

2019 PORTFOLIO

Engage the Power of Retail Agility

The ability to confidently sense and respond to change in a quick and creative way.

Let's Get Social!





Engage the Power of Retail Agility

Look Book 2019

About Us

A History of Ingenuity and Thoughtfulness

Since 1981, SPC Retail® has provided customers across the nation with specialty display and fixture solutions made of recycled plastic that are economical, functional, and distinctive. We are hands-on problem solvers with a collaborative attitude, committed to guiding our customers towards solutions we can both be proud of. From greenhouse to grocery to retail fashion, we serve an expansive range of industries.

Our Products

What Sets Us Apart

VERSATILITY & EASE OF USE

You can assemble our versatile retail display solutions without tools, so they're ready to go in minutes - like 6 minutes - and are ideal for both pop-ups and brick-and-mortar stores. With our Kit-Of-Parts system, we offer thousands of display configurations. (Don't worry - we'll help you choose!)

DURABILITY & ECO-FRIENDLINESS

Our heavy-duty plastic is extremely durable and has excellent longevity. For many customers, an SPC display can last decades! Because our products are made with post-consumer recycled plastic, you can be kind to the earth by recycling them after many years of reliable use.

ATTENTIVE SERVICE & SUPERIOR VALUE

When you work with SPC Retail, you can expect excellent service and value. We'll maximize your budget by fitting your store with quality displays that deliver both functionality and style. Regardless of the size of your project, we provide expert consulting, design, and attentive service from our inspired team.



Every Challenge Is An **Opportunity**

We greet challenges with excitement. After all, they're an opportunity to transform retail spaces, connect with our clients, and do the job we love.

Retail's Main Players

Motivate the team to involve the customer and engage the community.

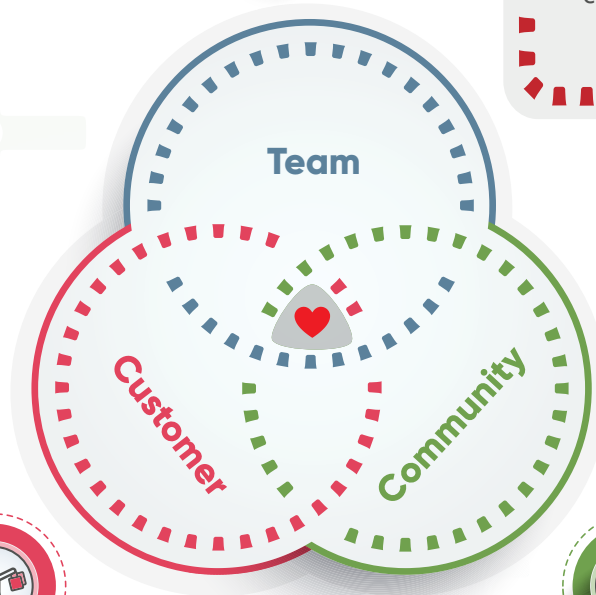
Employees that
represent your
brand.



Brand Soul™

The deeper, more meaningful relationship your store has with customers. It's the fun, magnetic personality of your brand.

People who
interact with
your brand.



Inspired customers
who share a
common thread.





Set your team up for success by replacing old, boring, or DIY fixtures with easy to use, lightweight, and versatile displays.



Inspire customers to interact with products by making displays accessible, appealing, and educational to the shopper.



Cultivate a community of loyal followers by thinking outside the metaphorical box. Host events, hashtag promos, contests, classes, and more.



Our Work In Action

From our Design Lab desk to yours, this look book includes collections of design concepts crafted to inspire you as you prepare to transform your space. From retail fashion to general merchandise to pop-up, we have carefully curated ideas for a variety of unique spaces that will help you kick-start your next project.



General Merchandise
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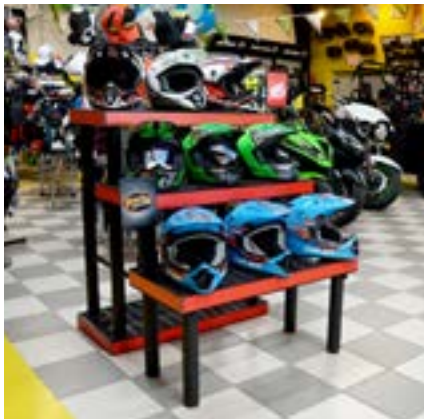


Pop-Up Retail
PAGE 40

General Merchandise

Curate a space that inspires shoppers with striking yet unobtrusive displays that are perfect for merchandising toys, camping gear, home improvement products, and more.





