

Hardware & Home Center Displays



Aerogarden is using this display to promote its indoor garden kits in hardware stores and home centers. The display merchandises a wide variety of indoor kits, and provides extensive information. The displays green wood design supports the garden brand imagery. This display was created by Dunning Displays, 5 Dunning Lane, North Walpole, NH 03609; www.dunningdisplays.com.



Ryobi recently used point-of-sale displays for its largest Ryobi Days buy-one-get-one-free sale displayed at Home Depot stores. There were 133 parts per display, totaling 284,620 total parts produced, which covered five million square feet of recyclable board. The displays were designed to showcase 475 products representing 39 stock keeping units (SKUs). As items sold out, sections could be removed without removing items that were still in stock so the display footprint was decreased to maximize the longevity of the display in-store. These displays were created by Peachtree Packaging & Display, 770 Marathon Parkway, Lawrenceville, GA 30046; www.peachtreepackaging.com.



The Moen team turned to In-Store Experience to redefine the bathroom and kitchen fixtures showroom experience to be more engaging. This modular wall system solution is designed to allow planogram flexibility, educate consumers through a touch screen product selector, while simultaneously generating more sales for showrooms across the country. For more information, contact In-Store Experience, 37 Franklin Street, Westport, CT 06880; www.instoreexperience.com.



Marketing Impact Ltd. was enlisted by CopTek to create a live demo display for their copper pad product that self-disinfects commonly touched areas such as door handles. This long-lasting display was designed for hardware stores and is fabricated with a Melamine base and printed plastic panels. The highlight of this display is fixed with a 7.5 inch digital screen, activated by motion-sensor to present shoppers with a video demonstration on how the product works, its functionality as well as its applications and advantages. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com



Valspar and HGTV Home by Sherwin-Williams were recently consolidated into one cohesive category presentation. The Lowe's Color Wall is crowned with a dramatic 32-ft. graphic blending two logos into one seamless, flowing brand statement. Each brand is delineated by a 16-ft.-long sub-header graphic featuring a freshly painted room scene along with a thoughtful tagline to inspire DIYers. Neatly organized color palettes are positioned below for maximum visual impact and ease of shop-ability. This display was created by Innovative Marketing Solutions, 1320 N. Plum Grove Rd., Schaumburg, IL 60173; www.innovativemarketing.com.



Testrite's LED Charisma SEG Shelf Edge display, is a three-sided fabric lightbox that grabs shoppers' attention at the shelf level. Designed to attach to existing Gondola end cap shelving, LED Charisma SEG Shelf Edge display can sit right above the merchandise they're promoting. SEG Graphics make it easy to update messages. This adds big impact to existing fixtures. For more information, contact Testrite Visual, 216 South Newman Street, Hackensack NJ 07601; www.testrite.com.



Trion's ZipTrack takes spray paint displays to the next level. The fully adjustable pusher system allows you to keep your shelves level and eliminates the hangups and tip-overs caused by gravity shelves. The displays helps retailers save time and money by spending less time facing and straightening product. For more information, contact Trion Industries, Inc., 297 Laird Street Wilkes-Barre PA 18702; www.triononline.com.



This display was a replacement for older, bulky displays in the market. The display is designed to be future proof: it is available with or without the interactive touchscreen experience. While most stores received the touchscreen version, some stores simply had a graphic panel explaining the product. Behind that panel was a routed area that could accept a screen at a later date. The change could be made in the field with basic tools. This flexible design approach allowed lower volume stores to still receive a beautiful and effective display, while allowing Armstrong to focus their investment in the stores where an interactive experience would drive sales. This display was created by In-Store Experience, 37 Franklin Street, Westport, CT 06880; www.instoreexperience.com.