BUILDING RESULTS-DRIVEN INSTORE EXPERIENCES BY DESIGN

WHAT RESULTS DO YOU WANT?

Informing, Inspiring and Involving Shoppers

INSTORE™

since 1987

BUILD A POWERFUL PROGRAM USING:

- PivotWing™
- SE Flipbook™
- Overhead Signage
- PowerWing
- ChannelLink
- FlexWing
- Totally Custom

WHEN IT COMES TO COMPREHENSIVE IN-STORE DESIGN, STRATH ELGIN ARE THE EXPERTS WHO WILL BRIDGE YOUR IDEAS TO IMPACTFUL, CREATIVE PROGRAMS - ADDING STRUCTURE TO YOUR VISION, ENHANCING THE CUSTOMER EXPERIENCE AND HAVE YOU SELLING MORE!

MARKETS WE SERVE:

- Building Materials & Hardware
- Pet Products
- Toys
- Automotive
- Art, Craft and Specialty
- Consumer Goods
- Office supply
- Sporting Goods
- Electronics
- Grocery

And lots more...

Mitten PlyGem Building Products | InStore™

Our client approached us with the need for a new merchandising display that would roll out into big box retail stores across Canada.

Several problem areas existed with their current display; it was too big to accommodate the variety of presentation positions in the field, the sample panels consisted of wire frames and graphic inserts that when moved made a lot of noise, it lacked any compelling graphics or content structure and did not include any type of purchase process to help the customer make what is a very complex buying decision.
After an in-depth consultation with key stakeholders, we were equipped with the knowledge necessary to make a project proposal. Our analysis allowed us to make several value-based recommendations:

STRUCTURE TO CHOICE

with a 27 item product line and 3 different target markets, one of the challenges we undertook was streamlining the purchase process. Once we mapped out the customer journey for each target market, we developed a colour coded system that was implemented into the displays center console, with corresponding panels and banners for cohesive graphics communication.

MODULAR DESIGN

To overcome the challenges with space planning, we built an interchangeable modular design that could be used in-bay, on a gondola shelf or in the form of a freestanding display. This approach allowed for more flexibility in the field, program continuity, streamlined production, and simple installation.

SE FLIPBOOK™

We incorporated our SE Flipbook for a solid product category presentation. We utilized our patented waterfall design to activate a cross marketing strategy and was a key feature in this easy-to-use point-of-sale system.

MINI-PIVOT™

With all the same features and benefits of the original PivotWing™ - a key component for this display was a neat presentation for each returning customer which is exactly what Mini Pivot delivers!

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INSTORE™
since 1987

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PIVOTWING™

- Unstopable Pivoting Performance -
STRATEGIES SALES GUARANTEED FOREVER PERFORMANCE
- Now Guaranteed for Life! -

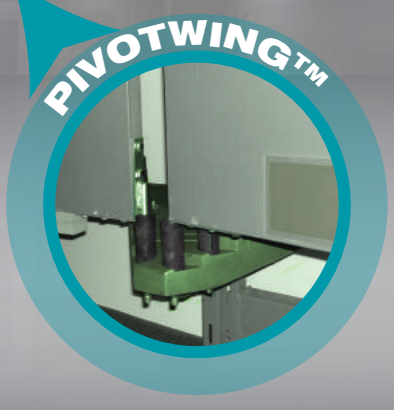
PIVOTWING™ IS A UNIQUE RETAIL DISPLAY SYSTEM DESIGNED FOR DOORS, WINDOWS OR OTHER PRODUCTS OF SIMILAR SHAPE AND SIZE. EACH SYSTEM IS SPECIFICALLY DESIGNED AND ENGINEERED WITH SPACE, DURABILITY AND PRESENTATION IN MIND. EASILY ENHANCE YOUR RETAIL RACK, GONDOLA OR SHOWROOM ENVIRONMENTS WITH PIVOTWING™

PIVOTWING™ IS DIFFERENT

- Self-Returning Panels
- FOREVER Guarantee!
- No Metal-on-Metal
- Easy Installation

CHOOSE FROM CLASSIC, INLINE OR QUICKMOUNT PIVOTWING™

DISPLAY TYPE	PANELS PER UNIT	RACK	WALL	DOUBLE-UP
Classic	1, 2, 4, 6, 10	✓		✓
Classic Wall Mount	6, 10		✓	✓
Inline	5	✓	✓	
Inline Wall Mount	5		✓	
Inline Corner	5	✓	✓	
Quickmount	1, 2	✓		



