

**SPC** retail®

makers of

**BENCHMASTER®**  
All Plastic Display Systems

# Activate Your Brand Soul™

## 2017 Live Goods Look Book



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





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## We Are SPC Retail®

SPC Retail® is the maker of Benchmaster™, an all plastic display system widely used in the horticulture and garden retail industries. 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?



### Versatility

No-tool assembly means our displays can be set up in minutes. We offer a new modular approach, fresh look, and strategy to merchandise presentation.



### Durability

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



### Environment

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



# Get To Know Our Team

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



## **Bree Cady**

*Retail Brand and Strategy Expert*

With over 10 years experience, Bree is dedicated to helping retailers grow their brands through strategic planning, layout, and design. Attention to detail, smarts, and infectious enthusiasm make working with Bree a rewarding results-driven experience.



## **Matt Bennett**

*National Account Manager*

Matt has over 15 years of hands on experience with merchandising display 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.



## **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 with retail professionals on projects of all sizes and type.

# How To Activate Your Brand Soul

## 3 Tips for Creating a Deeper, More Meaningful Connection with Your Shoppers



TIP #1:

### Be Authentic

It's critical to demonstrate who you are as a brand. Branding is not about your logo or having a cool website; it's the small nuances that fall between the cracks when talking about your products or pricing. It's the little, but important tidbits of what sets you apart from the competition.

**Identify your core values and what makes you unique as a retailer. Reflect this brand personality in your retail layout, merchandising strategies and in your everyday interaction with customers.**



TIP #2:

### Be Knowledgeable

You may be the garden center down the road, but aren't you also the source of knowledge on how NOT to kill the hydrangea? Many customers don't know where to start or how to care for the plants they purchase. Be the source of information on plant care.

**Host education events at your store, create focal displays that demonstrate plant pairings ideas, use signage that gives helpful tips and tricks, and have educated staff on hand to assist customers.**



TIP #3:

### Be A Destination

Entice shoppers to come back again and again by designing a retail environment that is fun and exciting. Keep the store new and inspirational with relevant stories that fosters brand loyalty and pulls shoppers in.

**Create visual stories and inspirational focal areas that ignites your shoppers imagination. Give customers a sense of ownership and the confidence to create these ideas at home.**



## A Tragedy Waiting to Happen! ↘



## Create Show-Stopping Displays!





# BENCH DISPLAYS



## PLATFORM DISPLAY

**CONFIGURATIONS:** Ground Level / Raised

**LENGTHS:** 36" / 66" / 96"

**PANEL OPTIONS:** Solid Top / Grid Top

## STANDARD BENCHING

**WIDTHS:** 16" / 24" / 36"

**LENGTHS:** 36" / 48" / 66" / 96"

**ADD-ONS:** Stacking Collar / Leg Connector





## WALKER FARMS + GREENHOUSE

Burton, MI

Walker Farms got its start in 1953 when Betty and Pearl (Junior) Walker moved to Michigan. Starting with two acres of strawberries and raspberries, they have grown their business into a destination garden center that has customers shopping all year round.

Today, they have over 5 acres of greenhouses, with their primary focus on flower and vegetable plant sales. Their business continues to grow as they are dedicated to providing the highest quality plants to their customers.

Walker Farms has utilized benching displays, among others, to create an organized retail layout and inspiring shopping experiences for over 17 years.

“Low-profile  
benching heights  
help maintain  
clear sight lines  
and make the store  
easy for shoppers  
to navigate.”



# STEP DISPLAYS



## SINGLE-SIDED WALL DISPLAYS

**CONFIGURATIONS:** 2-Step / 3-Step / 4-Step

**LENGTHS:** 36" / 66" / 96"

**ADD-ONS:** Plant Hanger Plus / Waterbed™ / Caster Bars

## PYRAMID DISPLAYS

**CONFIGURATIONS:** 3-Step / 5-Step / Wide

**LENGTHS:** 36" / 66" / 96"

**ADD-ONS:** Plant Hanger Plus / Waterbed™ / Caster Bars





## HORROCKS FARM MARKET

Lansing, MI

Jerald Horrocks started in the grocery business in 1959 as a fruit stand operator. A pioneer in experiential retail strategy, Horrocks Market has proven to be a true revolutionary leader in creating a retail environment that is immersive, captivating, and expressive of Horrocks' Brand Soul™.

The store's unique charm welcomes customers in by providing a little something for everyone. With over 50 craft beers on tap and a dozen wines, customers can grab a drink while they meander the store. When it comes to live goods, Horrocks doesn't take any short cuts in creating the ultimate shopping experience for its customers. With 5 greenhouses and loads of outdoor benching, Horrocks creates a competitive edge by offering a wide selection of high quality and well maintained plants in a fun and exciting space that connects with shoppers..

