

## Display Fixture Information

When you buy store fixtures and display merchandise for a retail store, initially there are a number of things to consider when deciding how to make the best choice. If you are starting a new retail store, few considerations are such as product niche that is must sell a product that is in demand. In demand product means the products which customers are looking to buy. By knowing your customers, you can offer excellent service to build customer loyalty. Second point which must be considered is the competition that is who your competitors are, and what products and services are they offering. Also do consider your location that is which is the best, affordable location, in order for customers to find and visit you. While visually merchandising a retail store with store fixtures and display merchandise, some areas to take into account are wall displays, floor fixtures, display products, supplies and equipment, promotional items and lighting fixtures. The wall displays are slat wall panels and fixtures, grid wall panels and displays, slotted wall standards, face-outs, hangnails, and shelving. The floor fixtures are grid wall panels and accessories, garment racks, display cases and counters, metal shelving gondolas, floor and cube merchandisers. The display products are mannequins and body forms, clear acrylic displays, countertop and jewelry displays. The supplies and equipment includes hangers and steamers, tagging supplies and labelers, packaging and shopping bags.

Window signs and banners, sign holders and sign cards, sale tags and tickets come under promotional items. And the track lighting and accessories, rope lights come under lighting fixtures. The security equipment includes security cameras and mirrors, entry alert chimes, security chains, crowd control systems. Among wall displays slat wall is the most popular wall system to display merchandise and maximize total use of wall areas. Panels of slat walls and accessories allow complete versatility to display merchandise anywhere on the panel. As the look of slat wall is very eye appealing, giving a clean, streamlined look. Garnishing of slat wall fit in grooves anywhere on the panel, allowing you to set up displays exactly how you want them. Panels of slat walls are shipped by truck line. Slat wall panels are four feet high by eight feet wide, with the horizontal grooves running in the eight feet direction. The grooves are spaced every three inches apart. Regarding the installation the mount panels are studded in walls using counter-sunk flat-head drywall screws through the grooves. After that drive a screw into every stud horizontally and every third groove vertically. And to cut the panels with a hand power saw, use a fine plywood blade and cut from the back of panel to avoid chipping the laminate surface.

## About the Author

Savey Bakarne is a professional retail display specialist and teaches store owners how to gain profits from utilizing the proper [Custom Retail Store Displays](#).

Source: <http://www.spivo.com>