CASE STUDY

Semi-Permanent P.O.P. Display

VISION:

Establish an elevated P.O.P. solution to be used at Barnes & Noble College stores nationwide and in future partnerships.

PROJECT SCOPE:

The project scope demanded that the P.O.P. display showcase Greek Occasion's innovative line of fraternity and sorority branded party supplies, which met the following requirements:

- A semi-permanent fixture that was durable, easy to move, and would last for years.
- Easy integration of branded boxes that could accommodate various products including plates, cups, napkins, candles, and gift baskets.
- Various sized displays that would scale based on store size. The one-sized box needed to integrate with all display configurations.



Display Prototype

RESULTS:

- Semi-permanent P.O.P. displays provided a polished product presentation that extends beyond the 3-6 month lifespan of traditional cardboard displays. In turn, providing a cost effective alternative to throw-away displays that are easily damaged.
- Semi-permanent P.O.P. displays allow store planners to take the guess-work out of layouts and planograms by negating temporary displays that are constantly changing.



◀ **4-Step
P.O.P. Display**



▲ **Jumbo Cart**

Dump Bin



CASE STUDY

Make Impact in Small Spaces

VISION:

Enhance a small retail space inside a museum that can be adapted for several locations and sizes.

PROJECT SCOPE:

Small spaces calls for smaller footprint displays that can showcase a rotating collection of exhibit themes. Displays needed to meet the following requirements:

- A collection of modular displays that could easily adapt to several store layouts.
- Easy integration and change-outs of branded signage and graphics.
- Small footprint displays that pack a big punch in a small space.
- Ability to accommodate various themed merchandise to coordinate with traveling exhibits that come through the museum.



RESULTS:

- With the use of multi-level displays, we helped enhance sightlines and give merchandising space for both small and large items.
- The use of round displays helped to shape the aisles, while also providing flexibility to museum merchandisers to use independent displays in several configurations, separately or together.
- SPC created interesting sightlines, directing traffic flow through the gift shop to create an exciting shopping environment that enticed customers to bring a piece of their experience home.



TESTIMONY

"Employees at the Science Center got to preview the exhibit today. They are really into the fixtures and recycled aspect. Somebody called it "Home Depot Chic" -- I loved it!"

-Carnegie Museum-



Apparel & Footwear

Reinvigorate your apparel and footwear store with standout displays that are mobile, brandable, and adaptable to retrofits and product change-outs.





CASE STUDY

Fast-Track to Semi-Custom Displays

VISION:

Fit2Run is a specialty running and fitness retailer catering to all levels of fitness buffs and devotees. They needed innovative displays for retrofits and change outs.

PROJECT SCOPE:

With only an 8-week turn around, Fit2Run needed a display system that would showcase its expansive product mix of shoes, apparel, gear, and nutrition supplements. The project scope included the following requirements:

- Mobile, flexible and adaptable displays for retrofits and change outs on the sales floor, new product features, and for pop-up retail shops at running and triathlon events.
- Incorporation of store branding and signage into displays.
- Delivery and set-up of displays before scheduled store Grand Reopening.



RESULTS:

- The results and success achieved on this fast track project can be attributed to our Kit-of-Parts system and open communication and collaboration with the Fit2Run team. In eight weeks, start to finish, we designed, built, and set-up a completely new collection of in-store displays for Fit2Run.
- Our displays made up seventy percent of the in-store fixtures used in the store.



