

DESIGN BOOK

ROUTE 2 RETAIL

2015

GLOBAL SHOP



check us out @
SPC-RETAIL.COM

SPC RETAIL



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LET US GET YOU ON THE ROUTE 2 RETAIL SUCCESS WITH THE HELP OF OUR DESIGN LAB TEAM.

mike



bree



matt



Mike has over twenty years experience working with a wide range of retail markets including Big Box, DIY, General Merchandise, Sporting Goods, Pet, Electronics, Soft Goods, Value/Discount, Drug and Pop-Up retail. Mike listens, assesses and collaborates with retailers to understand their unique challenges and needs to create solutions that deliver results for their business. He has created hundreds of store layouts and fixture roll out programs and excels at identifying opportunities for improvement and partnering with retail professionals on projects of all sizes.

Bree's 9+ years experience in Customer Relations and Sales coupled with her service in the U.S. Army National Guard as a Chemical, Biological, Radiological, Nuclear Specialist has prepared her for success. Her work in health & beauty, soft good/apparel, and live goods retail are invaluable. Trust, attention to detail, smarts, and infectious enthusiasm make working with Bree not only fun and exciting, but also a rewarding results-driven experience.

Matt is a seasoned and successful National Account Manager with over 15 years experience working with Grocery, Convenience Store, Automotive After-market, Hardware and Floral retail chains across North America. Matt understands retail and works with clients to identify and create solutions that solve and improve their unique merchandising challenges and selling space. Matt has hands on experience with merchandise display and presentation, total store reset and visual merchandising, roll-out programs and space planning. He is an excellent listener and project manager committed to improving results and increasing sales for his client.



MISSION

SPC Retail® is committed to designing and manufacturing specialty displays that are fast and easy to assemble without tools, affordable, extremely durable, and essential in helping retailers get on the Route 2 Retail Success!



ABOUT US

Founded in 1981, SPC Retail®, a division of Structural Plastics Corporation, is a Michigan based company that has grown into the industry's foremost expert for specialty display design and manufacturing made with 100% post-consumer recycled plastic. Our experienced staff of designers, engineers, account executives, customer service representatives and production team has completed thousands of stores with our specialty display products.



VALUES

SPC Retail® is a Midwestern company with Midwestern values. We believe in an honest day's work, the value of a dollar, and in taking care of our customers and yours. We are a debt free and fiscally conservative company that is committed to product safety, quality, durability, and providing the best value to our customers.

get to know WHO YOU'LL WORK WITH



VERSATILITY

No-tool assembly means our displays can be set up and ready to sell in minutes. Using our products, pop-up displays can quickly transform your space into an exciting retail destination. SPC Retail® offers a whole new look, approach, and strategy for almost any size and type of merchandise presentation.



DURABILITY

Made of **heavy-duty recycled plastic**, 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.



ENVIRONMENTAL

We were born green! For over thirty years, our products have been made from 100% post-consumer recycled plastic, and our displays are completely recyclable after many years of use. Our displays are "cradle-to-cradle" green products that are not only a great value, they're also great for the environment.



SNAPSHOT:

Consumer's have a wide range of options when it comes to...**where to shop?** Savvy retailers know to succeed in today's marketplace they must adapt and capture shopper's attention by creating eye-catching displays that inform, inspire and tell relevant stories. Set the stage and make product the "STAR" with our **High Performance Platform Displays** and **NEW "Convertible" Dump-Bins.**

