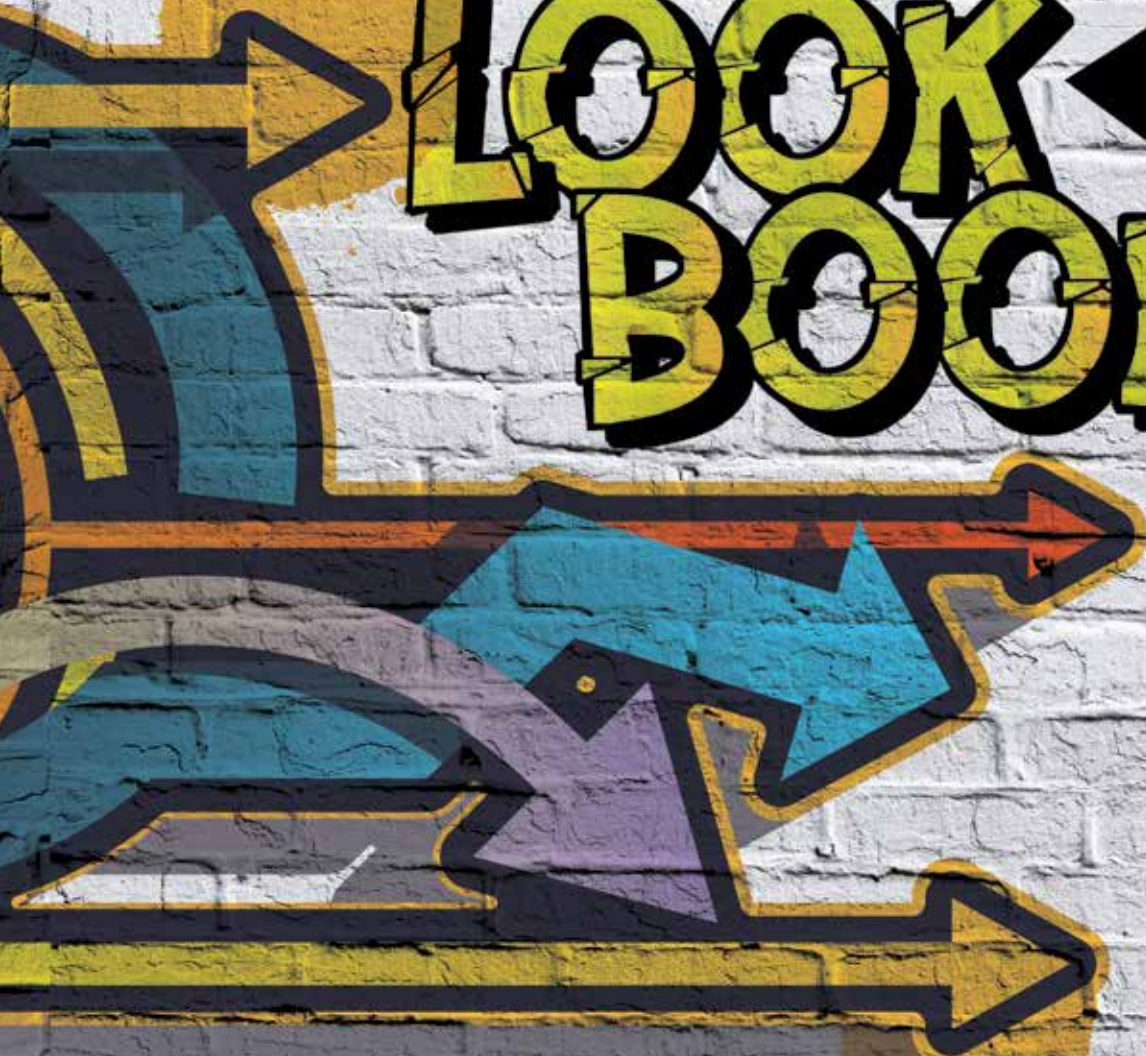


**SFC** retail®

GLOBAL SHOP 2018

# LOOK BOOK





## WE ARE SPC

SPC Retail® is the industry's foremost expert for specialty display design and manufacturing made from 100% post-consumer recycled plastic. Our versatile displays bring new life into old spaces with bold, creative, yet simple merchandising configurations.

## CREATIVE SOLUTIONS

Our experienced Design Lab™ team works directly with retailers to create strategic merchandising solutions. We are dedicated to helping retailers grow sales by creating shopping experiences that connect with and inspire customers to shop!



## WHY CHOOSE SPC RETAIL®?

1

### VERSATILITY

Modular, interchangeable parts can be used indoors or out, and no tool assembly means displays can be set up in minutes by store level associates. No special crew of trades needed.