◀ 2-Step
Apparel Cart



◀ Apparel Rack
& Platform
Gondola



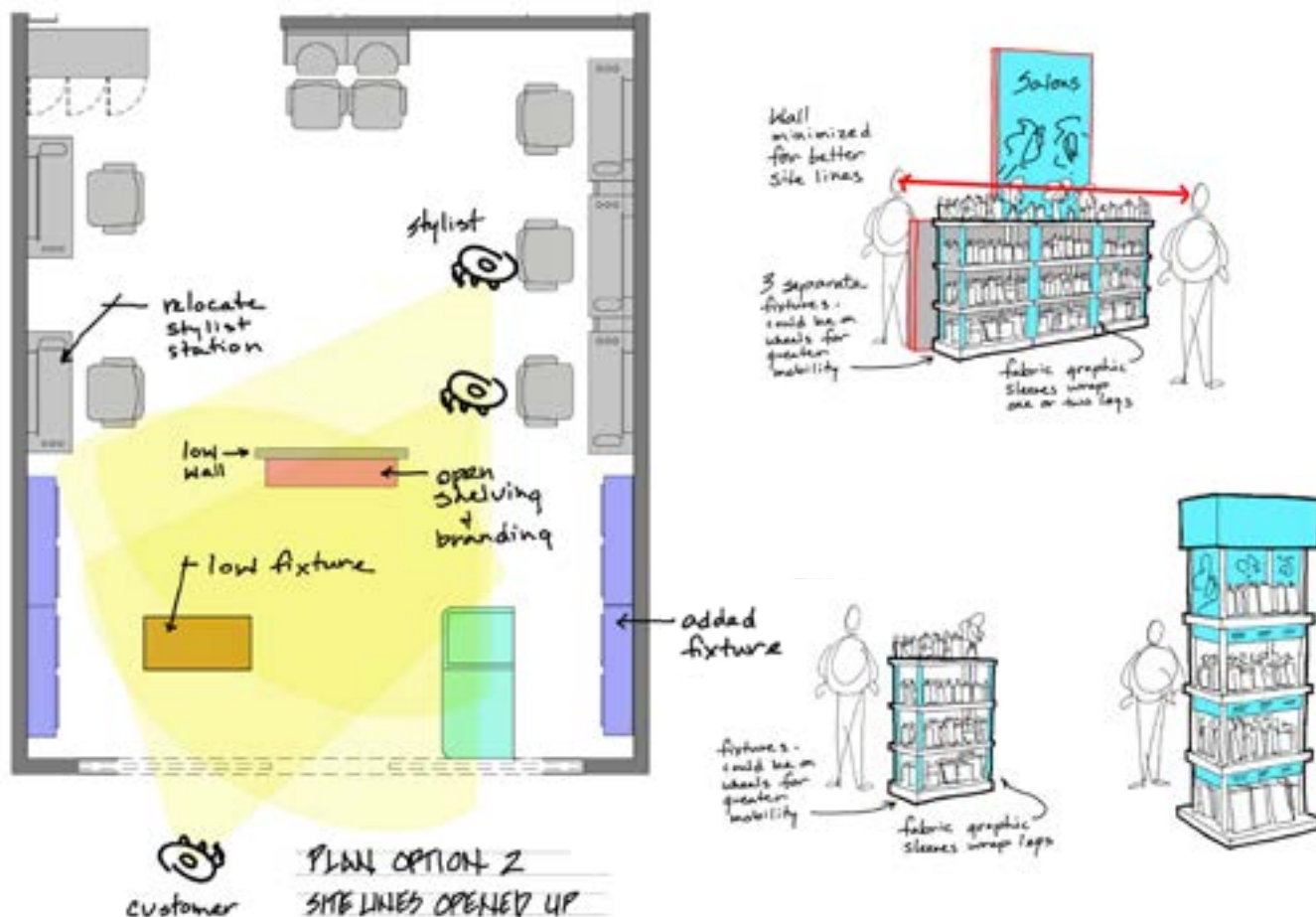
◀ Slimline
3-Step

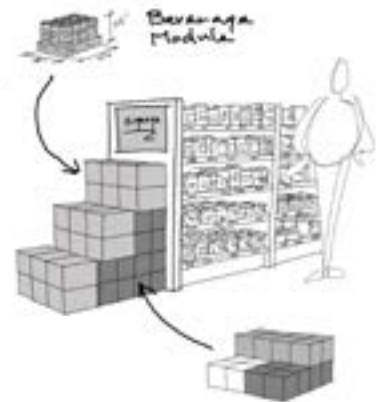


◀ 5-Step Oval
Pyramid

Health & Beauty

Our collection of small footprint displays and freestanding wall units give retailers the flexibility to merchandise a variety of products in a vivid manner.





