



Where your brand comes to life

DIFORMA
Group



Quick Guide to Retail Display Types: **Boost Your Visibility at the Point of Sale**

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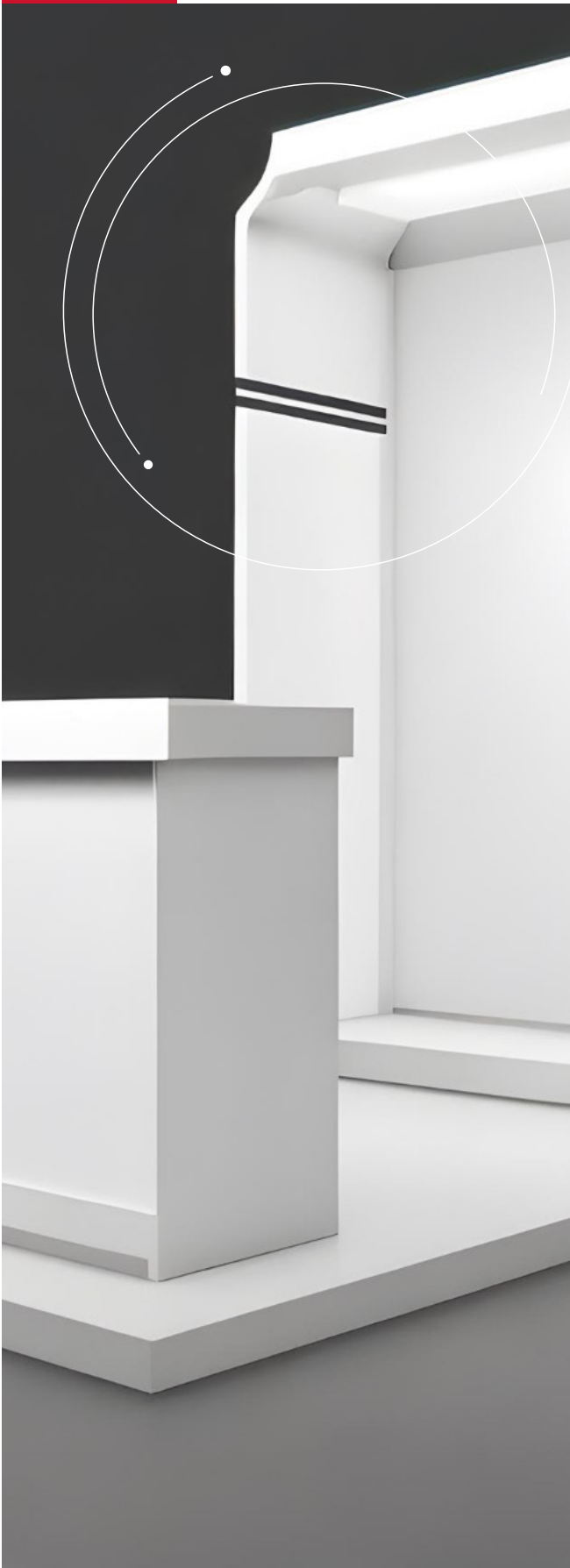
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Implementing Displays in **Your Store**

