



APRIL 2024

RESELLER'S EDGE

TURN BROWSERS INTO BUYERS

with your merchandising

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- 1** **Roaring Spring Blue Examination Book**
DSC# 89036 | ESRP \$1.00
- 2** **Skullcandy Jib In-Ear Bud w/Mic**
DSC# 117614 | ESRP \$13.55
- 3** **Duracell Coppertop Alkaline Battery AAA 4pk**
DSC# 56108 | ESRP \$10.06
- 4** **Five Star Paper Packet Folder Display 48 Count**
DSC# 64542 | ESRP \$4.16
- 5** **OnHand Dual USB Wall Charger**
DSC# 125677 | ESRP \$13.54
- 6** **Sharpie Black Permanent Marker Fine 1-pack**
DSC# 56215 | ESRP \$2.70
- 7** **Paper Mate Pearl Eraser**
DSC# 49090 | ESRP \$1.55
- 8** **Mead Index Cards**
DSC# 64865 | ESRP \$3.24
- 9** **OnHand Everlasting Cable Type-C Black 5ft**
DSC# 117778 | ESRP \$20.32
- 10** **Five Star 1-Subject Notebook**
DSC# 64613 | ESRP \$12.33




TOP SELLERS

FACTOIDS

65% of people learn visually, and showing visuals can significantly increase message retention.
edApp



The average person's attention span is **8 seconds or less**.
edApp


Visuals increase message retention by **42%**.
edApp

Studies show that **61% of shoppers** buy products because of in-store displays.
Ascentic Retail


Color plays an **important role** in retail merchandising.
Dynamic Resources

81% of Gen Z customers prefer to discover new products in stores.
Dynamic Resources


Interactive displays let customers see how your products fit **their lifestyle**.
getdor


Lighting **impacts mood** and draws attention to specific products.
Indeed

Immersive retail displays allow **customers to experience** your products.
Ascentic Retail

93% of shoppers **consider visual impressions** while purchasing a product.
Dynamic Resources



 Microsoft Surface

Introducing Surface Pro 10 and Surface Laptop 6

AI-powered PCs built for a new era

Introducing the Surface Pro 10 and Laptop 6! These new PCs from Surface are packed with highly requested features—from amazing performance and battery life to more ports, better security and custom, durable anti-reflective displays. These are the first Surface PCs optimized for AI, with the new Copilot key being added to Surface Laptop 6 and Surface Pro keyboards that accelerate access to the best Windows AI experiences.

Surface Pro 10

DSC# 164372 | ESRP \$1,662.49

Surface Laptop 6

DSC# 164298 | ESRP \$1,662.49



WHAT IS VISUAL MERCHANDISING AND WHY IS IT IMPORTANT?



In a retail space, visual merchandising is the technique of displaying products attractively and highlighting their features to generate sales. The goal of merchandising is to draw in shoppers and convert them into customers. Done effectively, retail visual merchandising is a successful marketing strategy.



Your customers, *especially Gen Z shoppers*, want an experience when they enter a store. Seeking out a brick-and-mortar store instead of shopping online is an opportunity for consumers to linger, browse, touch, test, and buy products. The experience your store offers matters because even the best products can sell poorly if they don't have the experience to match.



Consider your own store's shopping experience. Walking into a store where products are placed on shelves in a non-aesthetic way with plain visuals is not compelling to buyers, whereas a store with visually appealing displays, bold retail fixtures, and eye-catching signage captivates customers and leads to longer time in-store with higher conversion rates.

Retail displays offer an opportunity for customers see, touch, and test your products. By interacting with a product in a compelling and well-designed experience, a consumer can see how it will fit into their lifestyle and feel motivated to purchase on the spot. Merchandising helps tell a story that strategically engages your shoppers and boosts sales.



Using a planogram to make your visual merchandising successful. A planogram tool assists in planning the product layouts and promotes efficient management of your store's space. An effective planogram layout enhances the shoppers' experience when searching for specific products and elevates the browsing experience. Check out our [planogram tools](https://www.dstewart.com/planogram-tools) on [dstewart.com](https://www.dstewart.com).



FINAL THOUGHTS

Visual merchandising is a powerful tool when done right. By combining marketing principles, retail merchandising knowledge, and creative delivery, retailers can effectively leverage the space and layout of their store to present their inventory in an eye-catching way that turns browsers into buyers.

 Skullcandy

Sesh Evo

Truly Wireless. Perfectly Simple.

With extended battery life, an impressive set of controls and a compact, comfortable design, it's easy to see why the Sesh Evo is a top seller for Skullcandy!



True Wireless via Bluetooth®



Up to 3 Hours in Bud + 7 Hours in Case



IP55 Sweat, Water, and Dust Resistant



Use Either Bud Solo



Music, Movie and Podcast EQ Modes



Find Your Earbuds with Tile™

Color

Black

Bleached Blue

DSC#

141102

141104

ESRP \$67.80



DURACELL®

The best way to sell Duracell

Get these battery displays



These point-of-sale displays are the perfect way to showcase Duracell products your students are looking for.