CASE STUDY

Energize Bulk Stacks

VISION:

Organize and define stacks of energy drinks positioned at various points throughout the store that were easy to miss, hard to move, and lacked branding in a creative and engaging way.

PROJECT SCOPE:

The project scope demanded that the displays chosen showcased large cases of bulk beverages, which met the following requirements:

- A Heavy-Duty display that could be standardized among stores.
- Displays that would aid in improving shoppability for customers.
- Integration of signage and branding.



RESULTS:

- Standard shelving provided this client with ample space to bulk stack beverages in a manner that made it easy for customers to grab and locate product.
- By simply getting bulk items off the floor we created an appealing and exciting display to inspire the customer to want to learn more. Providing the store team more opportunity to promote what they are passionate about.



◀ 3-Tier
Narrow
Shelf



◀ Mobile Promo
Cart

Feature ▶
End



DID YOU KNOW?

With our Kit-Of-Parts
system, we offer thousands
of display configurations.
(Don't worry - we'll help
you choose!)

Seasonal Retail

Tackle challenges related to seasonally focused strategies by using our displays as building blocks to easily create and recreate product stories, season after season.





CASE STUDY

In-Store Seasonal Pop-Ups

VISION:

A national department store wanted to transform existing space into a one-of-a-kind Christmas Toy Shop using a variety of affordable, easy-to-assemble displays that would feature the iconic FAO Schwarz toy brand in over 185 stores.

PROJECT SCOPE:

The project scope demanded that the FAO Schwarz brand be presented in a polished, engaging, and interactive display, which met the following requirements:

- Easy integration of the FAO branding through signage and graphics in a cohesive, holiday color scheme.
- Include modular displays of varying heights, footprints, and tiered design to fit a wide range of store sizes while staying in the confines of a reasonable budget.
- Could accommodate a variety of product mix and be re-branded for future programs.



RESULTS:

- Using displays customized to fit three different floor plans, stores were able to merchandise assorted product mix in a well-defined, branded and organized space.
- Displays were boxed and shipped at a low cost per store and included no-tool assembly instructions which made for easy set-up by store level associates.



◀ Nesting Table

DID YOU KNOW?

**SPC Retail displays
can be used year
round or quickly
disassembled for
compact storage.**



▲ Aisle Merchandiser



▼ Platform

Grocery & C-Store

From outdoor merchandising to indoor food applications, make your grocery store a unique and compelling space with display solutions that will put product first.





CASE STUDY

Eliminate Inconsistencies

VISION:

Update produce fixtures to eliminate inconsistencies with ineffective displays that are flimsy, easily damaged, and immobile.

PROJECT SCOPE:

The project scope demanded produce displays which met the following requirements:

- Durable displays that could hold heavy bulk produce items.
- Mobile displays that could be repositioned as needed.
- Display that could be used in various store layouts.
- Storage space for over-flow of product.
- Cost-efficient design solution that stay within budget.



RESULTS:

- A cluster of displays which included tilt-top displays, single level benching, and half-round end caps created a more concise look and organized produce for enhanced shoppability.
- Integration of casters allowed for easy mobility of display.
- The uniform look and strong modular design supports a variety of merchandise, allowing flexibility to accommodate changes in seasonal produce items.



◀ **2-Step with
Graphic Poles**



DID YOU KNOW?

**SPC displays pair well
together to create
a focal area perfect
for power aisles or
swing areas.**



▲
Tilt-Top Merchandiser

**Focal Swing ▶
Area**



CASE STUDY

Expand the Sales Floor

VISION:

Expand the sales floor by utilizing a front porch strategy at gas stations and convenience stores.

PROJECT SCOPE:

The project scope demanded that the outdoor merchandising displays met the following requirements:

- Durable displays that could accommodate heavy bulk items.
- Ability to incorporate signage for promotional or pricing messages.
- A display roll-out program that could be sized up or down depending on needs of individual store locations.
- Promotes shoppability of product.
- Cost-efficient design solutions to accommodate budget.



RESULTS:

- SPC Retail successfully rolled-out over 2,000+ outdoor programs across 7 Circle K divisions in 42 U.S. States and Canada.
- Our Kit-Of-Parts system provides flexibility for future growth and evolution of merchandising needs for years to come.
- The modified 3-Step display allowed for slide in signage to inform customers of promotions.



