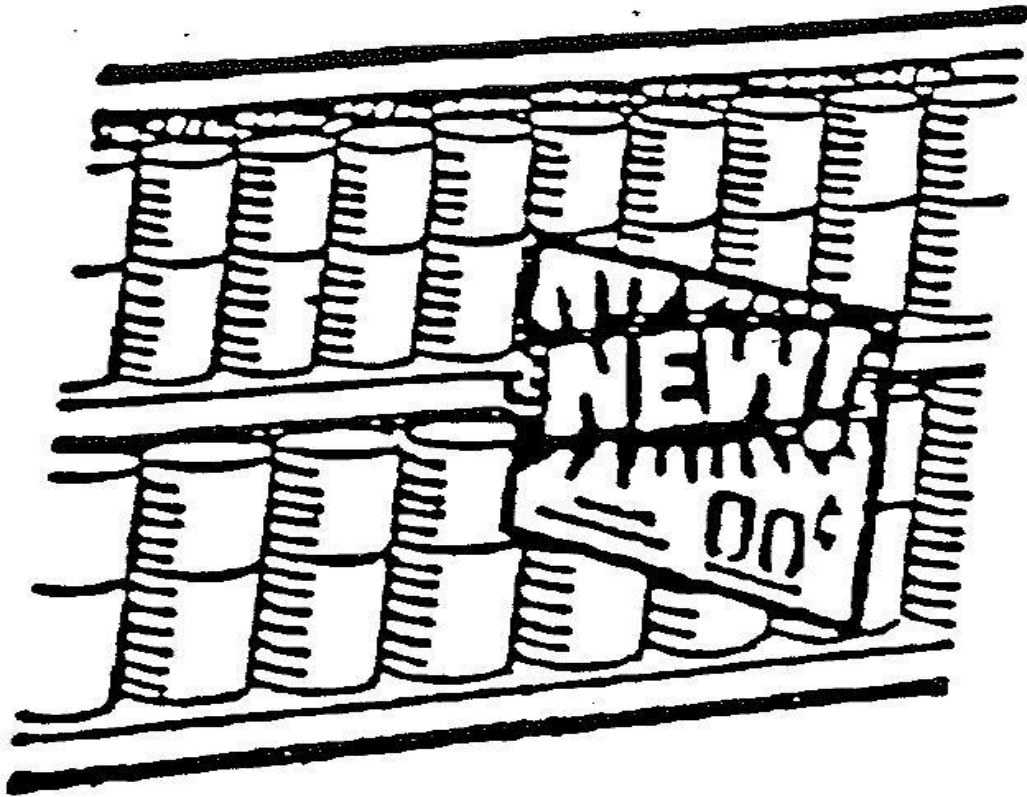


# How In-Store Merchandising Can Boost Sales

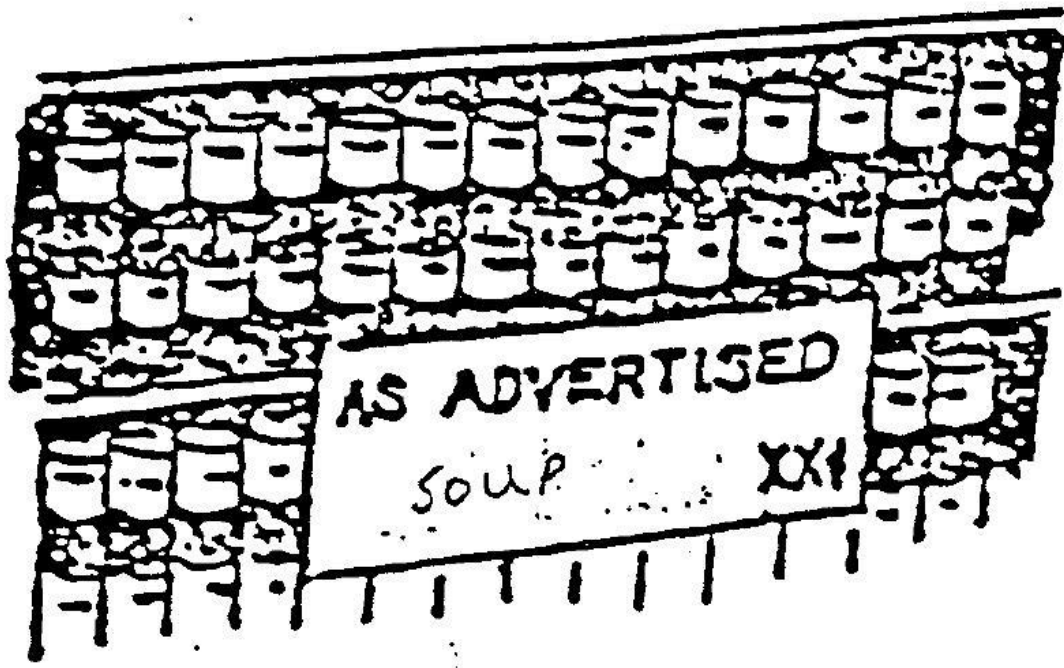
Here's a roundup of facts and figures from Progressive Grocer's merchandising research illustrating the dynamic effect that in-store merchandising efforts can have on store sales!



