



REFRESHING RETAIL
**GLOBAL
SHOP '16**
DESIGN BOOK



check us out at
SPC-RETAIL.COM

SPC retail®

p. **3** **WE ARE SPC**

Who we are, what we do, and how we do it.

contents



MAX PERFORMANCE

Show off product and increase add-on sales.



STEP AHEAD

Eye catching focal displays that Show & Sell!



RETAIL AGILITY

Show & Stow multi-purpose displays.



TILT-UP SALES

Smart, affordable and fits in the smallest of spaces.



BUILDING BLOCKS

Accessories & add-ons, a foundation for success!

p. **9**

Refreshing RETAIL

Retailers face many challenges today. Learn how SPC Retail® is helping refresh, revitalize, and reposition stores!

p. **18**

DESIGN LAB™

A recipe for success! Let our Design Lab™ team help you refresh your retail space.

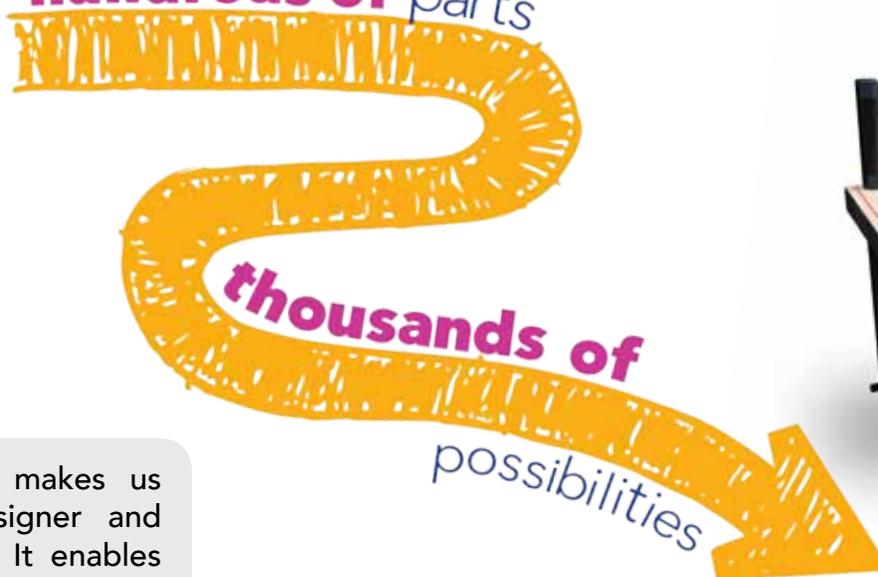


KIT OF PARTS™



Nesting Table [^]
Kit of Parts™

hundreds of parts



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!



WE ARE SPC

SPC Retail® is a registered trademark of Structural Plastics Corporation, a Michigan based company that is the industry's foremost expert for speciality display design and manufacturing made from 100% post-consumer recycled plastic. SPC believes in an honest day's work, the value of a dollar, and in taking care of our customers.

CREATIVE SOLUTIONS

Our experienced staff of designers, engineers, account executives, customer service representatives and production team has completed thousands of stores with our specialty display products. We are committed to designing and manufacturing speciality displays that are fast and easy to assemble, affordable, durable, and essential in helping retailers.

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-four years, our products have been made from 100% post-consumer recycled plastic.



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: Grocery, Convenience Store, Auto Aftermarket, Hardware, and Floral Retail



BREE CADY

National Account Manager

Bree has over 9 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: Health & Beauty, Soft Goods/Apparel, Distributor, Institutional, and Live Goods Retail



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 partnering with retail professionals on projects of all sizes.

Markets Served: Big Box, DIY, General Merchandise, Sporting Goods, Pet, Electronics, Value/Discount, Drug and Pop-Up Retail

MAX PERFORMANCE

inspire action

«Metal Frame Platform System

Let product take center stage! Whether used together or separately, you can create a lifestyle display or bulk stack off the ground.

“

Made of heavy duty recycled plastic for

EXTREME

-DURABILITY-”



A-Frame Plus >>

Go ahead, be impulsive! This 3'x3' footprint turns high traffic areas into popular, profitable shopping destinations. Ideal for hanging, stacking, or bulk filling smaller merchandise.



<< A-Frame

This impulse display fits most any space. Ideal for displaying large or small items with integration of shelving, pegs and hooks. The built-in sign pocket makes it fast and easy to tie-in decor packages.

