

CHIC



SHELVING



Illuminate your space this spring with a simple shelving unit, a stunning colour combination of crisp white, medium blue and lemon yellow – and these merchandising tips from a pro

How to transform a steel shelving unit into a stunning spring display

1.

Make feature displays pop with a bold, two-colour palette offset with a neutral such as white. For added depth, layer one of the bold, colours behind the display using paint or fabric panels.

2.

Repeat your selected colours from the top shelf to the bottom to help lead the customer's eye through the display and to connect the various product elements.

3.

Limit products to one or two complementary product categories – in this case kitchenware and tabletop – for a cohesive and compelling display.

Deal!
This galvanized
steel shelving
unit from Ikea is
just \$14.99!



Paper napkins. Accents de Ville by Linea, 888-315-4632, www.adv-imports.com
White pitchers, old-fashioned glass and tumbler. Candym Enterprises, 800-263-3551, www.candym.com
Espresso cups with saucers, blue bowls, tablecloths, napkins and tea towels. Danica, 888-632-6422, www.danicaimports.com
Round plates and cake stand. Indaba Trading, 800-746-3222, www.indabatrading.com
Tea pots, rectangular platter and mixing bowls. J.L. Bradshaw, 888-530-0095, www.jlbradshaw.com
Lemon zesters and lemon pods. MSC International, 888-603-3023, www.msc-international.com
Yellow bag. Onigo Imports, 877-401-7683, www.onigo.com
Spatulas and whisks. Trudeau, 800-878-3328, www.trudeau.ca





Reach New Heights

Glass building blocks are an innovative solution for elevating product. Their solid construction and scratch-resistant surface also make them extremely durable. But, it's their transparent quality that makes them float practically invisible on the shelf that we like best. For this display, we tied ribbon around a glass block to add another hit of blue to a shelf with just one blue product.

Quick tip!
Style tablecloths with complementary placemats and napkins to increase your sales



Position is Everything

Encourage sales by stacking table linens upright rather than flat, so they're easier to see and more inviting to look at. Simply wrap the fabric around cardboard and slide into a vertical file organizer to hold artfully in place.



Simple Speaks Volumes

Stuffing shelves to overflowing sends the wrong message, that is, "I'll be on sale soon." Consider the value of restocking beautifully displayed items when they sell versus displaying numerous items only to discount them later.