay Area Viva 13
In the 1950s and 60s, the vertical slotted rail dominated the market of merchandise display systems: slotted metal rails were built into wooden panels at specific axis intervals or screwed directly to the wall and supported hanging frames and shelves (using brackets). This basic, often rather unattractive but effective means of merchandise display still exists in a similar form today.

Many innovative, technically perfected systems have been created since the 1970s with customised design, enabling a range of different display possibilities. In order to gain a better overview of these numerous systems, it is helpful to classify them according to specific architectural design principles. Today we are focusing on different basic types of display systems which can be used on the wall and in mid-floor gondolas – design principles with very different advantages for merchandise display:

- Single point support systems
- Horizontal support systems
- Vertical support systems
- Surface support systems
- Structural systems

**Single point support systems**

Single point support systems provide structure to walls using points. Merchandise supports are inserted into holders or clipped on to buttons. They are available for use in wood, plasterboard or glass and come in round, oval, square and rectangular shapes and numerous dimensions – for lightweight or heavy items. Single point support systems are also available for horizontal surfaces (for use in plinths, tables or embedded directly in the floor). They can be positioned freely as required and in the pattern best suited to achieve optimum use of an available space. The layout of holders/buttons determines where merchandise can be placed and creates a neat product display. Extremely varied merchandising can be achieved with these systems, according to the number of holders used and the range of different merchandise supports. Single point support systems offer planners considerable freedom of design.
Single point support system "Mono 40" by Visplay

Single point support system "Button" by Visplay
Horizontal support systems

Horizontal lines are the defining design element with these systems. Differently shaped, closed or open profiles are available - either embedded or screwed on to the wall (wooden and glass panels) – for carrying merchandise supports. Fine (3-4 mm wide) or thicker (up to 8 mm wide) profiles are available to suit the product line and design concept, and can be used individually or at intervals, and even on curved walls. Good systems offer merchandise supports without brackets, which are simply inserted or hooked into the profile and can be positioned anywhere along its length. Some profiles also come with integrated power rails (e.g. Invisible 6 P/L/24 low voltage and Invisible 8 P/250 V by Visplay). Merchandising is easily implemented. The product display is given a neat, orderly appearance, defined by lines. Emphasis of horizontal lines optically expands the room which consequently appears bigger.
Vertical support systems

Today, the successors of the original slotted rails are aluminium or metal profiles with single or double slots, which are embedded in panels (wood, glass or plasterboard) or used as uprights in front of the wall. The profiles are used at set intervals (e.g. axis dimensions 1,250, 1000 or 625 mm) or independently of axes. Ideally, slots are discreet so that profiles are as inconspicuous as possible and only visible as narrow vertical lines. Closed profiles with side perforations or grids are also available, entirely without slots, and offer the same flexibility (e.g. Beam and Steel by Visplay). Discreet profiles strengthen the merchandising effect and emphasise the ambience. This type of display enables maximum merchandise density due to a high degree of flexibility within a fixed axis (e.g. Beam by Visplay). Profiles with integrated power rails are also available (e.g. Xero Twin P/L/24 low voltage and Xero 8 P/250 V by Visplay).
Surface support systems

These display systems combine horizontal, vertical and even single point solutions on one surface. For example, systems consisting of metal grids (e.g. Grid 50 by Visplay) or systems in which the profiles can be used both vertically and horizontally with merchandise supports (e.g. Choices by Visplay). A grid system allows use of merchandise supports and decorative elements anywhere on the surface. This opens up a wide variety of merchandising possibilities which can be rearranged to match display concepts and themes. It is also possible to adapt to changing merchandise density, as the system can be used generously for decorative purposes when little merchandise is displayed.
Structural systems

Flexible structural systems consist of individual modules which can be combined into countless structures of all sizes. Wall units, mid-floor gondolas, shelves, tables, plinths and ceiling-mounted elements can be created. Individual elements and complete interiors can be designed with these systems. They come in different sizes, for heavy and light-weight goods and in various finishes. Good systems can be assembled without screws, modified at will and therefore adapted to new product lines and room layouts (e.g. Kado by Visplay). The choice of material (glass or wooden shelves) and use of additional glass panels for the top, base and sides creates structures that offer different statements. Display units can be transparent, translucent or opaque with an open or closed design – an infinite range of possibilities for architects.