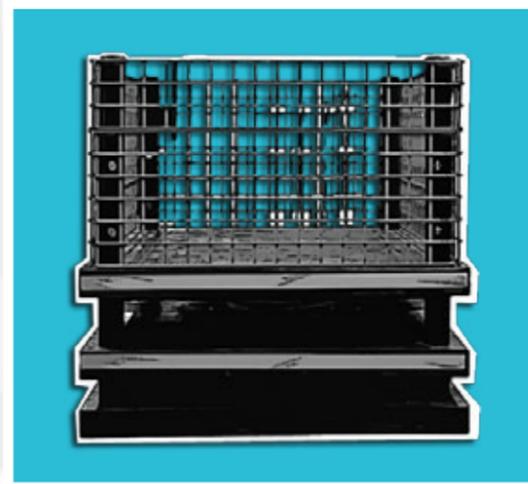
<< *3-in-1 Convertible Dump-Bin*



Metal Frame Platform System >>



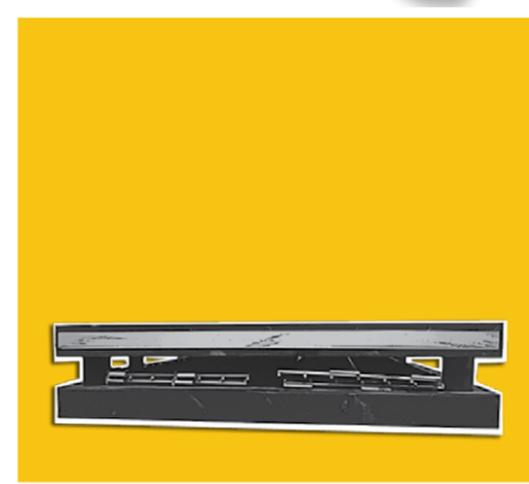
set the
STAGE
high performance platform displays



^^ **Full Height 3'x 3' Dump-Bin:** Great for power aisles seasonal, bulk and promo display indoors or out.

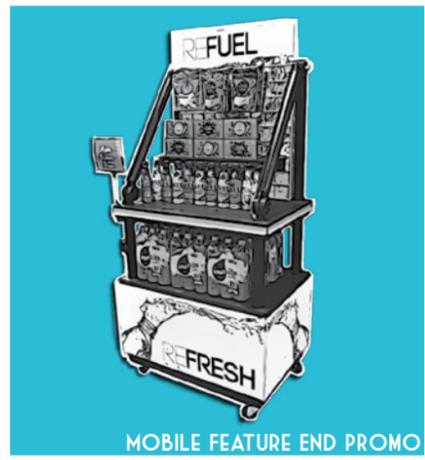


^^ **Low Height 3'x 3' Dump Bin & Platform:** Configuration enables a secondary Bulk Platform display to be made using the remaining parts. This Provides a storage pocket for extra wire grid panels. The Convertible Dump-Bin system is a versatile **3-in-1 display solution** that is self-contained and can remain on the sales floor.





make it a combo!



MOBILE FEATURE END PROMO



A-FRAME PLUS



A-FRAME PLUS FULL

bring the "A-GAME"

impulse display collection

<< A-frame plus



modular midway cart>>

SNAPSHOT:

Today's retail marketplace is a hyper-competitive battleground littered with former winners that have lost their way. To succeed retailers must bring their "A" game and be ready to spring into ACTION with a new game plan and strategy that will WIN shoppers. Our latest collection of modular **A-Frame Displays** can quickly and easily turn high-traffic **Power Aisles, Seasonal Swing Areas** or an **Outdoor Front Porch** into fun, convenient and profitable shopper's destination zones.

DID YOU KNOW?

Fast assembly & fully inter-changeable displays can expand and contract to fit space and product sell through

play the crowd



the evolution COLLECTION

pop-up gondola displays in minutes

*Evolution (noun):
A gradual process in which something
changes into a different and usually
more complex or better form.*



platform
gondola display >>



MINI-GONDOLA

SNAPSHOT:

Retailers are experiencing incredible transformations to meet the ever-changing demands of consumer buying. Increased competition from brick and mortar, internet, and Pop-Up retailers leaves little room for error. To succeed today, retailers must provide a fun, exciting and convenient shopping experience, often times while selling at low competitive prices. So, how can retailers respond quickly and affordably with stores that are interesting and convenient for shoppers? The new **Evolution Collection of Pop-Up Gondola Displays** are fast, agile, responsive and designed to drive product sales. These displays are perfect for creating seasonal swing areas, 'store within-a-store' concepts, and Pop-Up shops that will refresh and transform any store into a new and exciting destination.

