

MERCHANDISING GUIDE

FALL 2016



Presenting easy merchandising solutions to draw consumers to your space, encourage browsing, and focus their attention including:

- Floor fixtures
- Permanent installations
- Temporary fixtures
- Counter top displays
- Interactive displays
- Demos

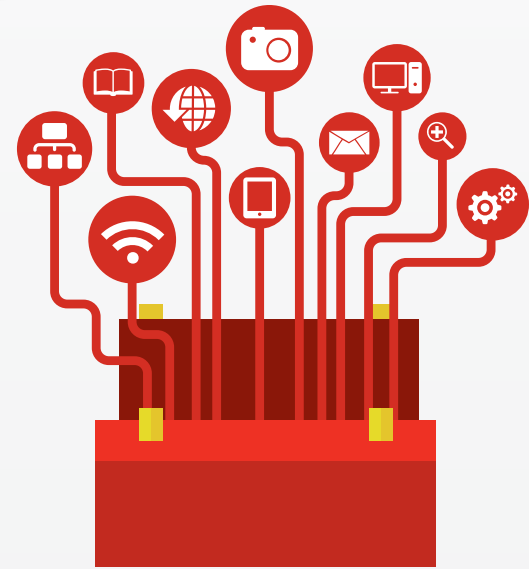
And more...

TAKE A LOOK

- Eye-Catching Counter Displays from **XY Find It** Page 1
- Limited Time **OnHand** Promotion.....Page 3
- Pens, Highlighters, **Pilot**, Oh My... Page 8
- Merchandise & a Demo From **Wraps**..... Page 11

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Featuring:

- The Douglas Stewart Company Retail Publications and Product Guides
- Marketing Assets
- Vendor Information Centers
- Merchandising Kits and Displays
- Trainings and Webinars
- And Additional Resources!

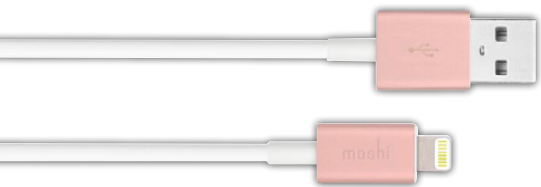
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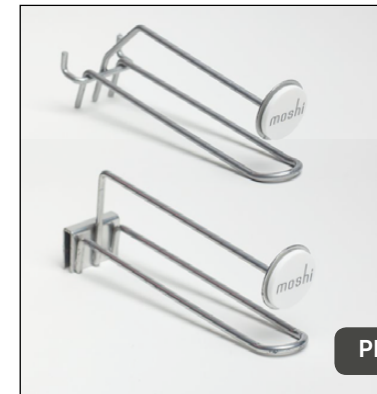
Merchandise the Best Selling Cables & Charging Devices for 5% off!



SIGN HOLDER



POSTERS



PEG HOOKS

moshi

Ready, Set, CHARGE!



Receive a **FREE** Merchandising Support Kit (\$145) when you purchase **The People's Pack**.

OR



4 out of 5 purchases still are made in a physical store. POP displays, store fixtures, digital signage and interactive kiosks are solutions that offer differing advantages to in-store purchases. Many of these choices provide a window into other sales channels, such as the Internet and social media, allowing shoppers to access outside resources while in store.

Source: Frank Mayer and Associates





Experimental psychologist Red Rui Tela (Treicher) confirmed through experiments that 83% of human information is obtained from the sense of sight, 11% comes from sense hearing, and 94% comes from the combination of sense sight and hearing, making the phrase “you have to see it to believe it” more important than ever for brick and mortar stores to offer displays.

Source: CreativityWindow

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The Write Solution



By combining displays with featured product marketing, 84% of product categories saw at least a 100% lift in sales, compared to 49% for feature-only and 1% for price-only within the US retail market.

Source: SymphonyIRI



Damage-free hanging solution **for every project.**



Nearly 8 in 10 (79 percent) made most of their impulse purchases in a store. Impulse purchases are commonly made for the purchaser. Know what customers want and place them in the checkout queue to maximize those sales.

Source: Creditcards.com



Displays from **Pentel**

Pilot **Pens,**
Highlighters, & More!



Quality Meets Durability

Find Zen
in Your Pen



Ditch disposable.
Drink bobble.

WEAR YOUR SOUND

bobble
make water better.™

wraps
WRISTBAND HEADPHONES

PURE MONSTER SOUND®



Think of your store as a story: each display or aisle should lead the customer to the next chapter or department in the store. Retailers can create more visual blend by setting aisles at an angle as opposed to straight off the back wall.

Source: Peak Retail Group

 **MONSTER®**



Your Go-To Guide on the

Best Gifts for Holiday 2016

Bonus student guide! Download and send it to your customers to promote the best products for the season.

Plus, holiday shopping tips and tricks.