

Maximizing Your Retail Store's Merchandising Space

Layouts, Tips, and Displays to Help You Optimize
Your Retail Space

TABLE OF CONTENTS

01

Store Layouts

Which Layout is Right For Your Space-Saving Plan?

02

Retail Space-Saving Displays

Fixtures & Displays That Will Allow You to Get the Most out of Your Space

03

Extra Tips & Tricks

How to appeal to customers, create visual breaks, and more!

04

Common Mistakes

Avoid these to create a space that works best for your products and customers.

05

Let's Stay Connected

Displays2go is here to help your retail store stand apart from the competition.

A large blue triangle pointing to the right, located on the left side of the slide.

01 Store Layouts

Which layout best suits your store style?

48% of shoppers prefer to **shop in-person** at a physical store when given the choice ^[1]

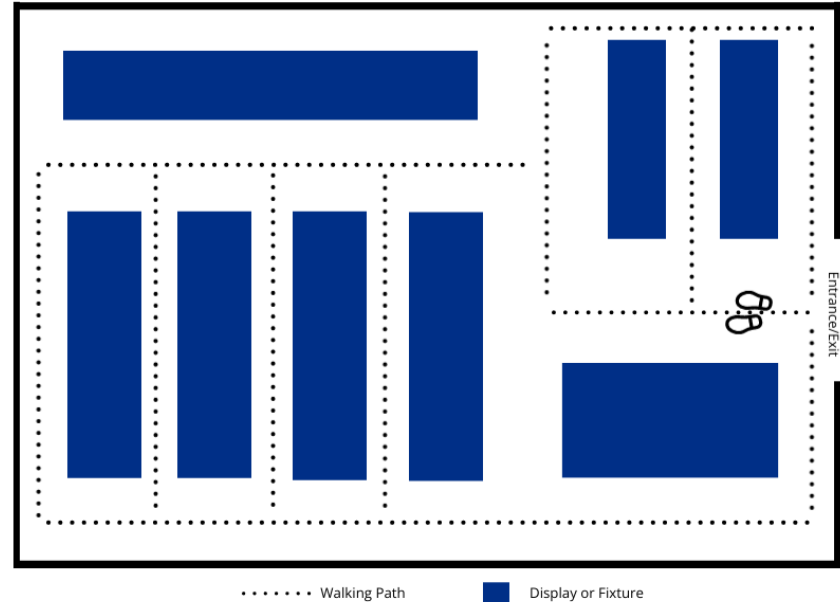
BENEFITS

The “Default” Floor Plan – The linear arrangement of displays grants a smoother shopping experience and is versatile enough to be used in almost any store.

Efficient Space Utilization – Fit the most aisles in your space and create clusters of rows of similar products to help customers shop.

Flexibility in Display – Arrange and rearrange your displays with versatile placement of slatwalls, gondolas, racks and shelves to suit changing needs.

STRAIGHT



Using 90° angles to create a straight layout, you can maximize your space with displays and fixtures in all areas.

71% of retailers said the **design component** of the retail industry is becoming more important ^[2]

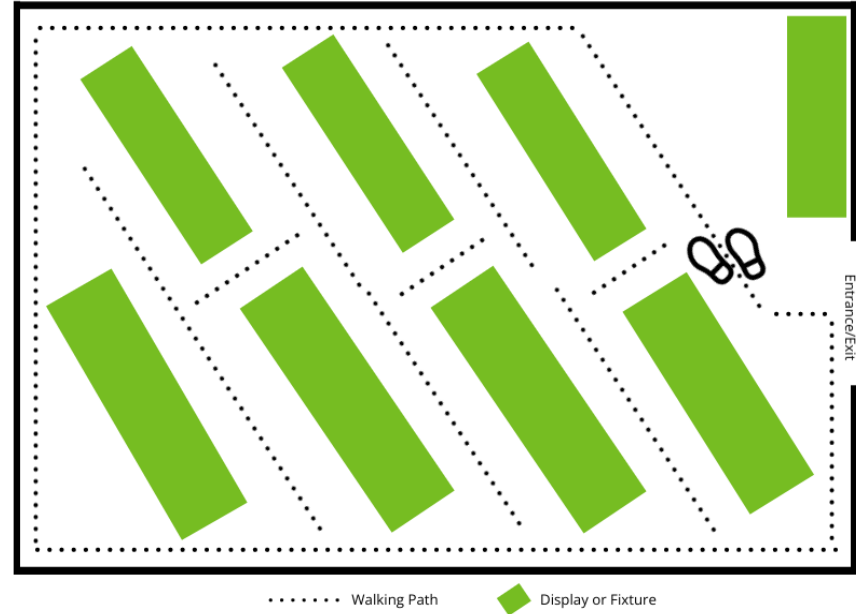
BENEFITS

Increase Product Exposure – Allows customers to see more products at once and creates a dynamic and visually appealing shopping experience.

