

# SPC retail®

makers of

**BENCHMASTER®**  
All Plastic Display Systems



**INVIGORATE LIVEGOODS**  
transform your space



3401 Chief Drive  
Holly, Michigan 48442



800.523.6899



[www.spc-retail.com](http://www.spc-retail.com)

get to know

# WHO YOU'LL WORK WITH



**BREE CADY**

*National Account Manager*

Bree has over 12 years experience in Customer Relations and Sales, coupled with serving in the U.S. Army National Guard. Attention to detail, smarts, and infectious enthusiasm make working with Bree a rewarding results-driven experience.

**MARKETS SERVED:**

Independent Garden Centers,  
Growers, Institutions,  
and Distributors

**CONTACT BREE**

248-408-4768  
bcady@spc-retail.com



**MATT BENNETT**

*National Account Manager*

Matt has over 15 years of hands on experience with display merchandising and presentation, total store reset, visual merchandising, roll-out programs and space planning. He is an excellent project manager committed to improving results and increasing sales for his clients.

**MARKETS SERVED:**

Floral Retail, Hardware,  
Grocery, and C-Store

**CONTACT MATT**

810-965-7065  
mbennett@spc-retail.com



**MIKE GIAMPETRONI**

*Executive Account Manager*

Mike has over 20 years experience creating hundreds of store layouts and fixture roll-out programs. He excels at identifying opportunities for improvement and partnerships with retail professionals on projects of all sizes.

**MARKETS SERVED:**

Big Box, DIY, Value/Discount,  
Drug and Pop-Up Retail

**CONTACT MIKE**

810-965-7086  
mikeg@spc-retail.com

We work with  
retailers to  
help **identify  
opportunities  
and create  
solutions** that  
will improve  
sales and store  
performance.

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## WE ARE SPC

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

## 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

*No-tool assembly* means our displays can be set up and ready to sell in minutes. We offer a whole new look, approach, and strategy for almost any size and type of merchandise presentation.

2

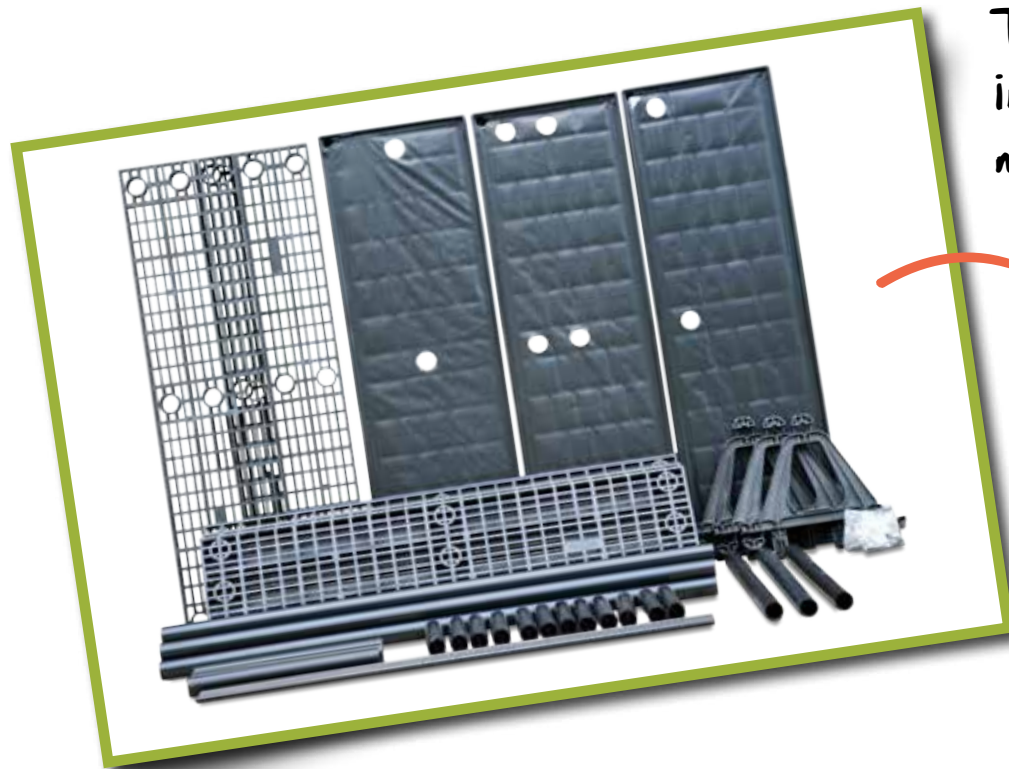
### DURABILITY

Made of *heavy-duty recycled plastics*, our displays are extremely strong, durable, and long-lasting. Many customers get decades of use out of our displays, using them year-round, indoors and outdoors.