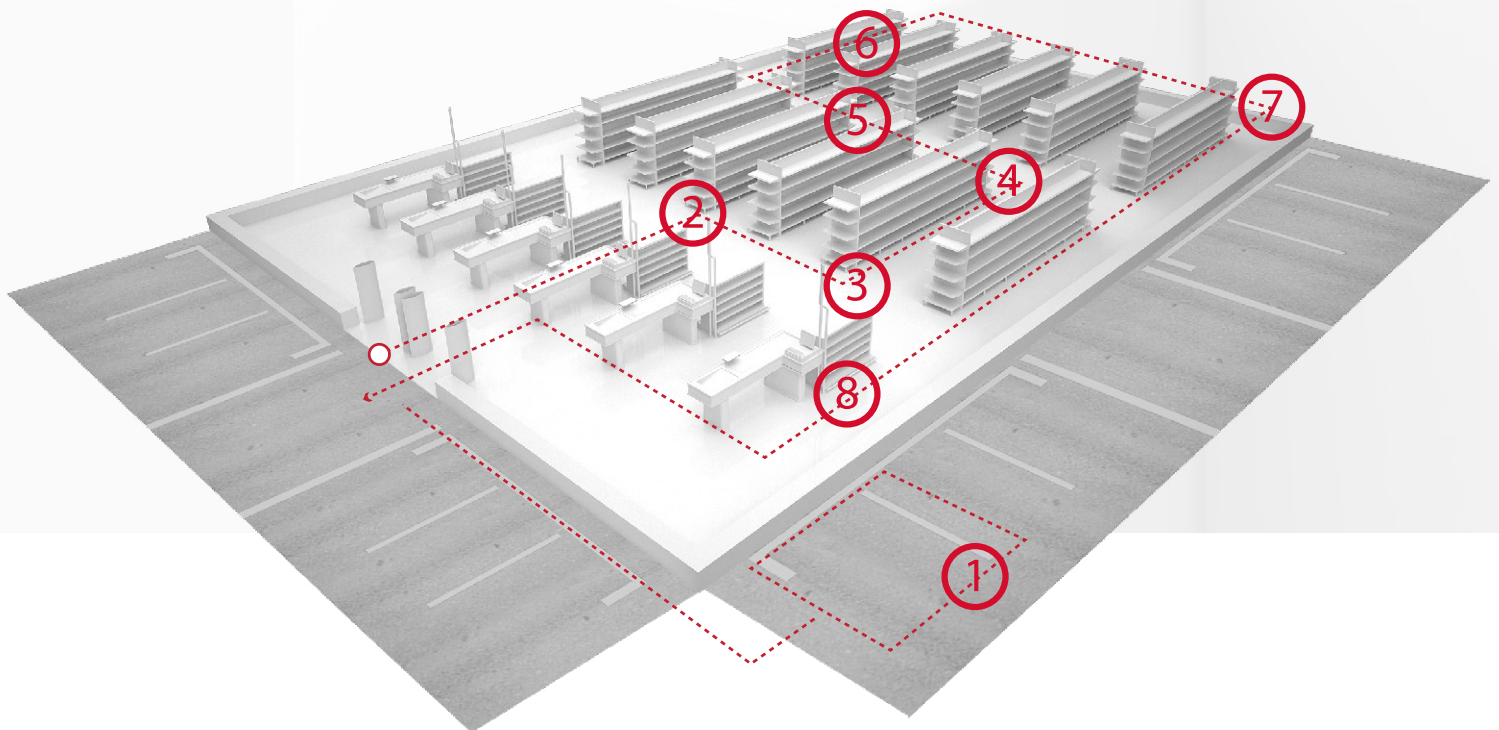
Understanding the Shopper's Path and Key Points of Contact

To maximize the impact of your retail displays, it's essential to understand the typical path a shopper takes through a supermarket and identify key points of contact along this journey.

By strategically placing displays at these high-traffic areas, you can capture shopper attention, enhance their shopping experience, and ultimately drive sales. This chapter will guide you through the shopper's path, from entrance to checkout, and highlight the optimal locations for your displays to ensure maximum visibility and engagement.

Types of Retail Displays

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Types of Retail Displays

Pop-Up Store



A pop-up store is a temporary retail space that is set up for a short period of time, typically ranging from a few days to several months.

These stores "pop up" in different locations, often in high-traffic areas like shopping centers, city centers, or event venues.



Types of Retail Displays

End Cap Displays



An end cap display refers to a promotional or merchandising display located at the end of an aisle or shelving unit in a retail store. These displays are strategically positioned to attract shoppers' attention and drive sales.

End cap displays are typically used to showcase featured products, highlight promotions, or introduce new items.

They are designed to stand out visually and often incorporate signage, special lighting, or other attention-grabbing elements to draw customers' interest.

The goal of an end cap display is to increase **product visibility**, encourage impulse purchases, and ultimately boost sales for the featured items.



Types of Retail Displays

Dump Bins and Baskets



A dump bin display is a type of retail display fixture used to showcase bulk items or products that are typically sold at a discounted price or promoted as special offers.

Dump bins are often constructed from cardboard, plastic, or wire, and they are designed to hold a large quantity of merchandise in an open-top container.