Optimize Your Aisles– This layout can allow merchandisers to place key products directly in the sightlines of shoppers as they navigate through aisles.

Minimize Theft – Increased visibility means you have more natural surveillance over your products.

DIAGONAL



Perfect for smaller retail shops or self-service stores, diagonal store layouts provide more visibility for staff and shoppers.

72% of consumers still rely on retail stores as part of their primary buying method. ^[3]

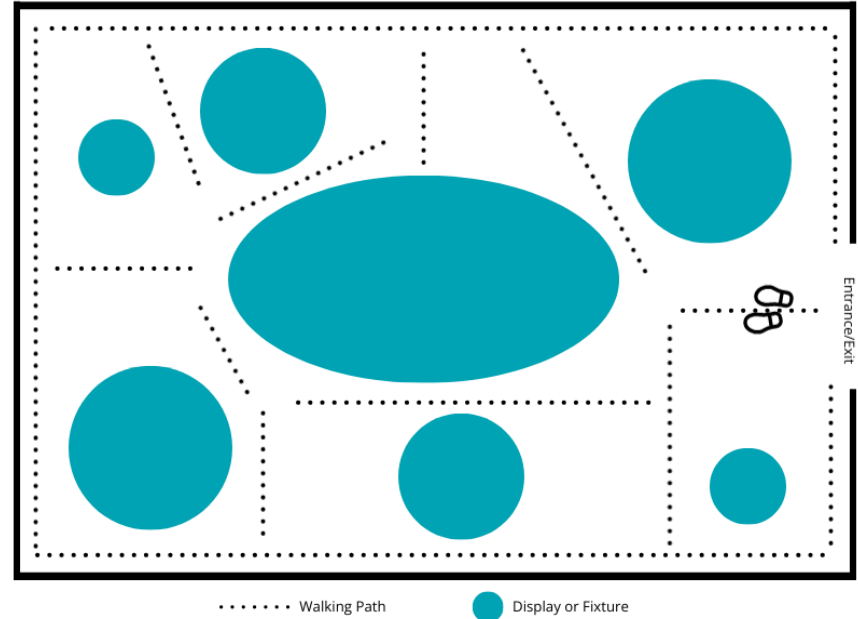
BENEFITS

Improve Traffic Flow – Allows customers to move more freely, decreasing congestion and allowing all areas to receive adequate traffic

Visual Appeal – Creates a sophisticated scene and showcase for your products, including apparel and jewelry.

Maximize Space – An ideal layout for businesses with a select amount of specialty products but not the most amount of store space.

ANGULAR



Ideal for apparel stores, boutiques, or concept stores, this floor layout creates a sophisticated scene and allows customers to see a variety of merchandise from several angles.

56% of people say they would rather **make purchase in-store** than online ^[4]

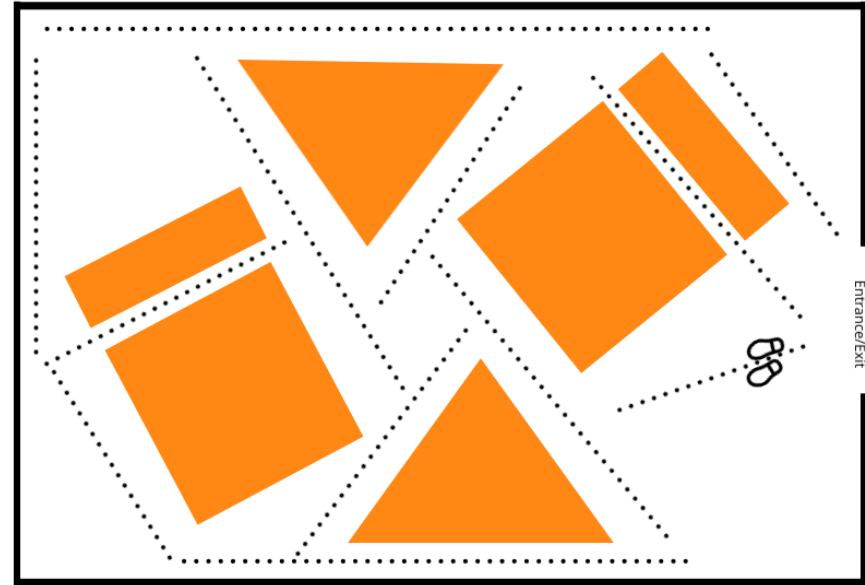
BENEFITS

Create Product Groupings – Break up the shopping experience by grouping products in “clusters” and use different displays to classify the status of a product.