3

### ENVIRONMENT

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



Turn elements of our stock inventory into a display ready to sell in minutes. No Tools Required!



# KIT OF PARTS™

Hundreds of Parts, Thousands of Possibilities

Our patented Kit of Parts™ system makes us the fastest, most efficient fixture designer and manufacturing company in the industry. It enables us to quickly design and build displays to integrate with your brand and space in just days!

# THE 3 BIG secrets

of Successful Garden Retailers



## **Make Your Garden Retail Area Customer Friendly**

Keep your customers' shopping needs in mind when setting up and merchandising your garden retail. A focus on "getting out as much stock as possible" can lead to an overwhelming shopping experience, cluttered areas, missed opportunities, and an unorganized look and feel. Ask yourself a few questions; Can the customer easily navigate my aisles? Is my product mix easy to reach, easy to see, and is useful information clearly posted?



## **Create Engaging Focal Points With Brand Soul**

Present a deeper, more meaningful and personal connection between your store and shoppers. Show the fun, experiential, and magnetic personality of your brand by putting together what goes together. Show customers how they can execute the beautiful atmosphere you've created in-store, in their own home. Brand Soul and Lifestyle merchandising strategies engage shoppers, build loyalty and position you as the expert for ALL their garden needs, and will keep shoppers coming back year after year.



## **Optimize Retail Displays to Quickly and Easily Adapt to Your Space**

Seasons change, as do your customers needs. Don't limit yourself with stagnant block and board "displays" that cannot be modified to take advantage of selling opportunities. By using modular displays, your garden retail area can be refreshed year round with minimal effort, enhancing your product mix and improving the customer shopping experience. In the end, isn't it always about customer engagement?



Create Focal  
Points That Pull  
Shoppers In



Easily Adapt  
As Seasons  
Change

Put Together  
What Goes  
Together!



# LIVEGOODS DISPLAYS

more than just benching



Before

Create →  
"WOW!"



After



## ROUNDS

Multi-Level Rounds provide soft lines and easy shopping. Perfect for all types of livegoods, hardgoods, and accessories!



## STEP DISPLAYS

The low-profile height of step displays, keeps sight lines open and shows full product color and variety to pull shoppers in. Build out an entire Garden Center or use as a "Shopper Stopper" in high traffic areas.



# LESS SHRINK, HIGHER MARGINS

## Self-Watering Plant Display System

### HOW IT WORKS

**Waterbed™ improves distribution of water & reduces watering time:** plants take what is needed - no more, no less.

**Waterbed™ maximizes absorption of water:** bottom up watering is best for healthy, vibrant plants.

**Waterbed™ saves total volume of water needed to grow and maintain livegoods.**



Patents: D611,783 S 8,011,135

Antimicrobial top surface

Pressure activated capillary mat pulls water up to feed plants.

Water reservoirs store up to 3 gallons of water

# CASE STUDY:

## H·E·B Grocery Inc

### CHALLENGE:

H·E·B is a regional grocery store chain with 340+ grocery stores. They identified an opportunity to generate additional revenue by integrating their successful chain of Texas Backyard nursery's into smaller Pop-Up live good stores called Texas-Front Yard. These pop-up shops are located in the front porch area of select stores and provide a limited SKU assortment of live goods. Integrating seasonal pop-up live goods into existing store architecture with limited amenities posed challenges in caring for and watering live goods by store level associates.

### SOLUTION:

H·E·B tested our Waterbed™ Self Watering Plant Display system in a high-traffic store with positive results. Not only did Waterbed™ cut H·E·B's watering labor time in half, it improved plant quality and reduced shrink by over 20%. In addition, H·E·B's store design & construction team was pleased to learn that our patented Waterbed™ system also cut down on the amount of site water run-off by 50%, which is an important factor to becoming L.E.E.D. Accredited.

### RESULTS:

H·E·B separated display tables into 3 different areas: Indirect Sun, Direct Sun, and Covered Area. Water levels were checked once in the morning and in the evening. It was found that 75% of the time Waterbed™ levels were at 3/4 full. The other 25% of time water levels were found at 1/2 full, which can be attributed to new product placed on tables that were dry or use of larger sized pots.