Examples with structural system Kado 25 by Visplay
6. Modes of display

Different modes of display are selected and combined according to the type of garment, the position on the sales floor and the display theme. They can create an attractive, varied and exciting overall merchandise presentation.

**Front display**

Front display is an attractive mode of display and has proved to be the most successful version on the sales floor. The type, shape and colour of the merchandise are immediately visible, as is the display theme. It inspires a desire for fashion. New items and bestsellers are noticeable from afar. Garments are arranged by size from front (small) to back (large) so that the customer can easily find his size.

**Side hanging display**

Side hanging displays enable the presentation of large quantities of merchandise. As very little of the garment is visible, this mode of display requires careful arrangement of sizes (from left/small to right/large) and colours (same colours together) so that the customer can make his mind up quickly. Hanging rails should not be overloaded and should offer sufficient space to move merchandise along the rail and look at items.

**Folded display**

Folded displays are extremely appealing. Identical items (e.g. T-shirts, shirts, jeans, knitwear) should be carefully folded and displayed in neat, uniform piles that are not too high, arranged according to size and colour. Folded displays are attractive and effective both on wall panels and in mid-floor, e.g. on tables and plinths. An immaculate, impeccable presentation is essential.

**Merchandise grouping**

Merchandise grouping is the basic principle of all colour, stylistic and thematic displays, with the exception of specialist stores and store departments (e.g. displays in hosiery, lingerie and accessory departments). The different items are combined in a display just as they would be worn. This type of display facilitates the customer’s choice by offering combination suggestions and promotes extra purchases. Merchandise grouping provides the seller with more time for important, personalized customer care.
**Colour display**

Merchandise must be grouped according to colour whatever the type of display, even in hosiery and accessory sectors. This guarantees an orderly overview of the sales floor. Colours should be displayed in vertical blocks, particularly on a rear wall, both with folded and hanging merchandise. The customer will be able to see the available colours from a distance and locate the one he is looking for. Sizes can be arranged horizontally.

Visplay systems can create countless striking visual displays with front hanging, side hanging and folded/standing merchandise.
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Rose/pink colour display in women’s fashion/use of Visplay system Xero Frame

Display of jeans and accessories/use of Visplay system Grid 50
above: Classic men’s business fashion with suits and combinations in beige (left) and grey (right) as well as matching accessories / use of Visplay system Invisible 6

below: American sports with a blue-grey colour theme / use of Visplay system Steel
7. Display decor at point of sale / Cross merchandising

Display decor at the point of sale is an essential aspect of visual merchandising. This type of sales promotion uses visual incentives to incite customers to make purchases.

A decorative goods display speaks to the observer and appeals to him particularly on an emotional level. Purchases are then mainly impulsive, with little rational thought. Impulse buys are vital, extra sales for every retailer.

Display decor is now an integral part of visual marketing concepts. It creates an ultimate eye-catcher (e.g. a fascination point) when used at a strategic point in the store, shows the latest trends and acts as an incentive and attracts customers. Display decor is just as vital with merchandise displays. It enables the customer to visualise the effect of the merchandise or how he can use it. With clothing, flat displays on a table can convey how to combine merchandise. A display mannequin or bust, on the other hand, shows how the merchandise looks when worn. Photos and plants also generate atmosphere. Suitable accessories can be added in line with the theme. It is essential that same articles are displayed nearby in different sizes, models and colours. The customer shouldn’t have to look far to find the goods in his size and matching accessories.

With cross merchandising, related articles from different categories are displayed alongside each other in a matching display decor. For example, a “mountaineering” theme in sports fashion not only features trousers, shirts and jackets, but also includes shoes and all related accessories/hardware (e.g. helmets, ropes, carabiners). Everything can be presented on the same display system or side by side in a sales-boosting display. The consumer’s attention is drawn to other interesting articles and new features, encouraging impulse buys. This increases the retailer’s turnover per sale. Cross merchandising is also an integral part of the sales strategy, which involves understanding the consumer’s global needs and showing that the store can fulfil them. The right retail staging can transform a planned purchase into a true shopping experience which will convince the customer of the retailer’s expertise and will encourage him to return.

