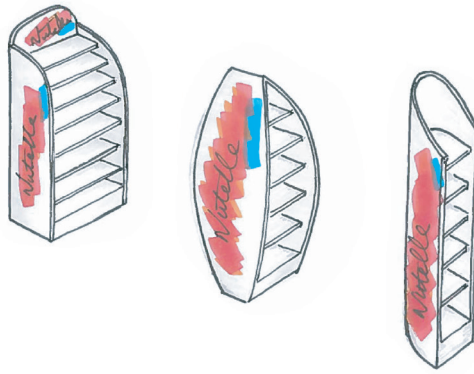


# PERMANENT DISPLAY STANDS

## A Concise How-To



**Grab Attention!** Colour is the most important factor here. Make your display stand out effectively in retail environments

**Optimise Space** Can you easily stock the display? Is there storage for extra stock? Are the products easy to take out for the customers? Is there room for SKU's?

**Control Costs** Does the stand get a good yield from the material? Is there a way to further reduce waste at the manufacturing stage? Are the materials chosen cost-effective?

## The Process



An idea...



Drawings



Renders



Prototyping



Manufacture



Roll-out

## Common Pitfalls

**Weak Branding** Does it blend in to the background? Make it bolder!

**Instability** Does it want to fall over? The fix: a larger base and a lower centre of gravity.

**Fragility** Is it able to withstand the retail environment? Find out: test it!

**Hard to Use** Make sure it is easy to stock and doesn't hide the products.

**Shipping** Does it fit well in a box or on a pallet? Asking this will save costs.

**Planning** Fail to prepare, prepare to fail. Think through every step.

**Environment** Where will it be used? Indoors? Outdoors? Choose appropriate materials.

**Multi-Shop Rollout** Do different shops have different standards or safety requirements? If so, learning this at an early stage can spare headaches.