*I'm really glad to have integrated Waterbed™ on existing display tables and I would highly recommend the use of Waterbed™ to anyone.*

H·E·B Texas Backyard  
Category Manager



Watering Time  
Decreased  
**50-75%**

Site Water  
Run-Off  
Decreased  
**50%**

Minimize  
Product  
Shrink

# HARDGOODS DISPLAYS

give customers **everything** they need



## PLATFORMS

Get product off the ground without using hazardous and hideous wooden pallets. It's an ideal solution for creating focal areas and a lifestyle merchandising strategy.





## NESTING TABLES

Bring something new to the table and elevate your hard goods merchandise presentation with our collection of extremely durable and versatile indoor/outdoor nesting tables.



### DID YOU KNOW

Creating varied heights in your display will be more visually stimulating than single level mass display layouts.



## TOOL CARTS

Get your products on the move with our collection of long handle tool carts. Place in high-traffic zones for initiating impulse sales.

# INVIGORATE **LIVEGOODS**

transform your space

## CASE STUDY: Florida Nursery Mart



### CHALLENGE:

Florida Nursery Mart is an expanding retail garden center specializing in everything from fertilizer, planters, and soils to annuals and interior plants. In an effort to create a customer friendly retail area, Florida Nursery Mart built a new greenhouse that brought on some unique challenges. The 60' x 38' greenhouse had only one entry point and structural support poles down the center both vertically and horizontally. The structural support poles took up much needed retail area, were difficult to merchandise and were an eyesore. The owners needed the ability to maximize space around the poles and create an exciting and easy to shop retail area, all while maintaining wide aisles for push carts and customers.

**FLORIDA  
NURSERY  
MART**



### SOLUTION:

We collaborated with the Florida Nursery Mart team and outlined project scope, and directive for the new retail environment. We evaluated fixture requirements, including lineal footage, product size/type, traffic flow, site lines, heights and merchandise presentation vision, goals and objectives. Presenting our CAD layout and new design, all of the displays recommended were made from our standard Kit-of-Parts system. By using our stepped displays, we were able to maximize wasted space between and around the structural support poles, and use vertical space to create interesting sight lines, shopping areas and focal points. The layout provided Florida Nursery Mart the flexibility of our modular display systems for easy updating and adapting to customer needs, available product mix and seasonal sales.



# VERSATILITY ON THE RETAIL FLOOR



# CLIENT TESTIMONIAL: Venezia's Garden Center

*Originally Published in Garden Center Magazine June 2016 Issue*

Mobility is a great thing to have for a retailer who is dealing in seasonal products. Weather changes and so do merchandising displays. In Mineola, N.Y., Joey Venezia, manager of Venezia's Garden Center, values the ability to quickly and easily rearrange his store when needed.

That's where SPC Retail® comes in.

Venezia says his store has had a partnership with SPC for more than 10 years, since the time his father, Frank, was running the business full-time. Venezia's Garden Center, a full-service IGC that specializes in statuary and fountains, purchases its merchandising tables and benches exclusively from SPC Retail®, which are made with durable, heavy-duty recycled plastic and can be quickly assembled without tools.

"My dad started dealing with them and over the years, as I got more into merchandising myself, I then took over and I fell in love with the products," Venezia says.

By using sturdy display tables that can be easily broken down and set up, Venezia can have exactly as much product on the floor as needed.

*That's what's  
perfect about it,  
just the versatility  
of the product,  
it's unbelievable.*

"Originally, what drew us toward [the displays] was, we, as a garden center particularly in the Northeast, our seasons are so quick to change and the store is constantly flipping around," Venezia says. "Whereas we may need 25 or 30 tables for annuals in May, all the sudden, in the second week of June, you cut that in half. What's so great about that product is you're able to easily take it apart and put it together."



"Whereas I may have benches set up rather than tables early in the season, maybe two weeks later, I'm now converting them into bigger platforms so I can fit six-inch, eight-inch, ten-inch pots," Venezia adds. "That's what's perfect about it, just the versatility of the product, it's unbelievable."