2

### DURABILITY

Made of heavy-duty recycled plastic, our displays are extremely strong, durable, and long-lasting. Many customers have used the same display for 20+ years.

3

### ENVIRONMENT

We were born green! For over thirty-five years, our products have been made from 100% post-consumer recycled plastic.



TURN OUR  
STANDARD STOCK  
PARTS INTO A  
DISPLAY IN  
MINUTES!

At SPC Retail®, we understand the need to provide retailers with a solution that fits their merchandising and space requirements. Our Kit-of-Parts™ system makes us the fastest, most efficient fixture designer and manufacturing company in the industry.

Using elements of our stock inventory, you can easily change out parts or combine various displays to create small or large scale configurations that are ready to sell in minutes.



# GLOBAL SHOP 2018

TRANSFORM SPACE.  
CREATE CHANGE.

## THE STORY BEHIND THE BOOTH

Attendees of Global Shop heard a lot of discussions regarding how retailers need to adapt the in-store experience to stand out in today's retail environment. This year SPC Retail® showcased a variety of fixtures that can be utilized for **transforming space** and **creating change** that excites, inspires, and motivates shoppers.

Throughout this book, we included helpful tips for elevating your merchandising strategy and meeting the demands of today's shopper.



ARTWORK BY "SCRAPS"  
KEVIN BURDICK #KEYSCRAPS14





## TRANSFORM SPACE WITH BRAND SOUL™

The good old days of "stack it high, sell it low, and they will come" are long gone. Today's store layout needs to include a Brand Soul™ strategy: ***The deeper, more meaningful, and personal connection your store has with shoppers. It's the fun, experiential, and magnetic personality of your brand.*** Incorporate fun and informative product stories that lead customers on an experiential shopping adventure. A Brand Soul™ strategy can refresh, revitalize, and even reposition retailers for success.

# TELL BETTER PRODUCT STORIES

Great retailers tell great stories through creative and unique visual merchandising that inspires and motivates shoppers. Turn an otherwise mundane shopping trip into an extraordinary experience.





## POP UP COLLECTION



**NARROW APPAREL  
HANGING RACK**



**3-STEP DISPLAY  
WITH HANG BAR &  
GRAPHIC SIGN POLES**



**SIGN CLIPS**



## ABOUT THE YORK PROJECT

York Project is a Social Streetwear company from Metro-Detroit, founded in 2012. Acting on a 1-for-1 model, The York Project donates a kit full of essentials to the homeless with each purchase.

## HOW WE HELPED

Using our modular display system, The York Project was able to integrate branded graphics onto the displays, turning their outside pop-up shop into an authentic and engaging experience for customers.



**NESTING TABLE**



# PUT A SLANT

on merchandising

NEW!



## TILT-TOP ADAPTER

Convert top panels into angled tilt-tops to maximize sightlines and product presentation.



LIVE GOODS



GROCERY



GENERAL  
MERCHANDISING

## TILT-TOP

SHOW AND SELL



TILT-TOP  
MERCHANDISER





# MERCHANDISE IN LIVING COLOR

Incorporate live goods into your retail environment to make your space more appealing and enticing to shoppers. Break up long rows and categorize product by grouping together what goes together.



# URBAN GARDEN COLLECTION

## CREATE A GATHERING SPACE THAT IS A FUN PLACE TO LEARN

EXCERPT FROM OUR BLOG:  
[The Millennial Effect](#)

The rising popularity of home gardens is part of the DIY craze that has swept the younger millennial and Gen Y & Z generations. Create displays that educate shoppers on the how-to basics.



HALF-  
ROUND  
END CAP



TILT-TOP WITH  
PLATFORM  
BASE



J-CHANNEL

PLATFORM



TILT-TOP WITH  
SIGN CHANNEL





# SEASONAL AND PROMOTIONAL

Don't let aisles turn into endless rows of bulk stacks or folding tables. Design a well defined and organized destination that delivers a powerful visual impact that invites customers to stop and shop.



## PROMO AISLE

### COLLECTION



4-STEP P.O.P.  
DISPLAY



## PULL PRODUCT OUT OF THE SHADOWS & INTO THE SHOPPERS PATH

With the demand to provide an ever-changing in-store experience, a trend towards the use of permanent-temporary displays is becoming the go-to strategy for retailers. The use of small footprint and mobile displays provide a unique advantage by allowing quick graphics and product change-outs. Flexibility in display fixtures gives retailers the edge they need to stay competitive.