“NEW ITEM” Signs

=

43% More sales than normal

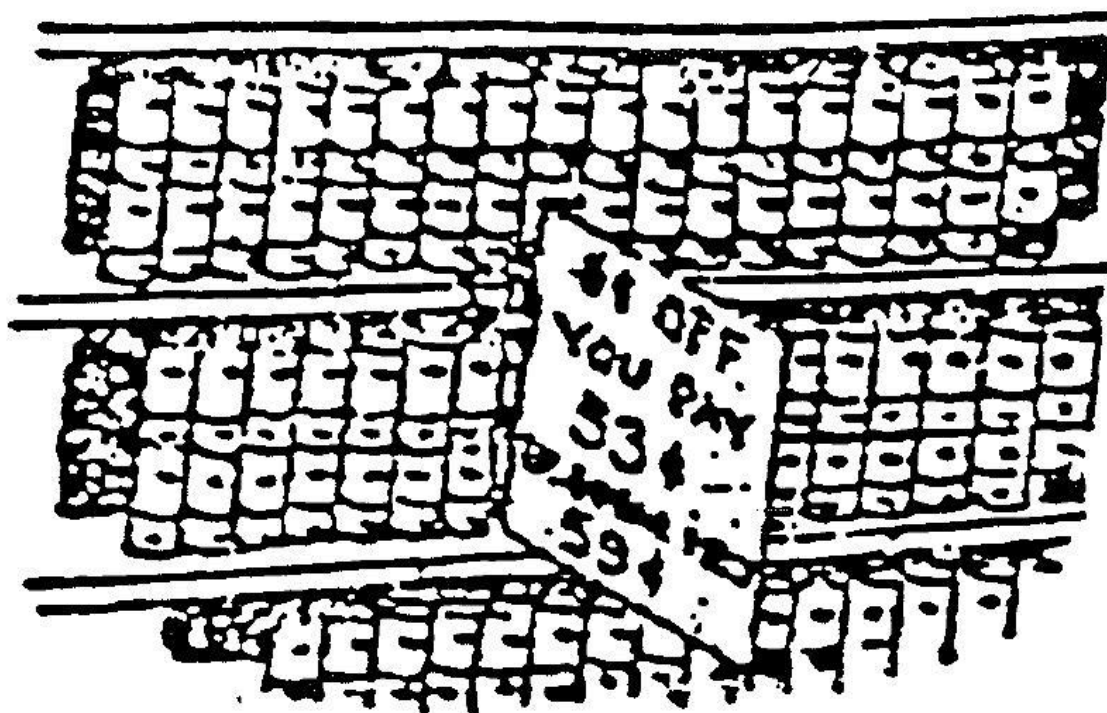


**“AS ADVERTISED”**

**Signs**

**=**

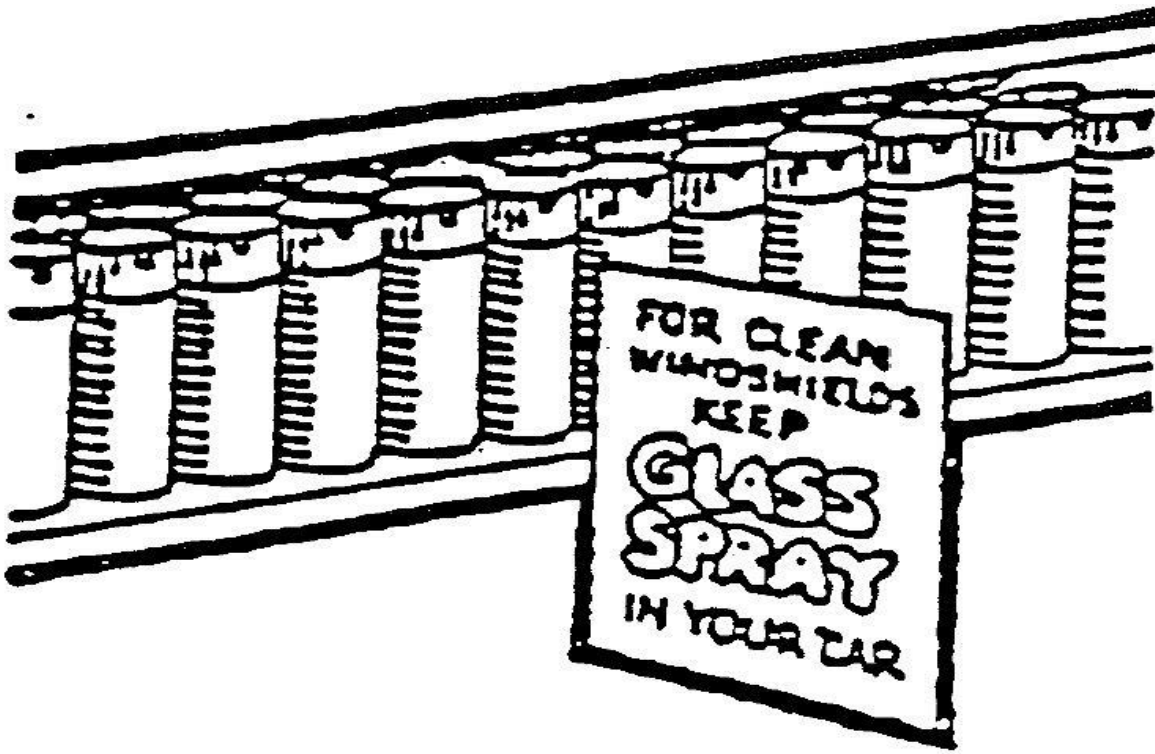