Visplay’s shopfitting systems can create or contribute to display decor at the point of sale and enable cross merchandising thanks to a wide range of different display and decor options, individual merchandise supports, accessory holders and lighting features.
Display decor at the POS with two display mannequins. The theme “festive evening wear” is highlighted by the colour blue. The fashion items themselves are displayed on a mid-floor gondola and on the wardrobe-style wall panels using the Visplay system Invisible 6.

Cross merchandising on the rear panel using the Visplay system Grid 50. Bags and shoes are displayed alongside complete outfits of trousers, jackets, pullovers and shirts. More display decor is used on the rear wall panel to demonstrate possible merchandise combinations.
Drawing of a cross merchandising theme: Grid 50 is used on the rear wall, ceiling and in mid-floor, displaying everything to do with football and is rounded off with display decor and posters.
above: Cross merchandising with a skiing theme: even the surface behind Visplay's Grid 50 panel is used for decor (a large photo of the Matterhorn in this case)
below: Cross merchandising in children's fashion. The fashion display is highlighted by a large poster on the rear wall panel (Visplay system Grid 50) and display decor.
8. Fascination points

Fascination points are striking, individual display and decoration solutions, positioned at prominent points within stores and are designed to be visible from a distance. These can be images, display decors or promotional displays. They are eye-catchers and can also be used to guide customers in a specific direction if a matching merchandise display is added to the decor.

Fascination points are logically used at the end of an aisle, at an intersection between two aisles, as an attraction within or at the entrance to a department. They should always be highlighted by additional lighting (e.g. spotlights pointing at the decor).

The items visible in the display decor should be available on merchandise supports nearby; easily accessible to the customer who does not have to look far to find the goods that have caught his eye.

Fascination points should always offer customers a unique and surprising visual experience and create an emotional attraction to the surrounding merchandise, whilst contributing to the store atmosphere. They provide an immediate stage for merchandise and are the easiest means of encouraging customers to buy.

They should be redesigned or replaced in line with the frequency of customer visits, and at least every two weeks.
The fascination point in the centre of the corridor style space with current fashion trends attracts customers to the stairs leading to the rear of the shop. The items are displayed in different sizes on the plinth alongside the display decor.

A fascination point with an evening wear display decor. Its distinctive shape – an open cube (Visplay system Kado 2.2) –, different plinth heights and theme colours (black and red) immediately catch the customer’s eye.
9. Lighting on merchandise support

Every store needs a professional, balanced lighting concept. It ensures good overall lighting and creates an attractive, comfortable in-store ambiance. A lighting designer provides a detailed lighting plan which mostly consists of recessed ceiling downlights for general lighting and wide flood beams and spotlights for staging high-quality merchandise.

Another type of lighting is also gaining ground in the retail sector, namely “lighting on merchandise supports”. Its benefits and advantages are extremely conclusive:

• Optimum lighting on merchandise supports emphasises merchandising and highlights and valorises goods.
• Lighting in the display system sets trends and enables eye-catching displays.
• Ceiling lighting can be reduced and this can be taken into account in the lighting design.
• Shadow zones are avoided.
• More impulse buys are triggered.

The powered systems by Visplay bring light to merchandise supports and enable easy use of modern media. The integrated power rail allows access to a 24 V low voltage power supply anywhere along the profile. Digital signage, tablets, lightboxes or smart frames etc. – powered systems can link online and offline media for perfect in-store communication. The system’s power source is invisible and a reliable and safe display is guaranteed, even with heat and light sensitive items. Lighting costs are kept low thanks to LED technology and ceiling lighting can also be reduced.

The Visplay Manual currently includes five different powered systems with 24 V low voltage technology and two systems with 250 V profiles. Visplay therefore offers a wide choice of lighting on merchandise supports. The systems stress different architectural themes and come in a wide range of models to suit any type of retail interior and visual merchandising display.

The following examples show a selection of Visplay systems and accessories with a 24 Volt low voltage power supply. This new generation of systems does not just enable lighting on merchandise supports but also allows connection of digital signage, tablets, lightboxes, smart frames etc. They can link online and offline media for perfect in-store communication: Plug & Live Power!
Beam P/L offers absolute freedom of planning. It can be positioned freely without axis restrictions. Entirely without slots, Beam appears as a design element in a retail area. It does not detract from the concept and lends itself to a variety of different displays. Merchandise supports are either round or square-edged and are available in a variety of versions, for light-weight or heavy goods and for numerous product lines. They are simply hooked on to the front of the profile and moved to the height required.