apparel gondola
display >>



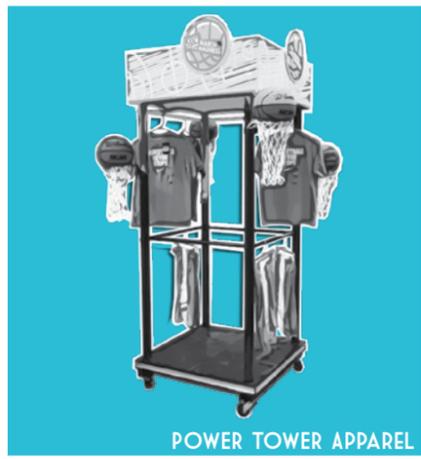
MOBILE MODULAR GONDOLA



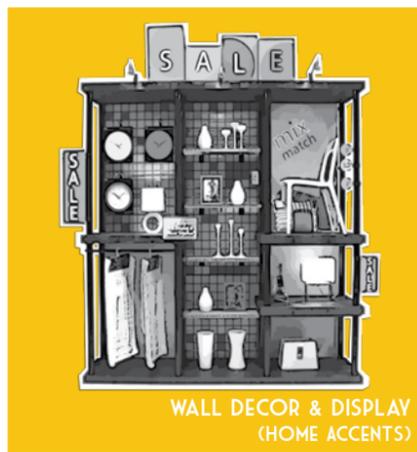
bring life to BORING WALLS

modular focal wall decor & display system

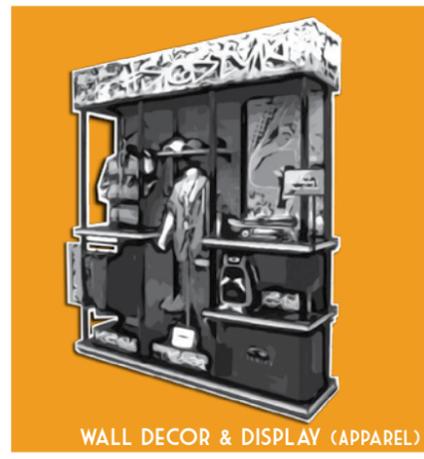
modular wall decor & display system



POWER TOWER APPAREL



WALL DECOR & DISPLAY (HOME ACCENTS)



WALL DECOR & DISPLAY (APPAREL)

SNAPSHOT:

Smart displays make stores smarter, more convenient, and fun to shop. The new **Pop-Up Wall Décor & Display** system is *REVOLUTIONARY*. It turns boring walls into exciting points of interest and provides merchandising options that let you put together what goes together to pull shoppers into departments and inspire them to buy. And, it costs less than a typical departmental wall sign! Give **Power Tower** a try for stand-a-lone impulse and focal point display presentations, seasonal departments and Pop-Up shops indoors or out.

power tower >>



Signage and graphics may be changed out quickly with snap-on clips and J-channel.

POPing UP NEAR YOU



^ VIVA Las Vegas! SPC Retail pop-up shop booth on its way to 2015 Global Shop show in Fabulous Las Vegas!

>>
Phew...Shipping Container and ALL of the contents arrive safe & sound! Yep... EVERYTHING needed for our Route 2 Retail Pop-up Shop booth fit into this 1/2 Shipping Container (8'w x 10'h x 20'l)



>>
The entire SPC Route 2 Retail Pop-Up Booth was un-packed, assembled, set, cleaned, and merchandised in just 4 1/2 hours by only 5 people. WOW. Jimmy Johns FAST!



<<
Brand the Box! Pop-Up signage & Graphics go up in a FLASH thanks to very strong magnets!