The term "Dump" refers to the idea that items are simply dumped or placed into the bin without much organization.





Types of Retail Displays

4WAYS or Pallet Display

A "4 ways display" typically refers to a type of retail display fixture that is designed to showcase products from four different sides. These displays are often used in retail environments to maximize product visibility and accessibility, particularly in areas with high customer traffic.



A 4 ways display can come in various forms, such as a rotating display stand, a square-shaped fixture with shelves on each side, or a pedestal-style display with product shelves extending outwards in four directions.

The specific design may vary depending on the **type of products** being showcased and the available space in the retail setting.

Types of Retail Displays

Floor Stands and Side Rack Displays

Is a type of retail display designed to showcase products on the sales floor of a retail store. These displays are typically placed directly on the floor and are often used to highlight specific products, promotions, or featured items.

Floor displays come in various shapes, sizes, and configurations to accommodate different types of merchandise and store layouts.

They can range from simple shelves or racks to more elaborate structures with signage, lighting, and branding elements.

Floor displays serve several purposes in retail environments:

- **Product Promotion**
- **Brand Awareness**
- **Space Optimization**
- **Impulse Purchases**

Overall, floor displays are essential tools for retailers to create visually appealing merchandising setups, enhance the shopping experience, and ultimately increase sales in-store.



Types of Retail Displays



Shelf displays and stoppers are two common types of retail merchandising fixtures used to promote products and enhance the shopping experience:

Shelf Displays: Shelf displays are fixtures placed on store shelves to draw attention to specific products or promotions. These displays can take various forms, including shelf talkers, shelf wobblers, shelf banners, and shelf trays.



Stoppers: Stoppers, also known as shelf edge displays or shelf dividers, are fixtures placed at the front or end of store shelves to create visual separation between different product categories or brands. They help retailers organize merchandise and make it easier for customers to navigate the store. Stoppers can also be used to highlight featured products, showcase promotions, or display pricing information.



Both shelf displays and stoppers are essential tools for retailers to effectively merchandise products, increase visibility, and drive sales in-store.

Types of Retail Displays



Refrigerator Displays and Balconies

Refrigerator displays and balconies are both types of fixtures commonly used in retail environments, particularly in grocery stores and supermarkets, to showcase chilled or frozen products and optimize merchandising space:



Refrigerator Displays: Refrigerator displays, also known as refrigerated display cases or coolers, are large refrigeration units with transparent glass doors or open fronts designed to showcase perishable items such as dairy products, beverages, deli meats, and pre-packaged foods. These displays are typically placed along the perimeter of the store or in dedicated refrigerated sections and aisles.

Balconies: Balconies, also referred to as freezer balconies or refrigerated balconies, are shelves or racks installed above refrigerator displays to maximize vertical merchandising space.

Balconies are commonly used to showcase additional inventory, promotional items, or related products that complement the chilled or frozen items displayed below. They help retailers optimize shelf space, increase product visibility, and encourage impulse purchases by offering customers a wider selection of products within the same refrigerated section.

Types of Retail Displays

Counter Displays

A counter display is a type of promotional or advertising material used in retail environments. It's typically placed on store counters or checkout areas to draw attention to specific products or promotions.

These displays are often small and compact, designed to fit on limited counter space, and can vary in design from simple cardboard stands to more elaborate structures with shelves or compartments. Counter displays are strategically positioned to catch the eye of customers as they approach the checkout, encouraging impulse purchases or highlighting new products. ***They're commonly used in grocery stores, convenience stores, and other retail settings to boost sales and increase brand visibility.***