Different electronic gadgets can be used on the powered profiles: to support this new interactive use, Visplay offers a tablet shelf and a system tablet for all powered Visplay systems. Contents can simply be installed and managed via an online portal through an Internet connection. Individual contents can be managed centrally when several tablets are used.
10. Branding/Emotional Branding

The power of brands is omnipresent in our everyday lives. A brand name suggests quality and the consumer can express his personality by identifying with a style and brand image. The brand offers him an opportunity to demonstrate his lifestyle and status and gives him a sense of belonging to a consumer or user group. This increases the value or benefits of merchandise in the consumer’s eye (added value) and makes branding an essential tool in the corporate product policy.

The target group must be clearly defined when developing a brand. A brand conveys emotions, dreams, desirability and exclusivity. The most important task for any ambitious brand is to develop a brand profile with which targeted consumers can identify. It will define differentiating features and communicate benefits.

Once the brand concept has been created, it is essential that the brand manufacturer adapts this unique profile and its quality and value proposition to all areas of the company. Only then can it convey a credible message to customers and create a brand with emotional substance which stands out from its competitors.

How is the brand staged at the point of sale, how is it conveyed emotionally?

The sales floor provides the optimum setting when it comes to displaying a brand’s competitive edge and offering a true brand experience. The brand’s benefits and qualities can be perfectly demonstrated in the display area, strengthening the emotional connection between the consumer and the brand. However, showcasing a brand requires a consolidated concept – from the product range to the association of colours and graphic design, from retail staging to the use of light … and the type of display system and shape of the merchandise support. The unique benefits of the merchandise are staged in all manners which appeal to the target group. The consumer’s needs and wants are reflected in the retail interior and the choice of pictures and decorative elements. The concept must be perfectly in tune and continuously updated or renewed. Only a brand’s distinct identity, uniqueness and recognition value can guarantee its survival and corporate success. The past 50 years have revealed one thing in the retail sector: only those who continuously adapt to the times and fashion, whilst remaining true to their brand values and marketing strategy, have survived and still play a role today.

Visplay develops and manufactures modular interiors for successful store branding concepts worldwide. Numerous Visplay systems can be customised in line with the unique design specifications of brand concepts. Visplay’s “Customised” product segment can adapt dimensions, colours and finishes to the design and setting and offers special merchandise supports. Visplay’s “Bespoke” segment assists the manufacturer in staging his brand by providing custom-made systems for his merchandise display. Here are just a few examples from both product segments.
Volkswagen with customised solution: a special design based on Invisible 3 provides numerous display solutions for the extensive VW range. A special merchandise support was developed for the different colour swatches.
Bespoke service for C&A: a concept which emphasises the C&A brand and simultaneously showcases innovative designs and displays. Visplay designed and manufactured a wide variety of display structures with merchandise supports for wall and mid-floor use, including the bicycle clothes stand and different plinths and presentation tables.
The bespoke solution for Princesse tam.tam: the shopfitting concept adopted by the French lingerie manufacturer focuses entirely on the brand and today’s customers. Visplay developed a customised display system for the concept – a single-sided, slotted, aluminium profile, covered with light oak, assembled into soft, rounded display frames.

The customised solution for Audi: the Invisible system underwent a technical modification to suit the distinctive design of the Audi brand display. Square end caps were incorporated in the profile and several merchandise supports were adapted to match the Audi range (e.g. roof rack set).
11. Signage

Signage enables in-store navigation; it should guide customers through different departments in a large store and provide information. It goes without saying that these instructions must be clear, customer-friendly, easy to read and perfectly designed. In multi-floor stores, signs must be positioned in the store entrance, near the stairs/escalators and in front of the lift.

Signage is not just about printed text. Photos or pictograms can often be even more effective. Use of lifelike photos is ideal for drawing attention to specific merchandise themes whatever the size of the store. Visual attractions convey emotions and communicate information about the merchandise. Images should match the product range and core statement, and convey a convincing message. Many suppliers/brands already use suitable key visuals with their collections.