Pop-Up Retail...Trend

Today, retailers face a demanding and competitive retail marketplace; to succeed they must be agile and able to adapt stores to serve the ever-changing consumer in new and innovative ways. Pop-Up retail is a viable solution for retailers to refresh and create "Excitement & Adventure" that pulls customers in and keeps them coming back to the store again and again. Retailers of all size and type are leveraging short term lease opportunities to create temporary Pop-Up stores that pique interest, drive brand awareness and test their businesses in new retail markets. Landlords are starting to warm up to the temporary short-term lease for Pop-Up store concepts because of the increased traffic and buzz they generate and the chance to turn a short-term lease into a long-term opportunity.

Pop-Up Retail...Opportunity

Pop-Up stores are a low risk and cost-effective way for retailers to test products in new markets, and experiment with new in-store concepts. Pop-Up stores are also a great way for retailer's to tell the story of a brand and make it more tangible to consumers, which can be a challenge for the pure play eCommerce retailers.

Pop-Up Retail...Reward

Pop-Up stores can be a variety of size, type, location, shopping experience and length of time. A temporary store space, booth kiosk, a store within a store space, mobile truck or a unique space at a museum or event such as; a sporting field or parking lot at a game day competition. Pop-Up stores are a valuable tool that incorporates marketing and retail into a temporary, cost-effective strategy that can help retailers and brands be where they want to be, when they need to be there.

DID YOU KNOW?
"Over \$80 Billion in expected income is projected from Pop-Up Retail in 2015!"
 Statistic provided by Chute Gerdeman-White Paper

FOOTNOTES:
 Jay Highland, Chief Creative Officer
 Chute Gerdeman-White Paper
 Jonathan Lee, Contributing Writer
 Retail Innovation Conference (Aug, 2013)



<< 2-Tier Nesting Tables



3-Tier Nesting Tables* >>



ROUND CLUSTER TABLES



NESTING TABLE SET W/SIGNBOARD OPTION



NESTING TABLE SET W/SHELF

SNAPSHOT:

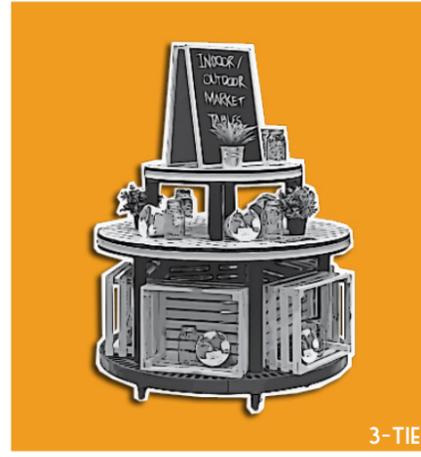
A folding table is NOT a merchandising strategy. When a customer sees a high-quality product on a flimsy, ill-fitting display, it cheapens the product, brand and image of your store. Bring something new to the table and elevate your merchandise presentation game with our collection of extremely durable and versatile indoor/outdoor **Nesting Tables**. Attention grabbing signage & graphics clip-on in seconds to brand and seasonally promote shopper's to buy!

*Custom colors (white) and configurations available with large-scale production runs.

build your
NEST EGG
indoor/outdoor nesting table collection



2-TIER FULL ROUND



3-TIE

make a great 1ST IMPRESSION

indoor/outdoor step displays



*Half-Round
<<Wall Display*

SNAPSHOT:

Step out of the box and **expand your sales floor** to the front porch to make a great first impression that adds curb appeal and **generates a new revenue stream for your business.** Opportunity Pops-Up when you maximize floor space, fill gaps and round up sales using our complete line of 2 and 3 Step Wall displays and Tiered Round and Half Round merchandisers. Fast, easy and extremely durable displays are **perfect for vestibules, front sidewalk seasonal merchandise promotions and temporary Pop-Up shops in high-traffic power aisles.**



3-STEP NARROW WALL DISPLAY



3-STEP STANDARD WALL DISPLAY

Generate seasonal traffic and add-on sales all year long!