STEP AHEAD

focal displays



<<Modified 3-Step

Now with a new slimmed down design, this 3-Step is sleek and sophisticated. Perfect for vestibules, seasonal, or pop-up shops in high traffic areas.



5-Step Pyramid Island >>

Create a focal point display or use components separately to fill gaps and generate sales in high visibility areas. Add pizzazz by incorporating graphics that complement your stores decor package.



“ — POP —
Our displays **POP** up
in minutes. No tools required!
”

Freestanding Wall Decor >> & Display System

Turn a dead end space into a new and exciting point of interest. This easy no-tool assembly, wall decor system will transform your space for less than the cost of a traditional departmental wall sign.

Refreshing RETAIL™

Are you sitting on an untapped opportunity to make your store easier to shop and more inspiring?

Today retailers are in the midst of the biggest, most profound transformation of their long history and existence. The days of build it, stock it high and they will come is long gone. Let's take a look at three big challenges retailers face and how SPC Retail® can help you **REFRESH**, **REVITALIZE**, and even **REPOSITION** your stores for success.

1

The Fight For Mind Space



Competition is fierce! With nearly 70% of all purchases now involving the internet, shoppers are more informed and empowered than ever before. A successful retailer needs to capture the whole mind with a one-of-a-kind shopping experience.

2

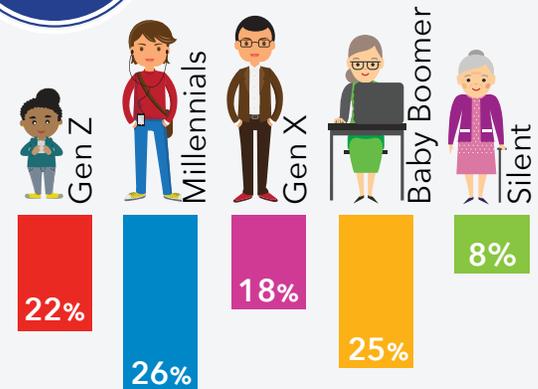
Right Size Any Size Store



Large brick and mortar stores lead the way in terms of market share. However, smaller stores and pure internet retailers are gaining popularity for its quick and convenient shopping experience. Retailers must determine how to 'right size' their stores.

3

5 Generation of Shoppers



Today's marketplace has 5 generations of shoppers, each with unique behaviors, tastes, and household type. Retailers are faced with re-shaping store layout, design, and merchandising strategies to meet the ever changing retail landscape.



FEATURE BEGINNINGS

What if...YOU could transform new or existing selling space to be more convenient and inspiring for shoppers and more profitable to your bottom line? **Feature Beginnings** can turn a **dead end space into a new beginning!**



BRAND SOUL

What if...YOU could create shopping destinations that actually connect with shoppers and improve product visibility to drive add-on sales? **Brand Soul Connectors** are like a **'Silent Sales Consultant.'** They tell a story and show product to its fullest potential.

POP-UP RETAIL

What if...YOU could extend your brand, introduce new products and build deeper, more memorable relationships with customers? **Pop-Up Retail** is an easy and affordable strategy for creating innovative and immersive retail that delivers **BIG** results!



RETAIL AGILITY

show & stow displays

2-Tier Pallet Partner >>

A new twist on the 4-way display. This mobile, multi-functional display is perfect for fast, easy change outs, repositioning products in high traffic aisles, and inter-department cross-sell promotions.



3-in-1 Convertible Dump-Bin

Make your investment go further with this modular 3-in-1 display system. Using the same Kit of Parts™, transform this display into a dump-bin or platform display. The built in storage space keeps parts together and neatly self-contained.



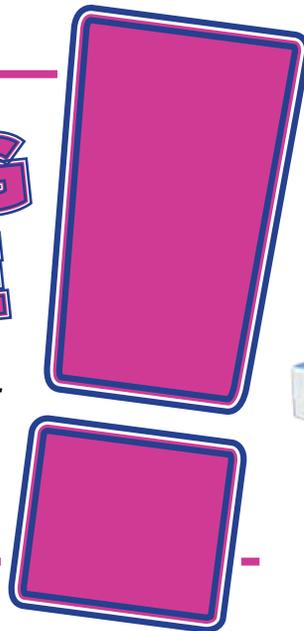
"Together we
can **STOP** this
travesty!"