03

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Confectionery Market

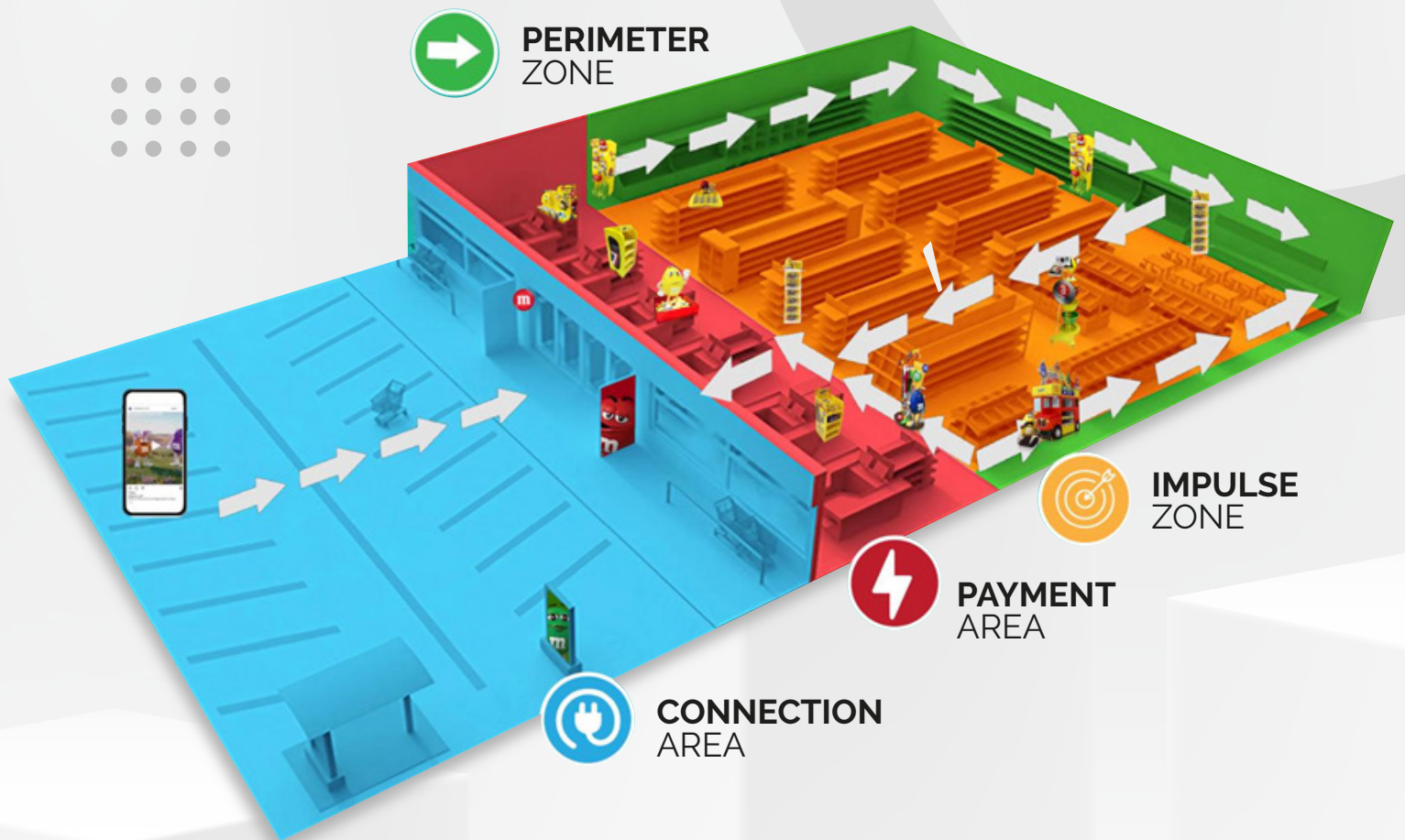


25TH
ANNIVERSARY



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Shopper Journey



TARGET

Activation at **Point of Sale**
to create opportunities
and moments of consumption



More than
70% ^{OF}
CHOCOLATES
ARE BOUGHT BY
IMPULSE.



