



Core Category **All-Stars**

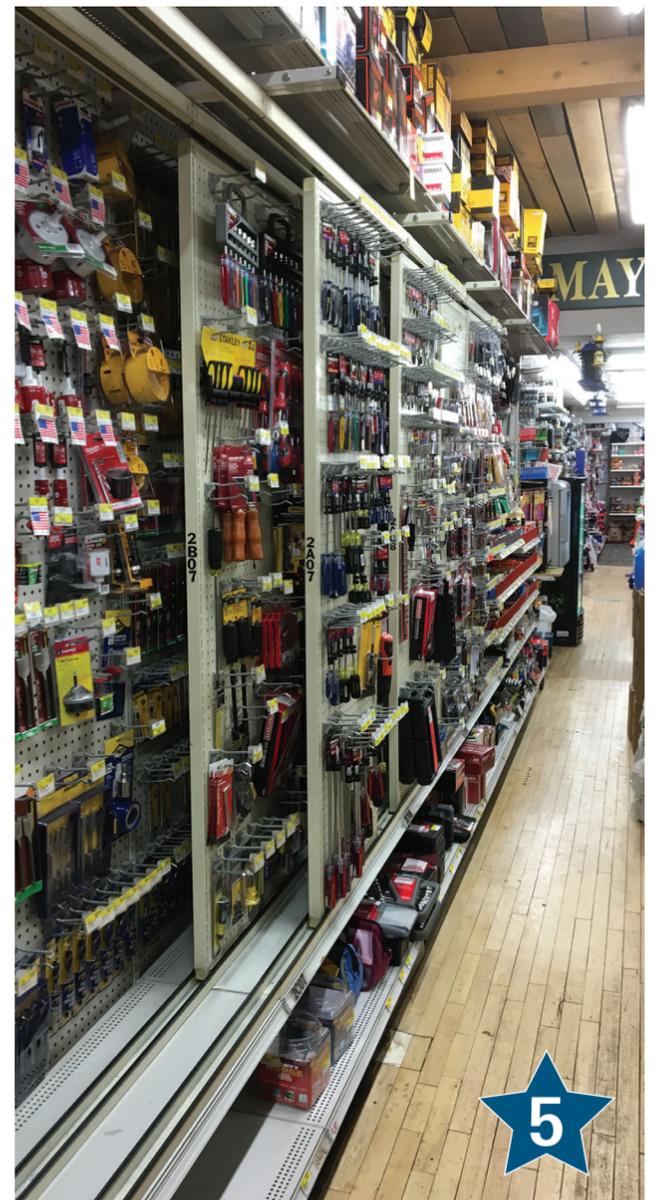
More Best-in-Class Merchandising Across the Store

If you want to boost sales in your core categories, a good place to start is to review your merchandising. While having profitable categories means finding well-trained employees and an inventory selection that meets your customers' demands, don't overlook the importance of clean, well-maintained displays. With good merchandising, you encourage add-on sales and impulse buys, you point customers toward higher-margin items and you make the best use of your shelf space. If you put extra effort into making displays that will compel customers to stop and shop, you will be rewarded with higher margins and higher transaction sizes.

Do you need some ideas for giving your merchandising a facelift? The staff at *Hardware Retailing* has been scouring our photo files for inspiration. Last month, we offered examples from retailers of good merchandise techniques in the electrical, plumbing and lawn and garden categories. This month, we'll showcase tools, paint and hardware and fasteners. While the following pages contain some great examples, visit TheRedT.com/all-stars to see our complete photo library of innovative merchandising techniques. If you try some of these ideas, you'll no doubt find your core categories hit a home run with customers every time.

Core Category All-Stars

Hand and Power Tools



1 “Signage is the silent salesman to educate the customers when a sales associate isn’t around,” says Leigh Ann Akard, owner of Akard True Value in Zionsville, Indiana. “For some of the younger part-time staff, it gives them a resource to use that is close when helping a customer.”