Long-range visibility should always be taken into account. Use of signs at strategic points and along the upper part of back walls guides customers to the merchandise they are looking for, without needing to ask sales personnel. Brand logos should therefore not be spared on back walls.

Signs or sign holders can be replaced by screens or tablets displaying digital content. They enable interactive use and can communicate detailed information about the brand, product range and article (e.g. available colours and sizes). This attracts additional attention.

Signage possibilities are multiple. Their day-to-day handling must be effortless. Sign holders should be easy to use by sales staff, i.e. for a quick and simple change-over of posters. The Visplay system Label offers countless sign holder options for information and decoration at the POS. Its frameless, simple design suits every interior and theme. Well-designed, easy handling allows quick insertion of prints. Label comes in a range of different formats with base solutions for horizontal and vertical use on the floor and shelves. Adapters also enable use on numerous Visplay wall panels.

Use of screens and tablets offers a solution which is not just easy to use but is also attractive and securely designed and installed. The new powered systems by Visplay can be combined with modern media thanks to integrated power rails – easy connection anywhere along the profile. Digital signage, tablets, lightboxes or smart frames etc. – powered systems can link online and offline media for perfect in-store communication. Visplay offers a tablet shelf and system tablet for interactive use with powered systems. Contents can simply be installed and managed via an online portal using an Internet connection. Individual contents can be managed centrally when several tablets are used.
Large sign at The Locker Room by Foot Locker. The “Basketball” theme is clearly visible from a distance and draws customers directly to the items required.

The Label system by Visplay offers sign holders in various styles and formats for a variety of uses on the sales floor.
The Label sign holder by Visplay (centre left) can be effortlessly inserted into the system without tools (here Invisible 6 / Invisible 6 P/L). Lightboxes or frames covered in fabric or film can also be easily inserted into the Invisible 6 P/L system with the aid of adapters.
Screens or tablets can be easily inserted into Visplay’s powered systems (above: Change and Invisible 6 P/I). Visplay offers a 7” tablet shelf (left) and a system tablet (right) for all powered Visplay systems.
12. Promotions

Promotions are short-term measures organized at the POS to boost sales. A distinction can be made between price promotions (e.g. special offers, coupons, loyalty discounts) and non-price promotions (e.g. consumer magazines, flyers, printed supplements, competitions). Several tools are generally used simultaneously. Promotions are also often planned and financed by manufacturers and retailers together.

Sales promotions can be held at any time and involve numerous themes. Cultural and social topics or official events are also ideal opportunities for attracting attention, drawing customers and demonstrating the retailer’s special range. Targeted sale of discontinued goods and excess stock is another perfect occasion. Clearance sales or end of season sales (spring/summer and autumn/winter) are also essential, particularly in fashion retail and department stores. They enable the retailer to create space for the coming season’s merchandise whilst clearing stock. For the consumer, it is the ideal time to do some bargain shopping.

Special offers are normally placed in eye-catching locations, e.g. the entrance zone, at the head of individual shelf units (gondola head) or in specially marked promotional sections, which extend to other areas during “sales” periods.

Clearance goods are best presented on mid-floor display units and sorted according to product groups during sales. The customer can easily identify them as being on special offer and is drawn to the display.

Individual fashion items can be sorted into light or dark colours to achieve a serene, harmonious overall image. A hanging display creates less work for sales staff and facilitates customer self-service.

Visplay offers a range of systems which are ideal for use in promotions:

- Icons flat display stands by Visplay offer straight, simple shapes and a choice of basic models. They are perfectly suited to a wide variety of displays and promotional uses. Each model is progressively adjustable in height. They can be easily stored as flat packs – dismantled into individual parts – and quickly reassembled for the next promotion.

- Scene is a display frame system which can be easily reconfigured, reduced or extended, and adapted to changing merchandise density.

- The versatile, user-friendly sign holder system Label is an essential tool for every sales promotion on the shop floor.
Icons flat display stands by Visplay come in a number of different models which are ideal for use in sales promotions. They can then be easily dismantled and stored as a flatpack.

The Visplay system Label offers endless variations of sign holders. Well-designed, easy handling enables quick insertion of prints. Label is an effective tool for every sales promotion.
Space for ideas
We are happy to demonstrate how Visplay systems can be used to boost your merchandising. Please contact us.