**124%** More sales than normal



CENTS OFF Signs

=

**23%** More sales than normal

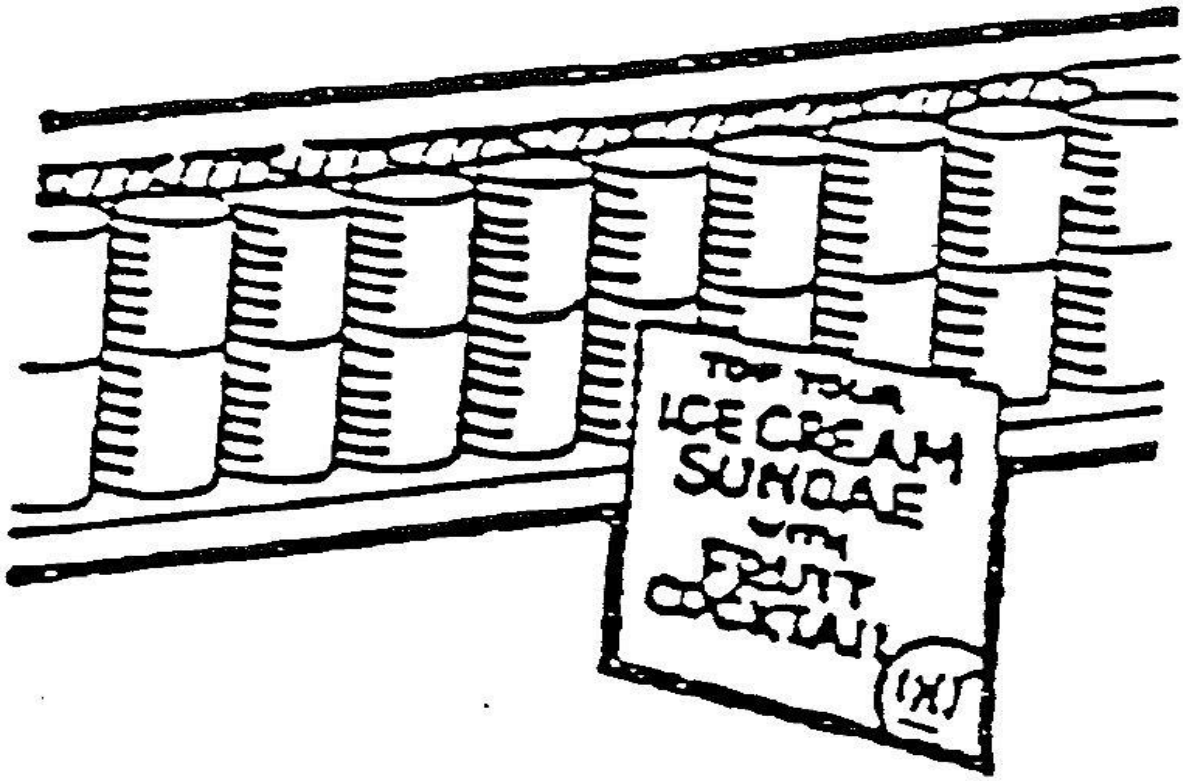


“PRODUCT USE”