LONG-HANDLE  
CART



## FOCAL DISPLAYS COLLECTION



UNDER GRAPHIC WRAP

2-TIER ROUND  
DISPLAY



## PULL PRODUCTS OUT OF THE SHADOWS

EXCERPT FROM OUR BLOG:

[How to Be A Retail Superhero](#)

If you can inspire and motivate your customers, you will be able to transform an otherwise mundane shopping trip into an extraordinary experience worth talking about. Elevate product storytelling through creative and unique visual merchandising displays and product placement.



FEATURE END



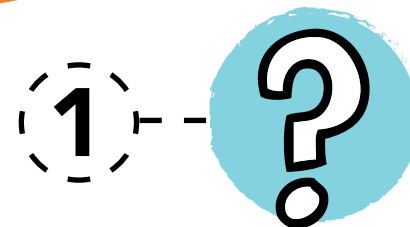
ABOUT OUR

# DESIGN LAB™

## OUR PROCESS

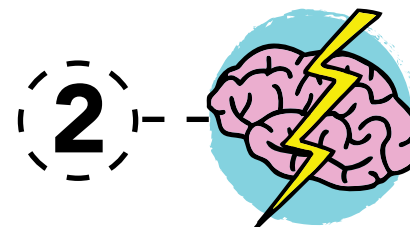
SPC Retail® is not like conventional fixture manufacturers. Our experienced Design Lab™ Team works with retailers to create strategic merchandising solutions that help them get a bigger slice of the retail pie.

Our Kit-of-Parts™ system enables us to quickly design and build displays to integrate with your brand and selling space, to ultimately improve your customer's shopping experience.



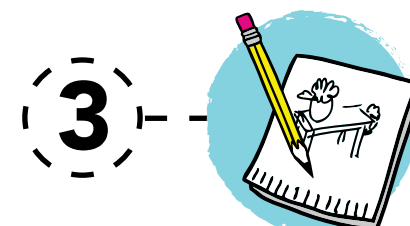
### IDENTIFY PROBLEMS

We collaborate with retailers to survey priority issues and learn about the store(s), brand, competition, trends, challenges, and opportunities.



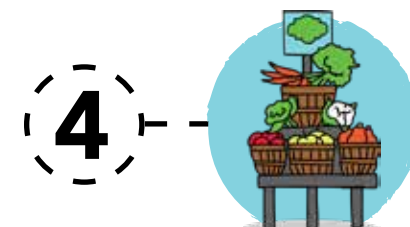
### BRAINSTORM NEW IDEAS

Our Design Lab™ Team will brainstorm and identify missed opportunities, establish project goals and objectives, and define scope and parameters.



### COLLABORATE + DESIGN

We provide ideas and recommendations in the form of a loose sketch, 3D modeling, and mock-ups of samples for review, refinement, and approval.



### IMPLEMENTATION

Implementation consists of a roll-out plan, production quote, and field measurements of performance results and improvements.



## THE FOUR PILLARS OF EXPERIENTIAL RETAIL

It's easy to get caught up in doomsday scenarios, but physical stores can still thrive well into the future. The solution is for shops to become more than stores, to transform themselves into gathering spaces that enrich the lives of individuals and communities. It's a lofty goal, but one that's exciting for retailers to realize.

The notion of reworking your store into a gathering space might seem daunting at first. One way to ease this process and make it more organic is to keep the four pillars of experiential retail in mind. They're the fundamental building blocks of town square commerce.

As you create a welcoming physical space for your customers and develop programs in which they can take part, these pillars will clarify your vision and guide all of the decisions, large and small, that you'll make. A retailer that possesses these four elements is a powerful business force.



### CREATE A DESTINATION PUT TOGETHER WHAT GOES TOGETHER

**ENGAGE & SOCIALIZE:**  
INSTAGRAM CHALLENGE: #RETURNWONDER



#### COMMUNITY

Connect customers who share hobbies or interests by hosting events or in-store demonstrations.



#### EXPERIENTIAL

Create positive and engaging experiences that excite shoppers from the moment they enter a store to the moment they exit.



#### SOCIALIZATION

Cater to your store's key demographics by creating in-store environments that connect with shoppers unique identities, behaviors and values, particularly their social positions.



#### DESTINATION

A store should be a place that people feel compelled to visit, even if it's a long distance from their homes.

To be a destination, a store should be located in a popular part of town, have a clean and bright exterior, and provide a unique shopping experience.





**PYRAMID DISPLAYS**



**MOBILE FIXTURES**



**PLATFORMS**



**STEP DISPLAYS**



**DUMP BIN**



**WALL DECOR & DISPLAY**



**POWER TOWER**





# HOW WILL YOU TRANSFORM SPACE?

DON'T WAIT.  
CONTACT US TODAY

**SPC** retail

SPC-RETAIL.COM | 800.523.6899

