

Retail Store Displays

What Your Display Vendor Needs From You

What is the Primary Retail Market for Your POP Display?

Types of stores? (grocery, mass, club, convenience, sporting goods etc) _____

Geographic location of stores? - i.e. national, regional _____

Number of stores to accommodate? _____

Are there any specific store requirements? ____YES ____NO ____UNKNOWN

- many stores have weight and size restrictions for POP displays, If yes, _____

Will your retailer require logistic testing or trials for the POP display?

____YES ____NO ____UNKNOWN

The Design - Marketing and Overall Look for Your POP Display

Prototype needs? ____Yes ____No ____3D Rendering OK

What is the purpose of the POP display?

- i.e. Initial launch promo, trade show, routine floor item

What style of display do you need?

- i.e. counter display, floor display, ready display shippers, pallet display, PDQ Display _____

What is your main competition?

- what type/style of displays are they using (if any) _____

Tie-Ins to other media or marketing efforts?

- what other printed pieces should be of concern to achieve a cohesive look? _____

Previous display campaign? ____YES ____NO

If yes, in what areas would you like improvements (printed graphics or structural design) _____

What is your budget?

- give a reasonable range in order to properly gauge materials and assembly costs? _____

Do you have existing artwork? ____YES ____NO if yes, what format is it in? _____

Do you need a partial or complete redesign of artwork? _____

The Design - Marketing and Overall Look for Your POP Display continued...

Any type of production material or methods you prefer to be avoided or utilized? _____Yes _____No

- your budget will also help determine this

Length of exposure for display in store? _____

- if the display is going to be in stores for a long time it will need to be made of sturdier materials

Is there any existing tooling that can be reused?

- this can save you money _____YES _____NO _____UNKNOWN

Will the display be moved often/daily? _____YES _____NO _____UNKNOWN

(to clean floors, bring to a secure location for the night, to restock nearby shelves etc.)

Will the display be well lit? _____YES _____NO _____UNKNOWN

- if not, lights can be incorporated into the design

How many units of product are to fit in each display? _____

Project confidentiality requirements - If you have any concerns with the privacy of your project, please ask to have an NDA signed before anything is started _____YES _____NO

Logistical Considerations - Assembly, Fulfillment, Warehousing, Shipping

Critical dates? _____

- make known all important deadlines and make sure to include ample buffer time

Phased roll out or immediate? _____

- will all the displays be produced at once or in increments?

Will you be requiring trained personnel to help with assembly or fulfilling? _____

Will you be needing warehousing for inventory of products and displays?

- i.e. if a fulfillment center will assemble/pack-out for you, where will you keep any displays not yet being used? Will your product need to be warehoused until the displays are ready?

Preassembled displays or in store assembly by store clerk? _____

- this will determine:

- 1) how complex the display should be to assemble and if you'll require instruction sheets for the assembling parties
- 2) how much you'll need to protect the display in transit

Shipping method? - via freight truck or as singles UPS/Fedex? _____

Will these displays be fully loaded with product prior to shipping?

_____YES _____NO _____UNKNOWN