✓ 3-Tier Nesting Tables*

A folding table is not a merchandising strategy! Elevate product and make a statement that shouts, "LOOK AT ME!" (in a good way).

Dump the
**FOLDING
TABLE**
Spice up your
AISLES



TILT-UP SALES

inclined to sell

Full Tilt-Top >>

A whole new slant on tilt-top displays. Smart, affordable, and available in various sizes and configurations. The lower over-stock shelf provides convenient storage for show and stow self-contained displays.

TILT-TOP VARIATIONS



Tilt-Top Island Focal



Mini Tilt-Top



Full Tilt-Top



<< Mini-Gondola

This gondola display is perfect for maximizing space and filling gaps. The integration of wire grid provides the versatility to create the ultimate impulse display.



3-Tier Aisle Merchandiser >>

Smart, affordable display solution that can fit in the smallest of spaces. Comes in variety of sizes, configurations, shelf levels, and signage attachment options.

BUILDING BLOCKS

accessories & add-ons



Stock Block™

Unleash your creativity with the Stock Block™ inter-locking building block system. Each 24"W x 12"D x 6"H block can be locked together to stack, stagger, and set up in most any configuration. Great for use as a side-stacker platform in aisles, feature items, tiered end-caps, and as impulse display for accessories. The possibilities are endless!



Graphic Clip & Sign Kit >>

Fast and easy to use, our Graphic Clips & Sign Kits snap directly onto display legs. Sign Kit stand height is adjustable. Standard size sign is 7"H x 11"W, however custom sizes are available.





<< C-Channel

Attaches to edge of any size panel to provide space for graphic inserts that tie-in with store decor and dress up displays.



<< J-Channel

Adhesive backed J-Channel strips can be attached to any display and can be used to hold brand ID, departmental, and promotional type signage.



<< Tag Strip

Add color, logos, or personalized insert strips to integrate with new or existing store environment. Easy adhesive backed peel and stick application makes change-outs a snap!



^ Material Integration

Integrate wire grid, metal bars, plastic extrusions, and other materials to create a special custom display solution to meet your specific needs.