*2-Step
Wall Display >>*

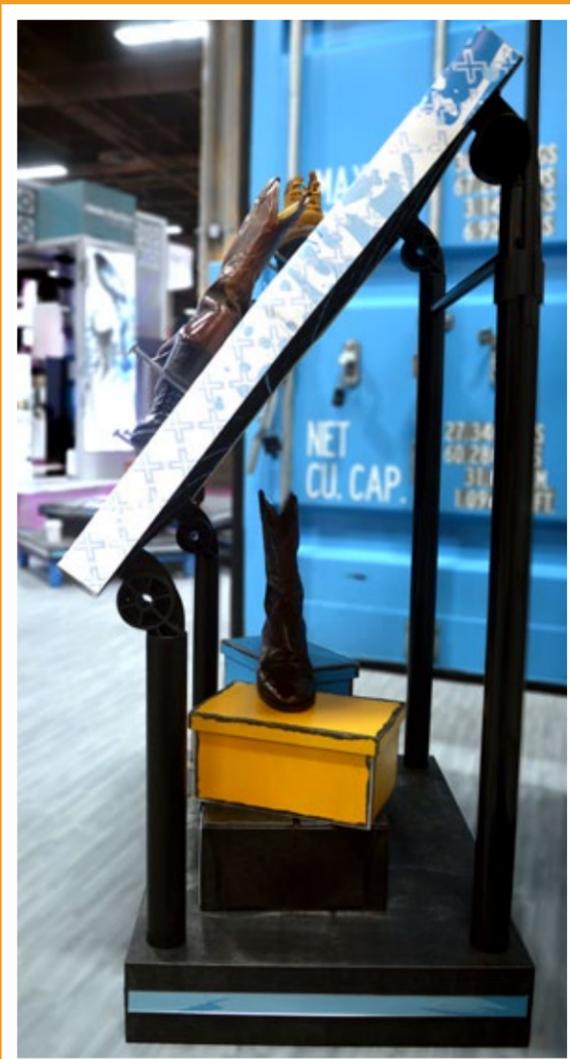
Tilt-Top Display

inclined
to sell



tilt up SALES

tilt-top collection



^^ Show & Stow: Angle Top & Over-Stock Shelf Below

SNAPSHOT:

Tilt the retail playing field in your favor with our **NEW** collection of **Pop-Up Tilt-Top** displays. Smart and affordable, comes in a variety of sizes and configurations and can roll most anywhere! The lower over-stock storage shelf is perfect for creating a 'Show & Stow' self-contained impulse promotional display for seasonal produce/floral, baked goods, apparel/soft goods, shoes and even a TRY ME sample station.



MINI TILT-TOP



FULL TILT TOP
(CUSTOM SAMPLE STATION)

Extended Tilt-Top Display



the building blocks of RETAIL SUCCESS

NEW - Stock Block™ Merchandising Display

stock block riser



"They're kind of like
Legos on Steroids!"



SNAPSHOT:

Unleash your creativity with the innovative **Stock Block™** inter-locking building block display system. Each 24-inch by 12-inch, by 6-inch tall, all-plastic Stock Block™ can be locked together to stack, stagger or set up in any configuration you can dream up...the possibilities are endless! Great for use as a side-stacker platform in-aisle for feature items, tiered end cap and impulse displays, platform riser for mannequins and accessories or build a massive platform for bulk promo in power aisles.



SELLING AID - MERCHANDISE RISER



PLATFORM STAGE DISPLAY



1-STOCK BLOCK™:
6"H. X 12"W. X 24"L

STOCKBLOCK™
PATENTS PENDING

SPC retail®

3401 Chief Drive
Holly, Michigan 48442
800-523-6899

*Thank you for visiting us at
Global Shop 2015!*



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