CAMPAIGN INDICATORS



**5%
SALES**

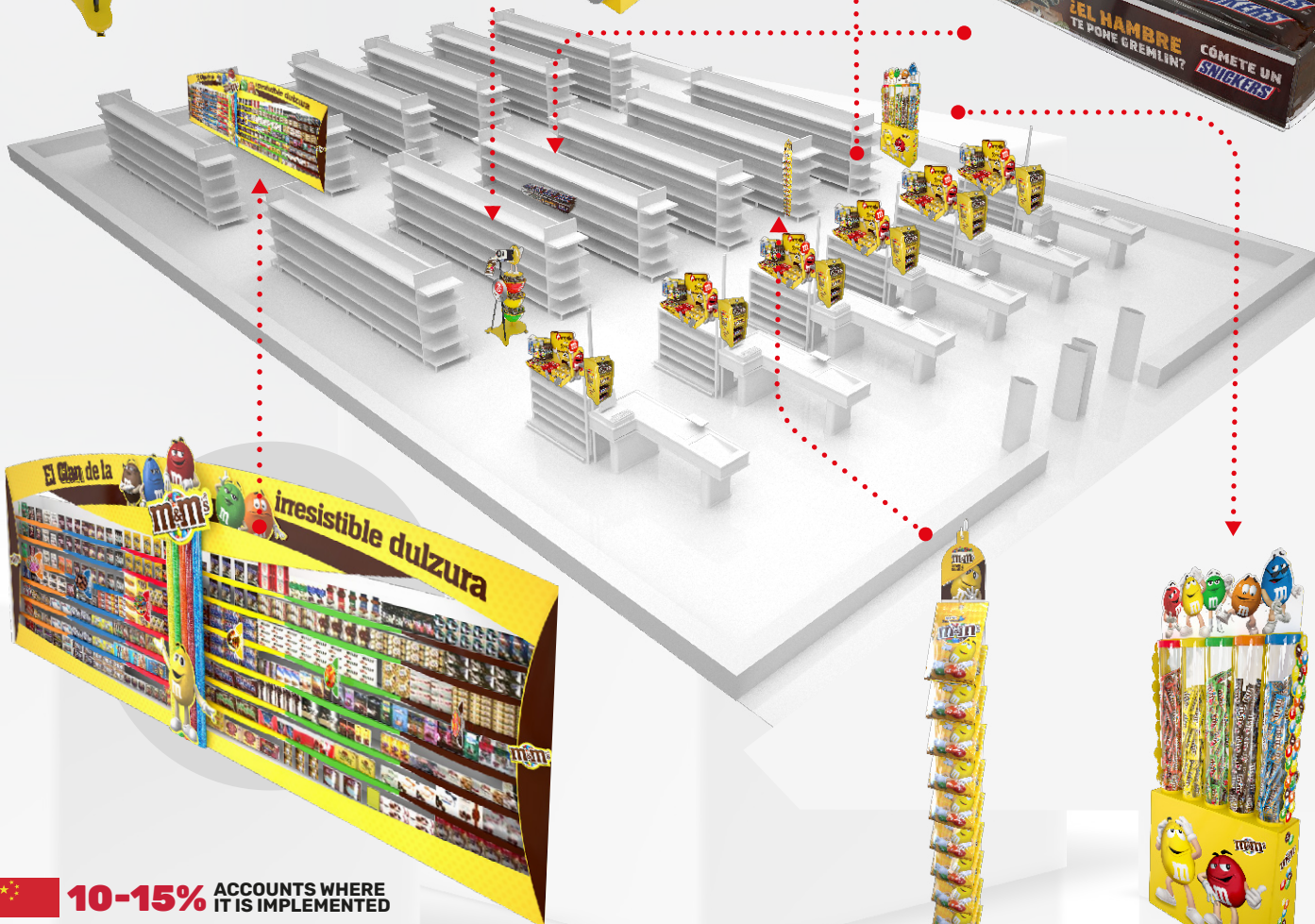


**10%
SALES**



**12%
SALES**

**10X
SHOP
8%XSku**



 **10-15%** ACCOUNTS WHERE IT IS IMPLEMENTED

 **8% CATG**

 **+25% PURCHASE BY CATEGORY BASKET**

04

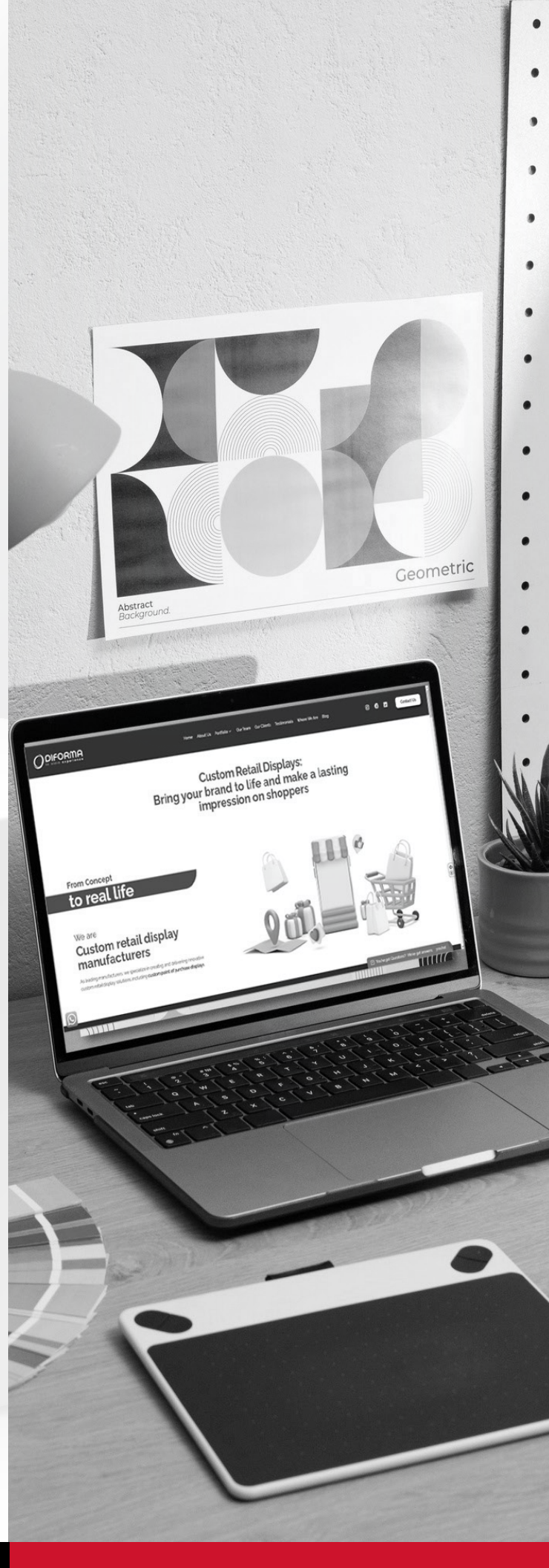
About Us

We are an ***in-store Marketing Agency***, specialized in the design, manufacturing and distribution of innovative customized displays solutions.

With over **25 years of worldwide experience**, Diforma Group is a strategic merchandising products c partner for the strategy of worldwide FMCG companies.

Diforma Group support clients of all sizes connect with consumers at the early stage and “The First Moment of Truth (FMOT)” in the store by offering disruptive display solutions.

Our goal is enabling our clients to optimize the sales rotation of their products by providing game-changing experiences to their brand’s shopper.





Where We Are

- ▶ Our production plant, commercial office and creative center are based in Bogotá **(Colombia)**
- ▶ We currently export to 18 Countries in the American Continent
- ▶ We Ship to every Us State
- ▶ Free Trade Agreement Between USA and Colombia **(no import duties applied)**



Ximena Santos
Key Account Manager for USA

Countries

- | | |
|------------------------|-------------------------------|
| • UNITED STATES | • REPÚBLICA DOMINICANA |
| • BELICE | • PUERTO RICO |
| • ARUBA | • ST MARTEEN |
| • COSTA RICA | • ANTIGUA |
| • CURACAO | • ST LUCIA |
| • PANAMÁ | • BARBADOS |
| • VENEZUELA | • TRINIDAD Y TOBAGO |
| • ECUADOR | • GUAYANA |
| • COLOMBIA | • SURINAME |
| • JAMAICA | |

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Contact Us

Ximena Santos

Key Account Manager for USA

Ximena.santos@grupodiforma.com

 <https://wa.me/15619278476>

Fernando Rico

Key Account Manager for Central
and South America

Fernando.rico@digitalliagency.com

 <https://wa.me/573158994202>

Bertrand Marchyllie

Key Account Manager for the
Caribbean and Europe

bertrand@grupodiforma.com

 <https://wa.me/573153529587>



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www.diformagroup.com