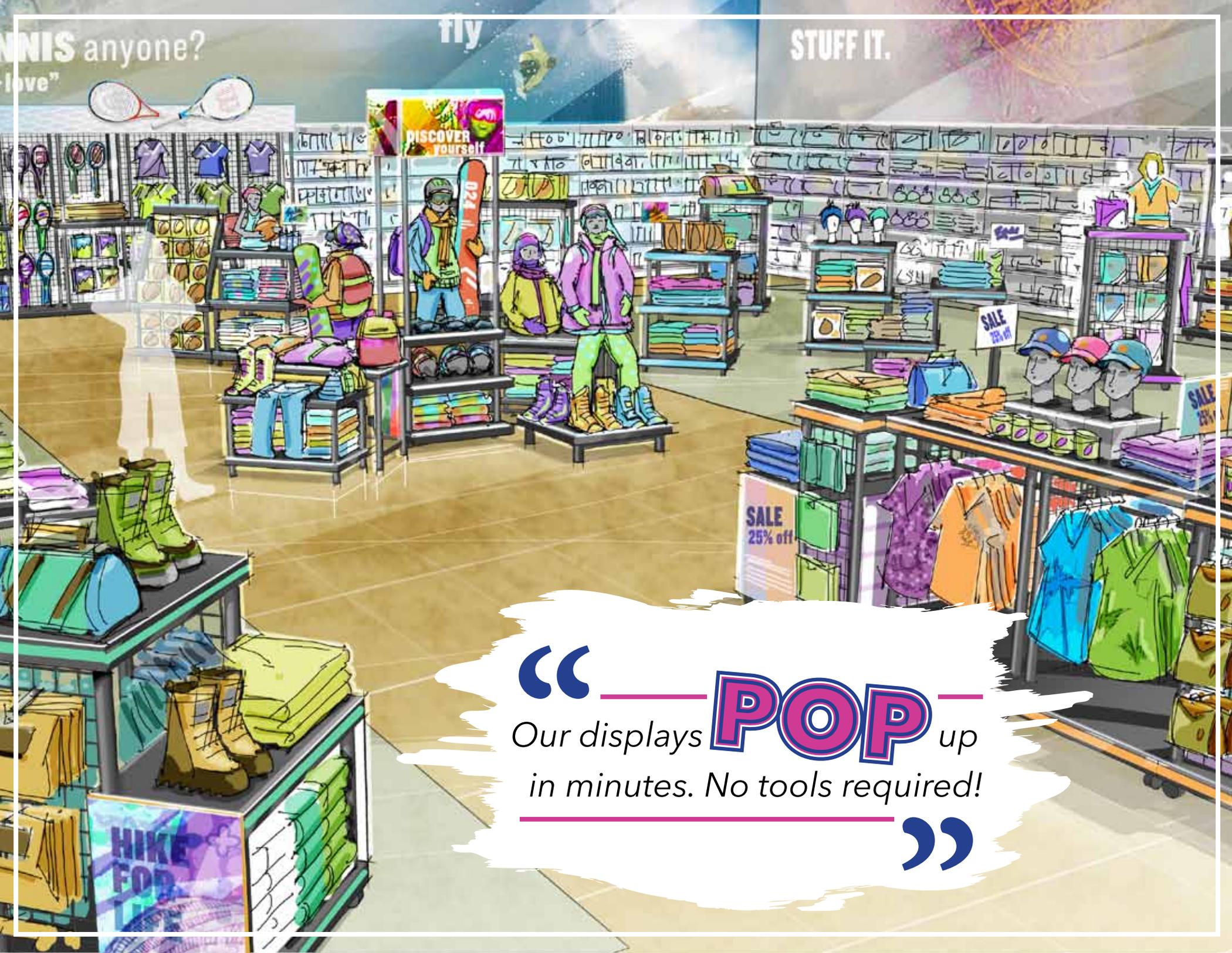
^ Casters

Nearly all of our display configurations can be made into a mobile display by using our heavy duty caster bar system or caster wheels.

ennis anyone?
love"

fly

STUFF IT.



“ — POP —
Our displays **POP** up
in minutes. No tools required!
”