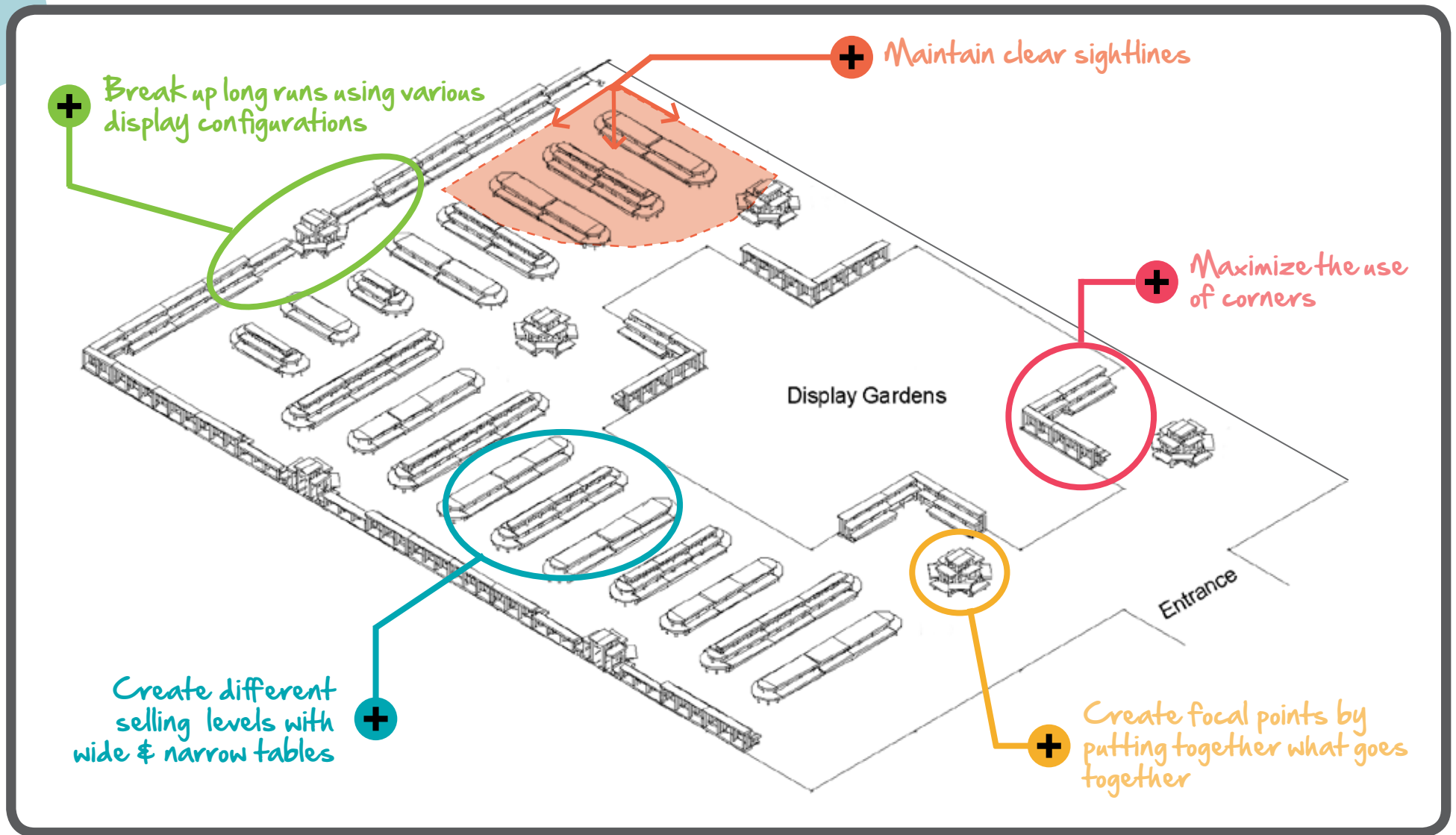
Venezia says customers have noticed the improvement in the "flow" and navigation of the store. Also, by adding clip-on signs from SPC Retail® that fit into the tables, customers no longer have to ask about pricing information.

The versatility and options of the products, as well as the customer service behind them, makes Venezia confident that SPC makes a positive impact on his bottom line.

"Since I've gotten here and made the switch to just displaying on those tables, [our annual sales] have continued to climb," he says.

# STRATEGIC PLANNING & DESIGN

that will increase sales and results





**CREATE LEVELS**



**FOCAL POINT**



**CLEAR SIGHTLINES**



**AVOID LONG RUNS**

how to improve

## **SALES & PERFORMANCE**

### **STIMULATE VISUAL EXCITEMENT**

Shoppers are drawn to creative “Focal Point” displays that highlight categories, seasons, and tell a story that engages their senses. Eliminate monotony and flatness by varying fixture heights and breaking-up long runs with different configurations.

### **MAXIMIZE SIGHTLINES & VIEWS**

People buy what they see. Maintain clear sightlines to maximize exposure of product and plan store layouts from the eyes of the shopper.