Lawn & Garden Retail

From potted plants to fertilizer to gardening tools, these lawn and garden display ideas work perfectly for greenhouses, garden centers, and floral departments.





CASE STUDY

Versatility on the Retail Floor

VISION:

Venezia Garden Center is located in the fickle Northeast climate where seasons are quick to change and product needs to be consistently rotated. Operating as a full-service IGC, Venezia needed a solution that gave them the ability to quickly and easily rearrange their retail space.

PROJECT SCOPE:

The project scope demanded that the displays showcase potted plants, flats, and pottery while meeting the following requirements:

- Durable and long-lasting displays that could stand up to a changing climate.
- Versatile and modular displays that could transition to accommodate product change-outs.
- Lightweight and mobile displays for flexibility to change layout as product sells.



RESULTS:

- By using sturdy display tables that can be easily broken down and set up, Venezia can have exactly as much product on the floor as needed.
- Venezia says customers have noticed improvement in the “flow” and navigation of the store and that their annual sales have also continued to increase since switching to SPC Retail displays.



Long-Handle
Merchandiser



NEW! Tilt-Top
Display System

DID YOU KNOW?

We want to make
the store design
process as stress-free
as possible. That's why
we offer **FREE** Layout &
Design Service.



◀ Tiered
Rounds

CASE STUDY

Front Porch Lawn & Garden Programs

VISION:

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.

PROJECT SCOPE:

H-E-B has worked with SPC for 10+ years to create an outdoor front-porch program, which met the following requirements:

- Must accommodate various types of Lawn and Garden products, such as plants, fertilizer, pots, and gardening tools.
- Plant watering solution that could effectively maintain plant quality in a hot climate.
- Ability to scale up or down depending on space available.



RESULTS:

- With clever merchandising and a team of live goods experts providing useful tips and expertise at store level, SPC equipped their team to educate and engage shoppers.
- Incorporating our Waterbed™, a plant hydration tray, onto our displays, H-E-B was able to decrease watering time by 50-57% and minimize product shrink by over 20%.



◀ Platform Display



A Plant Hydration Tray That Helps Reduce:

Watering Time | Shrink | Water Run-Off



Plant Hanger ▶
5-Step Pyramid



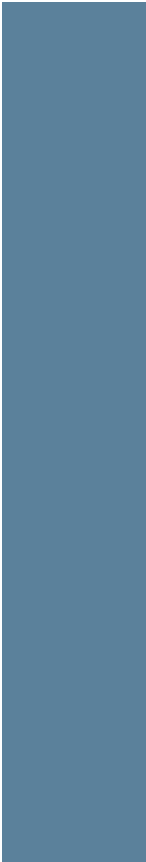
◀ Single-Sided
3-Step



Pop-Up Retail

Step outside the four walls of brick-and-mortar stores by connecting with the community using our collection of no-tool, small footprint displays.





CASE STUDY

Impactful Small-Footprint Displays

VISION:

Design a pop-up shop for an expanding social street-wear company, York Project. Acting on a one-for-one model, the York Project donates kits full of essentials: toilet paper, socks, and bottled water to the homeless.

PROJECT SCOPE:

Primarily operating pop-up shops at events or in temporary mall spaces, the project scope demanded that the displays met the following requirements:

- Easy, no-tool assembly.
- Integration of York Project branding and mission through signage and graphics.
- Compact and lightweight portability for transportation in small vehicles.
- Displays must fit an assorted size of event spaces, some of which are as small as 10'x10'.



RESULTS:

- Using our display system, the York Project was able to integrate branded graphics onto the displays, turning their outside pop-up shop into an authentic and engaging experience for their customers.
- Displays elevate the merchandise presentation for easy brand recognition amongst customers.

**3-Step ▶
Apparel Rack &
Graphic Poles**



**▲
Nesting Tables**

DID YOU KNOW?