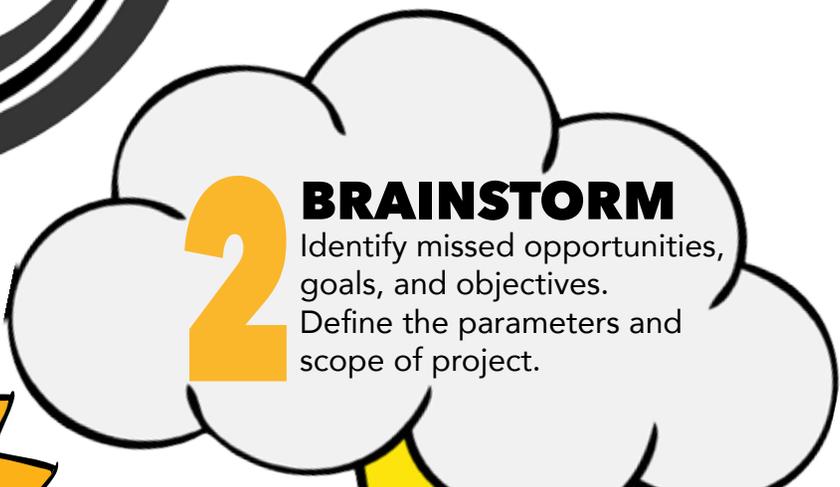
DESIGN LAB™

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



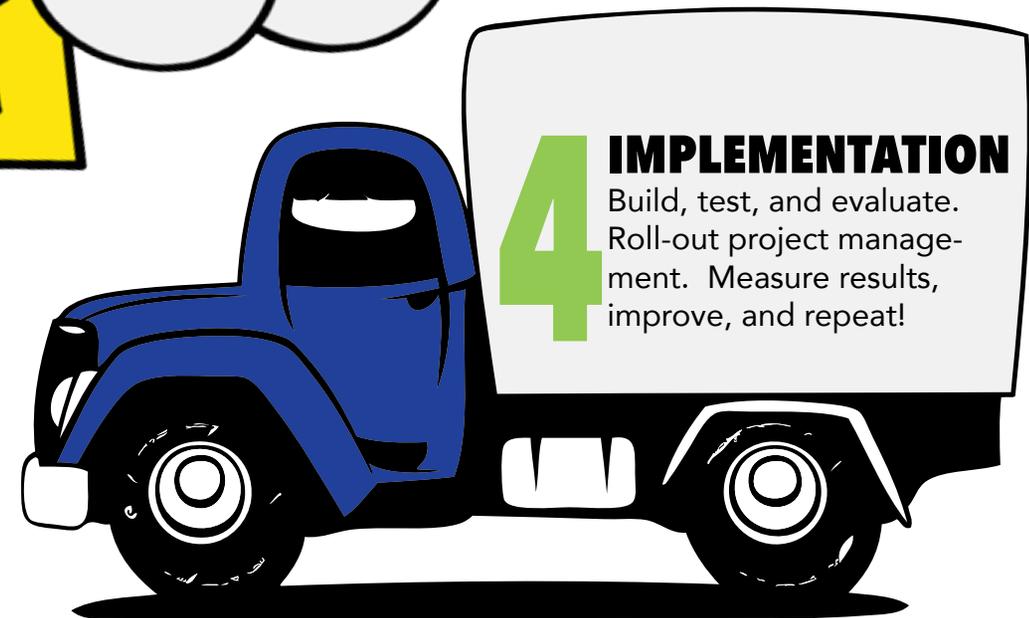
1 FACT FINDING

Survey of priority issues with layouts, photos, client driven directive, and site visits.



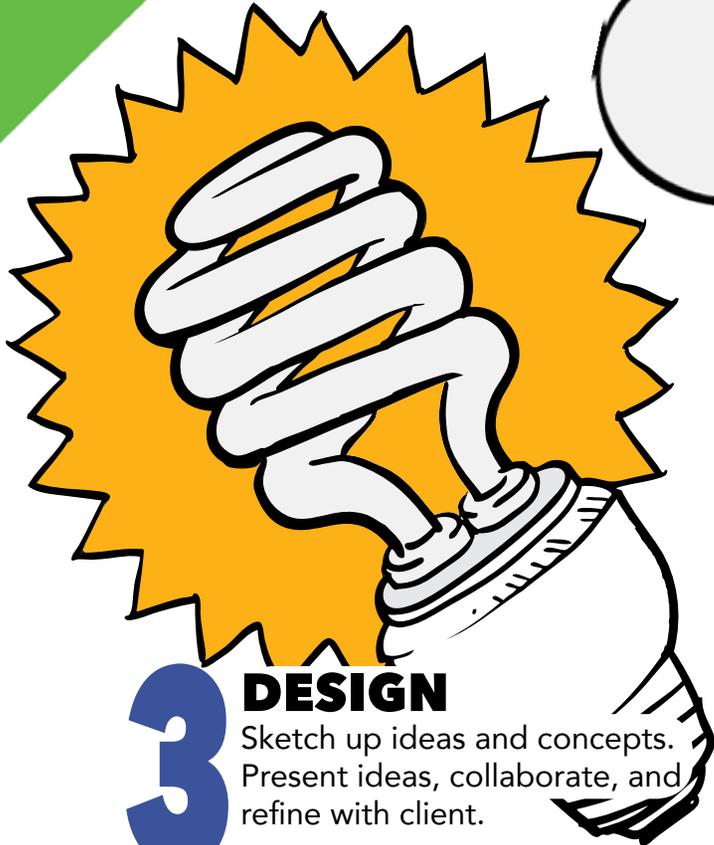
2 BRAINSTORM

Identify missed opportunities, goals, and objectives. Define the parameters and scope of project.



4 IMPLEMENTATION

Build, test, and evaluate. Roll-out project management. Measure results, improve, and repeat!



3 DESIGN

Sketch up ideas and concepts. Present ideas, collaborate, and refine with client.

SPC retail®

FREE

PROTOTYPE PROGRAM

800.523.6899

Call us today and ask about our Free Prototype Program offer and take advantage of the opportunity to try our displays in your store **RISK FREE**. To get started provide us with an area of opportunity and project goals.

STEP 1

Survey priority issues. Send store photos, notes, and test location to SPC Retail.®

STEP 2

The SPC Design Lab™ team will stir in our **Secret Sauce** - a patented Kit of Parts™ system, innovative ideas and versatile display solutions.

STEP 3

Collaborate, approve, and execute. Evaluate results. Improve, Repeat/Roll-out.



Check us out at
SPC-RETAIL.COM