Brand Consistency – Incorporate geometric shapes and patterns that align with your brand’s visual language – create cohesive environments between stores with multiple locations.

Easy Navigation– This layout allows you flexibility to coerce your customers on a path around your store.

GEOMETRIC



..... Walking Path

▲ Display or Fixture

This unique layout allows you to set yourself apart from other retailers and help you develop a brand identity.

71% of shoppers spend **more than \$50** in-store, compared to only 54% online ^[4]

BENEFITS

Spark Creativity – Design your own combination of your store arrangement with straight, diagonal, and angular designs.

Section Appeal – Break out your store into sections and design each with a different layout.

Dynamic Flow – Provides customers flexibility to navigate through a range of departments and variety of merchandise.

MIXED



Combine the best features of all layouts into one with a mixed design floor plan.

02 Space Saving

Which retail displays will help you optimize your merchandising space?

SLATWALLS



Combine shelving with hanging accessories to **unify your product lines.**

One of the best retail shop fixtures for space conservation may be slatwalls. Virtually any product can fit on these fixtures with the right accessory and placement.

Slatwalls allow you the ability to customize your merchandise display for your customer and continuously update the layout in your store.

Practically anything may be hung on a slatwall with the right attachment!

Slim profiles
grant you
multiple
**configuration
and space-
dividing**
possibilities.



GRIDWALLS

A low-profile fixture that is equally effective in customizing your display and maximizing retail space as slatwall is the gridwall. Similar to slatwall, they are compatible with a wide range of attachments and give you the flexibility to customize and update your displays. These are ideal for hanging any goods, from garments to keychains or small cosmetics and allow you to showcase a variety of products and advertisements.

Often times, gridwalls are hinged and foldable which makes them easy to **store and transport** around your storefront.

NESTING TABLES



Tiered designs permit **creative use** of floor space.

These versatile furniture pieces are designed to fit together, allowing for **easy arrangement and rearrangement** to keep up with the changing needs of your store layout. The multiple levels of nesting tables enable the creation of **multi-dimensional displays**, showcasing products at different heights and angles while **maximizing floor space**.

Quick Tips for Merchandising with Hierarchy:
Consider the hierarchy of your products and how you want to visually display your merchandise to customers. Nesting tables can create depth and encourage products to be purchased in unison.

INTERACTIVE SOLUTIONS



These innovative technologies combine traditional shelving with dynamic digital content, providing a **versatile and engaging** shopping experience. Digital displays enable retailers to showcase an extensive range of products and advertisements in a **compact footprint**, eliminating the need for physical signage or cluttered displays.

Interactive features on digital kiosks further enhance customer engagement, enabling shoppers to access detailed product information, view demos, or even make purchases directly.