Signs

=

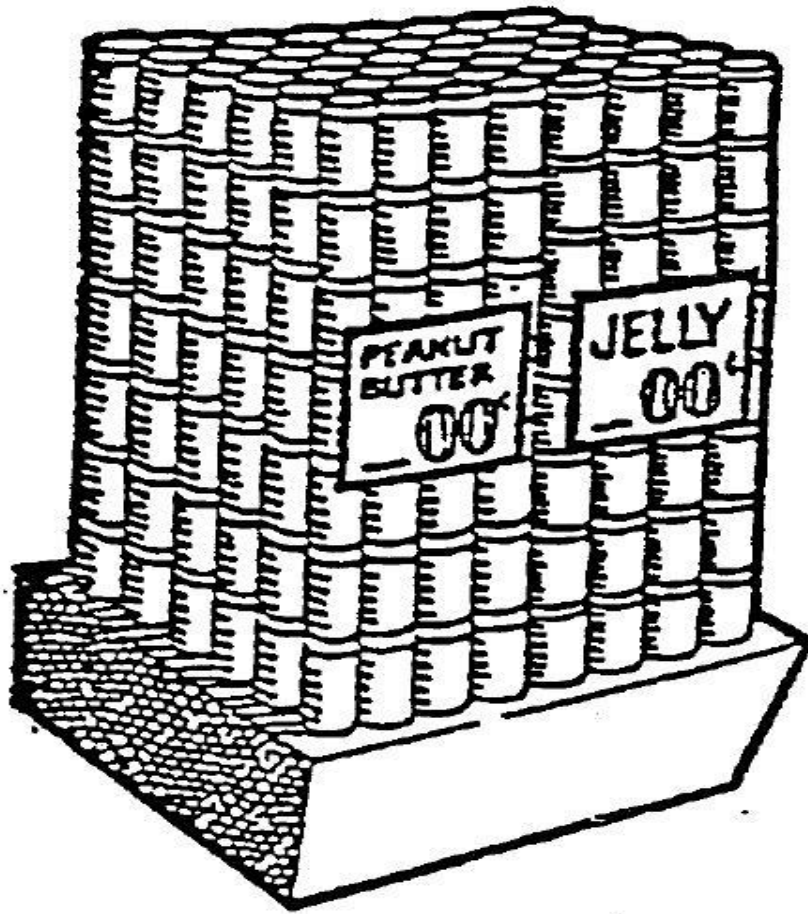
88% More sales than normal



Price Signs with  
Serving Suggestions

=

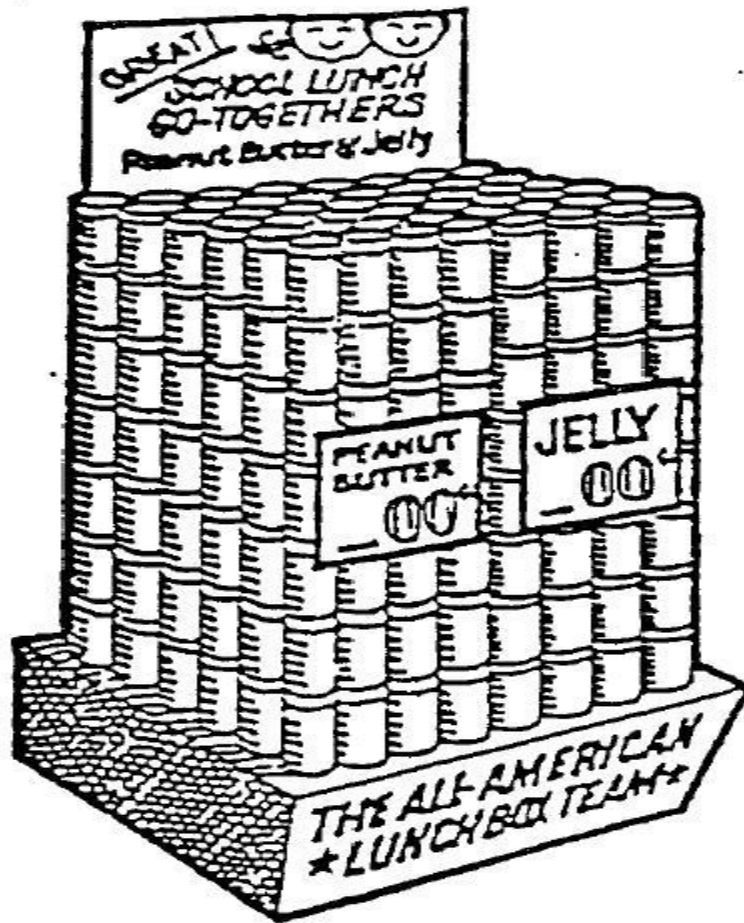
**253%** More sales than Normal



# Use of Price Cards

=

**295%** More sales than normal



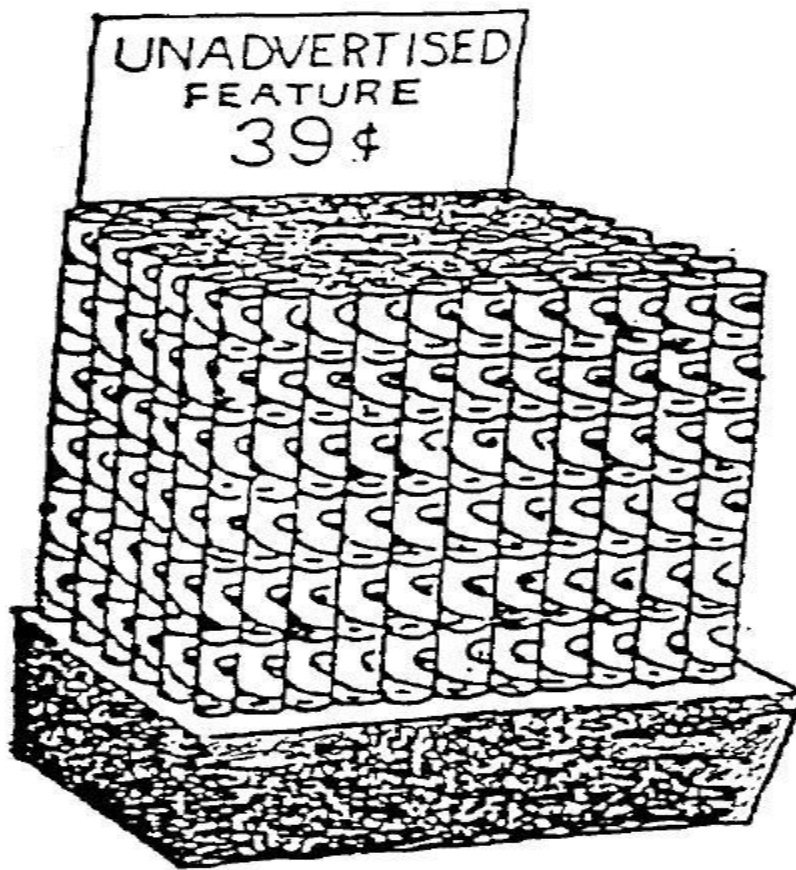