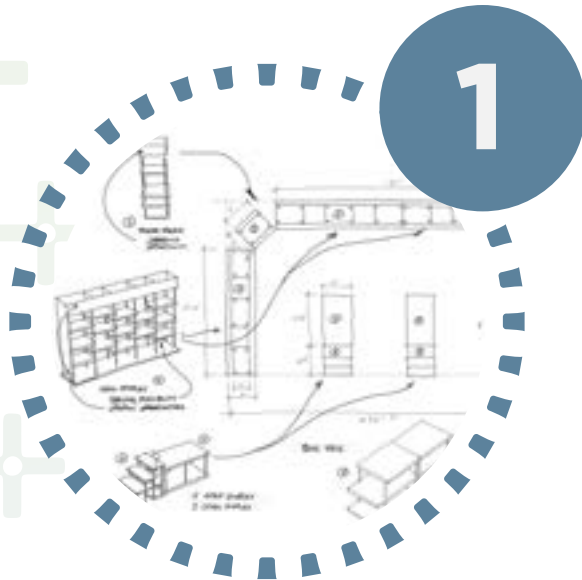
**SPC Retail displays
are perfect for off-
site shops because
they are lightweight
and easy to
assemble.**

**Narrow
Apparel Rack**



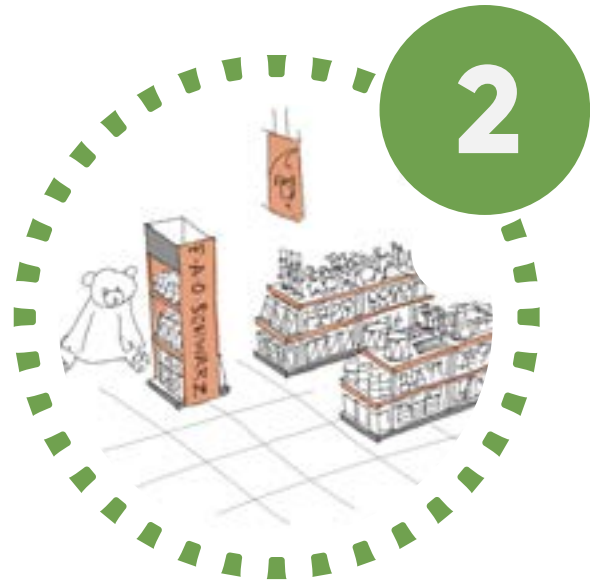
Working With Us

We understand that your retail display goals are specific and important. To meet those goals, we will work with you through a three step process:



Opportunity Assessment

We'll start every project with you - asking questions, uncovering potential challenges, and discovering what makes your store and brand unique. After we've studied the layout of your store, identified your goals, and defined the scope of your project, we'll then progress to the design phase.



Design

Our Design Lab team will create 3D mock-up drawings of potential displays and configurations, narrowing in on our most valuable recommendations. Then we'll provide layouts and renderings for your review, refinement, and approval. We welcome and appreciate your honest feedback during this phase; it's crucial to finding the best solution.



Implementation

In the implementation stage, we'll evaluate how well our product configurations fit in your space and if they achieve the goals our team identified with you. At SPC, we know from experience that an organized and efficient roll-out makes everyone happy, so we'll act as project manager to ensure a smooth, successful implementation.

Together, We'll Get It Right

When you work with SPC Retail®, you're our top priority. From the moment you contact us to the delivery of your new display, our team will make you and your store the center of our attention.

We'll collaborate with you to tailor our solutions to your needs, ensuring that you're happy with your displays and confident that they'll help you create a wonderful experience for your customers.

Meet the Team



BREE CADY

*Retail Brand &
Strategy Expert*

Bree has over 15 years of experience in retail, with a passion for creating an exciting shopping atmosphere in any industry. Her focus, attention to detail, and enthusiasm make her an invaluable partner on any project.



MIKE GIAMPETRONI

*Executive Account
Manager*

Mike has over 25 years of experience creating store layouts and managing fixture roll-out programs. He excels at identifying improvement opportunities and partnering with retail professionals on projects of all sizes.



MATT BENNETT

*National Account
Manager*

Matt has over 15 years of experience in merchandising and presentation, total store reset, roll-out programs and space planning. He is a dedicated project manager committed to seeing his clients succeed.

MARKETS SERVED

Health & Beauty
Soft Goods/Apparel
Institutional
Lawn & Garden

Big Box/Large Chains
Value/Discount
Drug Stores
Specialty

Grocery
Convenience
Auto Aftermarket
Hardware/Co-Ops