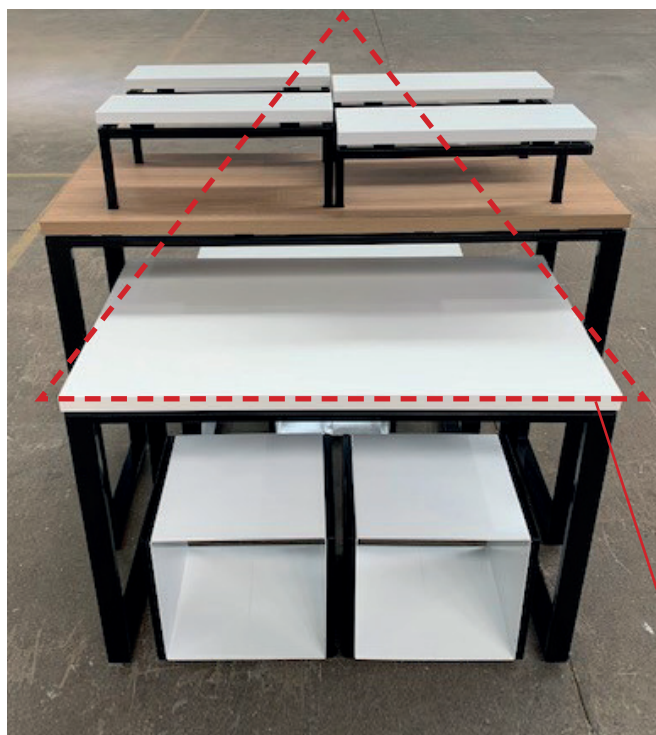


The Nest of Tables will act as a key promotional space in your store, as the first point of contact in the retail zone for potential customers. Engage these customers through eye-catching product displays, a consistent product theme and clear POS and ticketing.

General Standards

- Showcase the current promotional product stories and rotate in-line with the promotional period. Eg. Display the Easter range then rotate to Mother's Day gifting.
- Avoid cross-mixing different stories on the table. Displays should tell one story at a time while connecting with the window furniture (where applicable) and other promotional spaces. This assists with customer navigation and ease of shopping.
- A Merchandising Action Plan (MAP) will be released for each new promotional period highlighting best practice. This can be found on POP; Knowledge Hub | Visual Merchandising | Merchandising Action Plans.
- Create balance in your displays by grouping similar sized products - create a 'pyramid' so all products are visible. Refer to the diagram below.
- Don't overstock the furniture. Neat and clear product display should take priority over the furniture being used for storing products.
- Showcase samples (products taken out of packaging) when appropriate. This helps to convert sales as the customer can see the product.
- Product should always be shopable to your customers, so avoid having products out of reach and displaying POS or price tickets on top of products.
- Product should not overhang the front or sides of the tables and should not be placed on the floor. DDA clearances must still be met.
- Maintain good housekeeping standards, ensuring that the fixtures and product are kept neat, tidy and free from dust.
- Ensure that displays are full and restocked. Please maintain the displays throughout the entire promotional period.

Nest of Tables (small example)



POS and Ticketing

Do use ✓




- Use selected promotional POS only as shown in the provided MAPs.
- Shelf edge tickets, displayed in acrylic feet (for products without a price marked on the item itself). Preferably to the front left of the product.

Don't use ⛔

- More than x2 A4 signs
- Data stripping
- No blutac or tape is to be used

To create symmetry and balance, the display layout should reflect a pyramid shape.

To accompany the table displays your store has been allocated a VM Kit of Parts. This kit is a selection of acrylics that you can use to elevate and better display products on your Nest of Tables.

Acrylic Image	Acrylic Name	Display Use
	Single Riser, Large	<ul style="list-style-type: none"> • Add height to displays • Create symmetrical and balanced displays • Create additional display space underneath and on top of acrylic
	Acrylic Book Stand, Large	<ul style="list-style-type: none"> • Best suited to showcase books • Use as a stand to support other sample products
	Price Ticket Acrylic	<ul style="list-style-type: none"> • Primarily used to display shelf edge tickets, although F&B cards are permitted • Display a ticket for each product, orientated to the left hand side of the relevant products

Kit of Parts - Storage and Care

- Neatly stack and store acrylics in back of house using the provided storage box
- Do not put tape, blue tac or write on the acrylics
- Acrylics can be cleaned with a cloth and glass cleaner
- Only use the kit for product displays, as outlined above
- Take care with the kit so as not to damage anything, the same as you would care for products
- To order any kit replacements please contact your state REC
- Any questions regarding display or this guide please get in touch; DLVisualMerchandisingTeam@Auspost.com.au