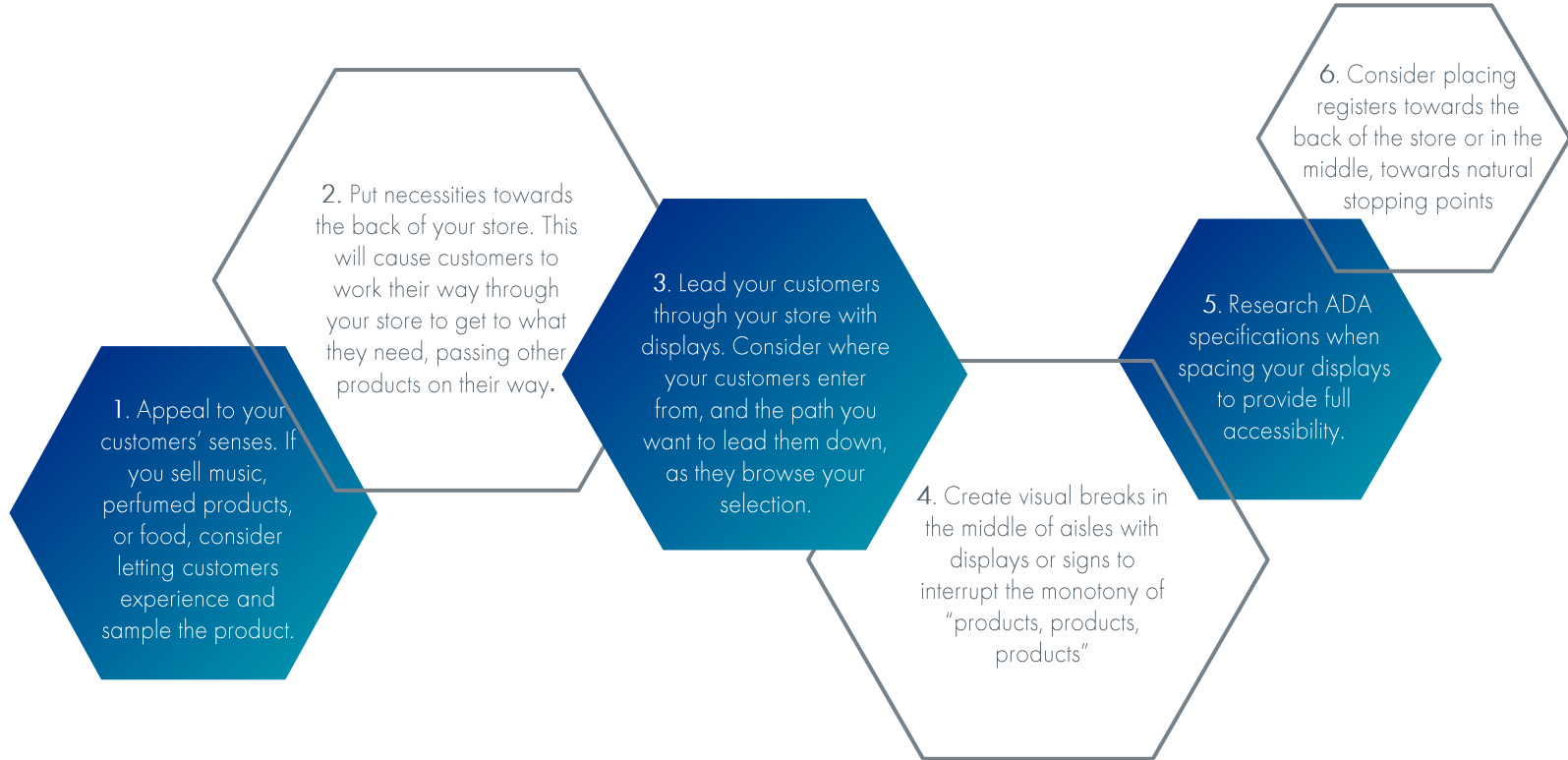
DISPLAY CASES



Showcases
**maximize
your vertical
space** in low
square-
footage
environments.

These specialized fixtures are designed to **highlight and protect merchandise** by creating an organized and visually appealing shopping environment. By utilizing display cases, like towers and trophy-style cases, retailers can maximize the use of limited space, efficiently arranging products vertically in a way that is both aesthetically pleasing and visually accessible to customers. Transparent glass or acrylic panels provide a clear field of vision, enhancing exposure and attracting attention.

ADDITIONAL TIPS & TRICKS



COMMON MISTAKES



Every business should develop a design that works for their products, space, and customer needs. Here's what to avoid:

1. Overcrowding Your Space

Customers need to freely drift and walk through your store. Make sure there is enough room between displays and space for two-way traffic and to avoid brushing while browsing.

3. Roadblock at the Entrance

Customers should be able to find the product they are looking for easily. If they walk in with a display that blocks their view, they could become disoriented, and they'll have to guess which direction to go in.

2. Too Many Variations

Too many styles of fixtures can confuse the customer, even turning them away. Having a neat and consistent design will provide clarity for the customer to shop.

1. Cluttered



2. Disjointed



3. Roadblock



Let Displays2go Help Your Business Stand Out

Overall, setting up your store may come with some trial and error. Asking for customer feedback is a great way to determine if your layout works for your store. Observe their behavior as they walk through your store and ask them how their shopping experience has been when they checkout.

Are certain displays being frequently ignored?

Did your customer find what they were looking for and did they find it easily?

Chances are, you may have to do some adjusting to find the perfect fit for your store.

LET'S STAY CONNECTED

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