Full use of

# Point-of-Purchase Materials

=

**445%** More sales than normal

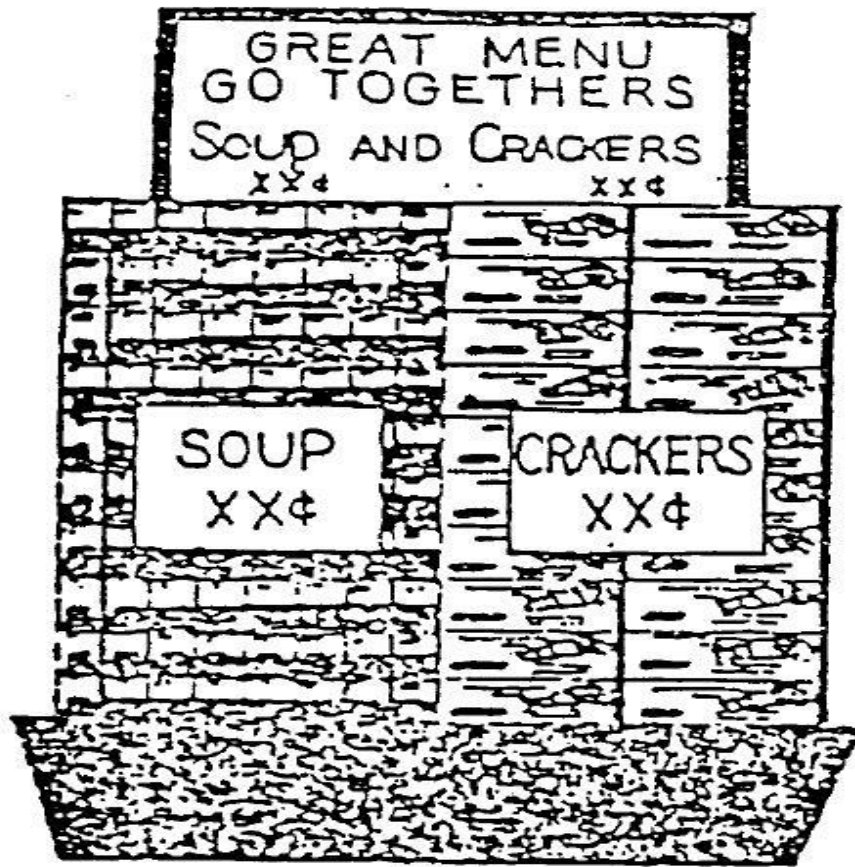




In-Store Specials  
Display with Signs

=

420% More sales than normal



## Relating Items on Display

=

170%

More dollar sales than  
when same items are  
displayed separately

# **What kind of equipment best suits my needs?**

Shelving is the area of your business development that you spend the least amount of money on and get the most out of.

The fixture should fit the product. Certain products have different forms that need specialized displays to maximize their appeal.