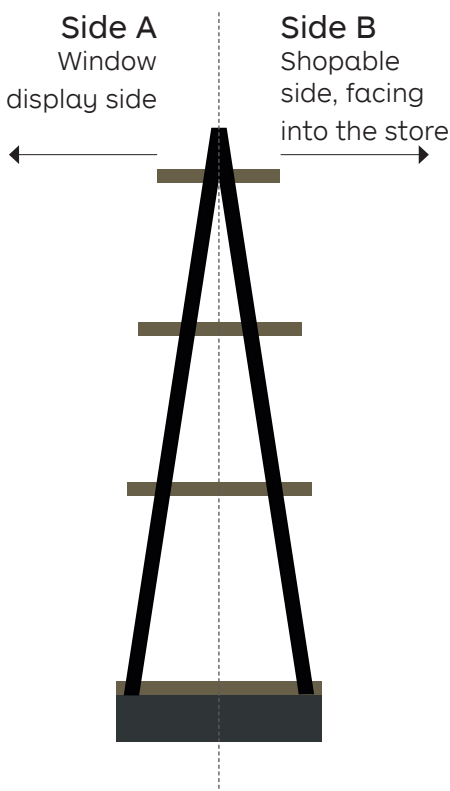


This window furniture gives you the ability to showcase retail product in the front windows, and to attract customer traffic into your outlet. The intention of these displays are to convert a passer-by into a customer.

You are making a first impression so follow the below guide to ensure that your window furniture displays are set up to succeed.

### General Standards

- Showcase the current promotional product stories and rotate in-line with the promotional period.
- Avoid cross-mixing different stories on the one unit. Displays should tell one story at a time i.e. Mother's Day Gifts.
- A Merchandising Action Plan (MAP) will be released for each new promotional period highlighting best practice.
- Display smaller products on the top shelves and utilise the bottom shelves for larger, heavier products.
- Don't overstock the furniture. Neat and clear product display should take priority over the furniture being used for storing products.
- Side A should predominately showcase samples (products taken out of packaging) when appropriate. Side B should always be shopable to your customers i.e. product ready for purchase, with a shelf edge ticket displayed in an acrylic foot.
- Product should not overhang the front or sides of the shelves and cannot be placed on the floor around the window furniture. 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.



#### 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, on side B only.

##### Don't use ✗

- A4 POS
- Data stripping



To accompany the window 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 window furniture.

| Acrylic Image   | Acrylic Name  | Display Use   |
|---|---|---|
|     | <p>Square Risers, set of 6<br/>           Rectangle Risers, set of 6<br/>           Single Riser, Large</p> | <ul style="list-style-type: none"> <li>• Add height to displays</li> <li>• Create symmetrical and balanced displays</li> <li>• Create additional display space underneath and on top of acrylic</li> </ul>                    |
|    | <p>Acrylic Box / Riser, Large<br/>           Acrylic Box / Riser, Small</p>                                 | <ul style="list-style-type: none"> <li>• Use as a tub to contain smaller products</li> <li>• Use as a riser to display any product</li> </ul>   |
|  | <p>Acrylic Book Stand, Large<br/>           Acrylic Book Stand, Small</p>                                   | <ul style="list-style-type: none"> <li>• Best suited to showcase books</li> <li>• Can use as a stand to support other sample products</li> </ul>  |
|  | <p>Wire Book Stand, Large<br/>           Wire Book Stand, Small</p>   | <ul style="list-style-type: none"> <li>• Best suited to showcase plates</li> <li>• Can use as a stand to support other sample products</li> </ul>   |
|  | <p>Price Ticket Acrylic</p>   | <ul style="list-style-type: none"> <li>• Primarily used to display shelf edge tickets. F&amp;B cards are permitted</li> <li>• Display a ticket for each individual product, orientated to the left, where possible</li> </ul> |

### 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