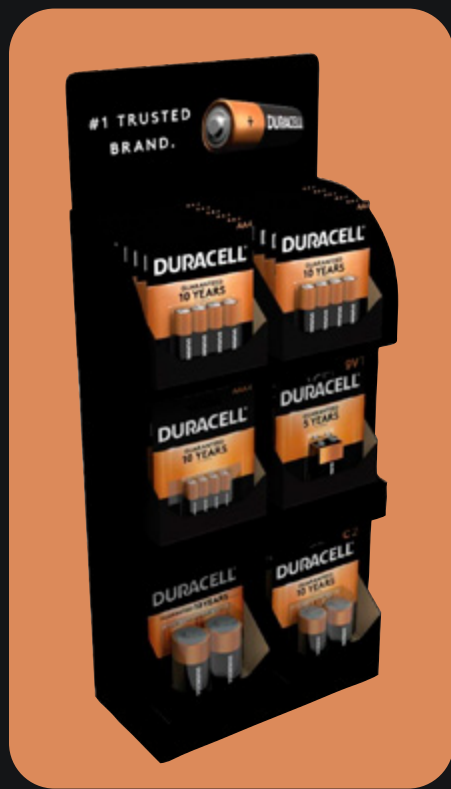
Clip Strip includes:

- 24 AA Battery 8Pks
- 12 AAA Battery 8Pks

Counter Display includes:

- 14 AA Battery 4Pks
- 9 AAA Battery 4Pks
- 6 9V Battery 1Pks
- 4 C Battery 2Pks
- 3 D Battery 2Pks

Description	DSC#	ESRP
Counter Display	159715	\$332.34
Clip Strip	159714	\$536.59



CREATING IMPACTFUL DISPLAYS

5 TIPS

TIP 1



Use Lighting

Lighting is a powerful yet simple and cost-effective way to create ambiance and highlight products. You can utilize spotlights, backlighting, and colored lights to draw shoppers' attention.

TIP 2



Implement Product Demonstrations

Product demonstrations show shoppers how products work. Set up a demonstration area within a display or even have a sales team member show the products to customers.

TIP 3



Take Advantage of Negative Space

Sometimes less is more and using negative space can help highlight certain products and create a clean, uncluttered appearance.

TIP 4



Showcase Eco-Friendly Products

Sustainability is a growing concern, especially amongst Gen Z, and you can make your displays more impactful by highlighting eco-friendly products. Use signage or other messaging to educate customers about the sustainability of your products and displays.

TIP 5



Create Interest With Colorful Visual Merchandising

Color impacts customers' emotions and is a key design element in merchandising. Black, red, and orange can encourage impulse buying and including a pop of bright color can draw the shopper's eyes (and feet) to a display.



SONY®



Rewrite The Rules for Distraction-Free Listening

Sony Noise Cancelling Headphones

Sony delivers exceptional bass performance and noise cancellation for a truly remarkable listening experience.

Color	DSC#
Black	157277
Silver	157276

ESRP \$542.49



Help Write Our Planet's Future

BIC® ECOlutions

The paper board used in this packaging is made up of 100% recycled content. Enjoy BIC® products without compromising quality.



Made from **81%** recycled plastic¹

BIC® ECOlutions Recycled Mechanical Pencil

DSC# 153301
SRP \$7.09



Made from **78%** ocean-bound recycled plastic²

BIC® ECOlutions Ocean Retractable Gel Pen

DSC# 159084
SRP \$10.05



Made from **56%** recycled plastic

BIC® ECOlutions Mini Correction Tape

DSC# 159085
SRP \$6.88

¹ Excluding Lead and Erasers.

² Excludes ink cartridges. Ocean-bound plastic is material collected within 50km of a shore or waterway that leads to the ocean, preventing it from entering the ocean.



4 MERCHANDISING TRENDS FOR 2024



Cross Selling

Retailers are emphasizing cross-selling or bundle opportunities in displays to drive sales. Cross-selling can increase revenue, improve customer satisfaction, and offer a more streamlined buying journey.



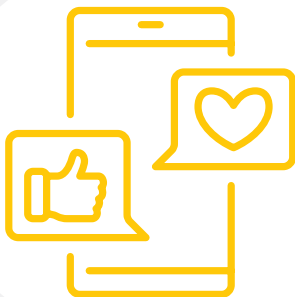
Interactive Displays

Incorporating touch screens, motion sensors, music, and other interactive elements in displays has increased in popularity and will continue to be adopted in stores this year.



Augmented Reality

Augmented reality (AR) superimposes a computer-generated image in the real world and has become increasingly popular in the retail space. Stores use AR in displays to create a more immersive shopping experience to help drive sales.



User-Generated Content

By creating humorous, artistic, or imaginative in-store displays, retailers are getting noticed by their audience on social media when shoppers post a photo to their social media.