2 A strong brand presence is one of the principles of effectively merchandising the power tools category. A manufacturer planogram with brand signage and coordinating colors helps focus a customer’s attention on the brand. The finishing touch at Fitzpatrick’s Hardware in Alpena, Michigan, is the special lighting that makes the display a focal point for the department.

3 One appealing way to show hammers is by angling the hooks, as pictured here at Cherry Street Building Supply in Culpeper, Virginia. Use a good-better-best arrangement, and teach your employees features of better hammers so they can upsell customers to a better model.

4 At Nuts and Bolts True Value in Overland Park, Kansas, a mini power aisle dominates the power tools department. Tools are displayed out of the box so customers can pick them up and compare different models. Low racking in the middle creates open space so the area doesn’t feel crowded. The chrome plating replacing the traditional pegboard adds to the character of the department.

5 With only 5,000 square feet, Mayer Paint and Hardware in Rochester, New York, has sliding racks in several departments. “This allows us to make the most of every square inch. Some areas have two layers of sliders,” says store manager Dennis McCarthy. “For us, merchandising is a constant process. Even the most recently updated department has already been marked for changes.” That works in his favor, as customers don’t always go to the same spot in the store. They also are more likely to see what’s new. “Customers bask in all of the new and different products we are always getting in, but sometimes, those are items we’ve had all along, but were just recently moved to a better spot.”

Core Category All-Stars Paint

1 This endcap at Akard True Value uses a couple of simple props to dress up the top of an endcap. It pairs a project starter (paint) with an add-on sale (tape) for an effective merchandiser.

2 To sell paint to do-it-yourselfers, find a way to inspire them. This cabinet at Klingbeil Lumber in Medford, Wisconsin, showcases specialty paint as it might be used on a piece of furniture, creating interest and prompting an impulse sale.

3 Stacking caulk tubes vertically is a way to get the full product label out in front of customers. At Cherry Street Building Supply, this method allows for a lot of product to be displayed in a compact space.

4 The sleek paint counter in the recently remodeled paint department at Lugbill Supply in Archbold, Ohio, provides a showcase for the store's paint brands. "We wanted a custom counter that set us apart from the other paint stores, and a place to make customers feel more invited and at home," says Steve Nafziger, marketing manager. "We created this to be a space where people can envision their projects and receive help without feeling like they are lost in a flurry of random products."

5 A separate room for paint draws attention to the category and invites customers to sit and choose colors. At Northwoods Hardware Hank in Spooner, Wisconsin, paint cans are stored behind the room, placing the focus on the color chip racks.



Core Category All-Stars

Hardware and Fasteners



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1 Boxes of fasteners may not create the prettiest display in the store, but they need to be organized and functional. This display at A & R Home Center in Washington, Indiana, organizes nails by type using manufacturer color coding. Since these items may move quickly, it's important employees monitor it throughout the day so shelves are full and fronted.

2 Another hot trend in interior decorating is using barn door hardware to add a country, vintage feel to the home. This display at B & B Hardware in Milan, Illinois, uses a miniature barn door to show what it will look like when finished. While additional styles are available, having only one type out of the box is adequate for showing customers how easy a product is to install.

3 Customers can order just about any style and color of mailbox at Rollier's Hardware in Mt. Lebanon, Pennsylvania. This display lets shoppers know at a glance that they don't need to go anywhere else for a wide selection. Having high-end mailboxes at eye level mounted on a wooden display encourages an upsell to a higher-margin item.

4 When merchandising hardware such as door stops and window locks, display an example on the outside of the bin so it's easy for customers to see the range of options you offer and for them to quickly grab what they want. That technique has worked for Cherry Street Building Supply.

5 According to trend-watching consumer website Houzz.com, satin brass will be a popular finish in 2017. Seeing the latest fashion trends as well as old favorites will be important to customers shopping the door hardware category. At Saskatoon Co-op, in Saskatoon, Saskatchewan, Canada, door hardware options are displayed so they're easy for customers to touch. Above the top row of shelving, roll-down signage hides the overstock. ➔