### **ORGANIZE, DEFINE, & CONTROL TRAFFIC FLOW**

Eliminate customer confusion by defining a logical and effective circulation pattern. Well organized merchandise creates an easier and more enjoyable shopping experience for your customers.

## **DO YOU HAVE A CHALLENGING SPACE OR NEW OPPORTUNITY? WE ARE HERE TO HELP!**

Our Design Lab™ team works with you to create strategic merchandising solutions. Tell us about an area or opportunity within your nursery or retail space, and we will provide solutions that will increase sales and improve your customer’s shopping experience.



# CONTACT SPC RETAIL<sup>®</sup>



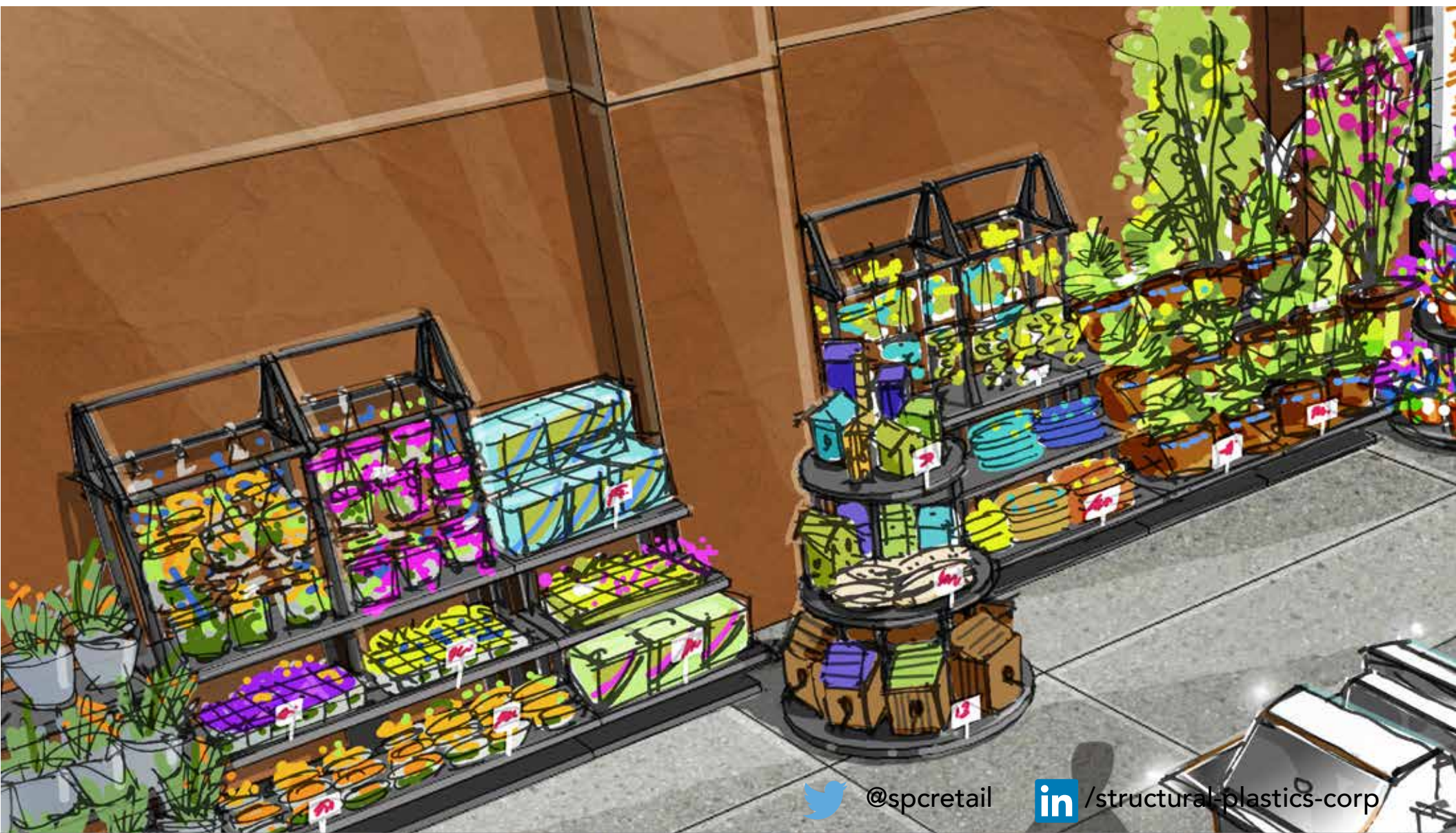
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