*“Step Displays  
offer a clean,  
organized, and  
product focused  
look that  
maximizes  
selling space.”*



# ROUND DISPLAYS



## TIERED ROUND DISPLAYS

**CONFIGURATIONS:** 2-Tiered / 3-Tiered / 4-Tiered

**DIAMETERS:** 30" / 36" / 48" / 60"

**ADD-ONS:** Casters



## HALF ROUND END CAPS

**CONFIGURATIONS:** Single-Tiered / 2-Tiered

**LOWER TIER LENGTHS:** 48" / 60"

**UPPER TIER LENGTHS:** 30" / 36"



## SINGLE-LEVEL ROUNDS

**DIAMETERS:** 30" / 36" / 48" / 60"

**HEIGHTS:** 12" / 24" / 36"



## H-E-B TEXAS GROCER

Lansing, TX

H-E-B began with one store in 1905, nestled in Kerrville in the heart of the Texas Hill Country. Over the past 100 years, H-E-B has grown into one of the largest independent food retailers in the nation, serving families all over Texas and Mexico in 155 communities, with more than 340 stores.

With so many sunny days and beautiful sunsets to watch, Texans spend a great deal of time outside. H-E-B recognized the need to provide customers with convenience and quality products to make their backyard flourish. Partnering with SPC Retail® for more than 10 years, they have created an outdoor front-porch program that features flowers and plants picked specifically to thrive in a hot and dry landscape. With clever in-store merchandising and a team of Texan Growers providing useful tips and expertise, they equip their shoppers with the knowledge to get growing and enjoy their yard all season long.

*“Tiered Rounds provide soft lines and easy 360° shop-ability. Perfect for all types of live goods and general merchandise.”*



# SPECIALTY DISPLAYS



## LONG-HANDLE TOOL CART

**CONFIGURATIONS:** Standard / Extended Platform

**SIZES:** 24" x 36" / 24" x 66"

**ADD-ONS:** Graphic Sign Clips

## NESTING TABLES

**CONFIGURATIONS:** Standard Table Set /  
Table Set w/Lower Shelf /  
Table Set w/Lower Shelf & Graphic Poles

**LENGTHS:** 36" / 66" / 96"





## ACE HARDWARE

Chicago, IL

Founded in 1924 by a small group of Chicago hardware store owners, Ace changed the retail landscape by allowing individual stores to purchase merchandise in bulk to save money and buy at the lowest possible price. Today, there are over 4,000 locations globally that are independently owned and operated by local entrepreneurs.

In early 2016, SPC designed and rolled-out over 1,500 Long Handled Tool Carts as part of Ace Hardware's Seasonal Promotional Program. Ace Hardware plans to use the display year-round in high-traffic and high visibility areas around the Front-of-Store and Checkout areas, as a way to increase impulse sales. To date, the project has been a huge success and plans to relaunch a second wave of the program in the fall of 2017.

*“The promo cart makes it easy to cross merchandise product in different areas of the store all season long.”*



# ACCESSORIES + ADD ONS



## Bucket Ring Kit

Use with any of our displays for cross-merchandising or added selling space. Ring snaps directly onto display legs.

Bucket Ring Kit is **12"H x 6"W**. Works well for holding flowers, hand shovels, or other smaller bulk accessories.



## 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**.

Graphic clips are perfect for adding inter-leg branding.



## StockBlock™

Unleash your creativity with the StockBlock™ interlocking 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. The possibilities are endless!



## 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.

# A Self-Watering Plant Display System

# LESS SHRINK = more PROFITS\$



## 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 live goods.**

## Field Study Results

Efficiency test conducted in Texas in Indirect Sun, Direct Sun, and Shade areas. Water levels and plant quality where assessed twice daily.

Watering  
Time  
Decreased  
**50-75%**

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

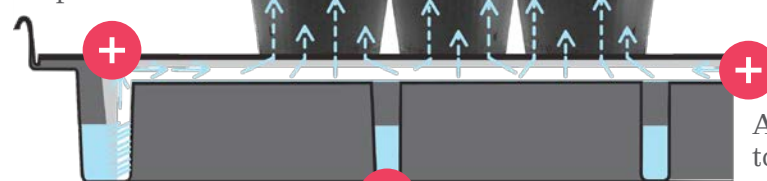
Minimized  
Product  
Shrink by  
**20%**



**Don't Let  
Live Goods  
Sales dry up!**



Pressure  
activated  
capillary mat  
pulls water up  
to feed plants



Antimicrobial  
top surface

**+** Water reservoirs store  
up to 3 gallons of water





# Strategic Planning + Design Service

that will increase sales and results

## About Our Design Lab™

SPC Retail® is not like conventional fixture manufacturers. Our experienced design lab team works with retailers to create strategic merchandising solutions that help them get a bigger slice of the retail pie.

Our Kit-of-Parts™ system enables us to quickly design and build displays to integrate with your brand and selling space, to ultimately improve your customer's shopping experience.

# Our Design Process

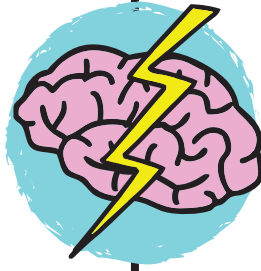
1



## Identify Problems

We collaborate with retailers to survey priority issues and learn about the store(s), brand, competition, trends, challenges, and opportunities.

2



## Brainstorm New Ideas

Our Design Lab™ team will brainstorm and identify missed opportunities, establish project goals and objectives, and define scope and parameters.

3



## Collaborate + Design

We provide ideas and recommendations in the form of a loose sketch, 3D modeling, and mock-ups of samples for review, refinement, and approval.

4



## Implementation

Implementation consists of a roll-out plan, production quote, and field measurements of performance results and improvements.



# Contact SPC Retail®



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