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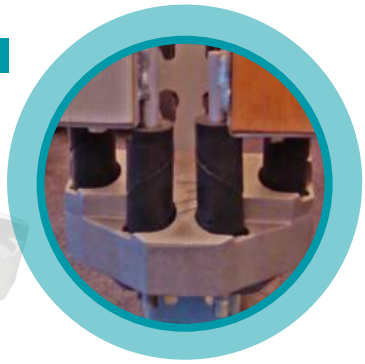
GET UP TO 400% MORE PRODUCT VISIBILITY, REDUCED WEAR-N-TEAR FROM A UNIQUE MATERIAL COMPOSITION AND A SMOOTH, ATTRACTIVE SELF-RETURNING DISPLAY FOR EACH CUSTOMER.

PIVOTWING™ CLASSIC

This robust system will showcase up to 10 interior doors and up to 6 exterior doors. The unique waterfall presentation allows up to 5x product exposure, maximizing your square footage. The self-return feature allows for a polished presentation for each new customer.

Also Available:
Wallmount displays

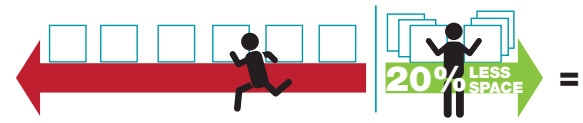


PIVOTWING™ INLINE

A clean, sleek design with a linear presentation, Pivotwing™ inline is easy to install in rack or gondola environments. Show up to 5 panels per display, and up to 3 displays in a standard 8 ft bay.

Also Available: Corner InLine displays &
Wallmount displays

Both models can be adjusted to your required height. PivotWing™ is a great component to your InStore display – it can be used independently or as part of a completely comprehensive program!

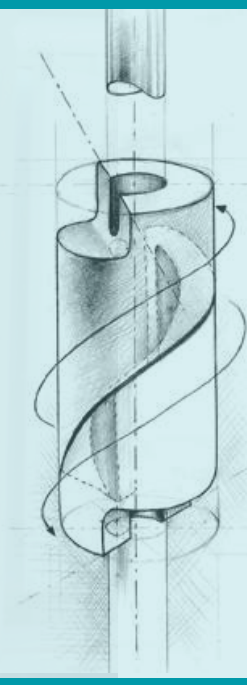


Metrie | PivotWing™

Our client came to us with the need to display a product sampling of interior doors within an 8' bay at a big box retail location. The product line consisted of 'Stock' and 'Special Order'. They wanted to create a display that would effectively showcase the samples and educate the customer on the rest of the product line.

The solution we offered was our 5 panel corner inline PivotWing™ system for a sophisticated door presentation. We then added hand-hold graphics with product specs and detailed information to the doors; as well as created an ordering console with order forms, brochures and other literature to educate and walk the customer through the buying process.

Graphics, lighting and wooden interior paneling tied it all together to create a warm and inviting in-store presentation.



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PIVOTWING™

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FLIPBOOK™

SE FLIPBOOK™ IS A MULTI-PANEL CATALOGUE WITH INTERCHANGEABLE GRAPHIC INSERTS AND A UNIQUE WATERFALL PRESENTATION. IT CAN BE USED AS AN EXTENSION OF YOUR PRODUCT LINE OR TO WALK CUSTOMERS THROUGH THE PURCHASING PROCESS - ASSISTING WITH MORE COMPLEX BUYING DECISIONS.

WATERFALL TABS

FEATURES & BENEFITS:

- Waterfalls for effective Communication Structuring
- Product Spanning & Category Management
- Enhanced Graphic Communications & Layout
- Multiple Mounting Options
- Durable and Reusable
- Easy Graphic Changeout
- Special Order and Purchasing Guide

All Flipbooks are easy to install, can mount virtually anywhere and include interchangeable graphics – saving you more with every store reset or promotional opportunity!

SE Flipbook™ is your in-store sales assistant with the ability to reduce your staffing needs.

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WITH THE ABILITY TO INTEGRATE PRODUCTS SAMPLES, TEARPADS AND LITERATURE – IT IS IDEAL FOR SPECIAL ORDER ITEMS, DESIGN IDEAS, DIY INSTRUCTIONS AND CROSS MERCHANDISING MATERIALS.

STANDARD OR CUSTOM

Our standard Flipbook™ consists of a 10 page, 5-tab book with interchangeable graphics. This system is a great way to expand on your instore product sampling and special order options as well as an acting guide to complicated purchasing decisions.

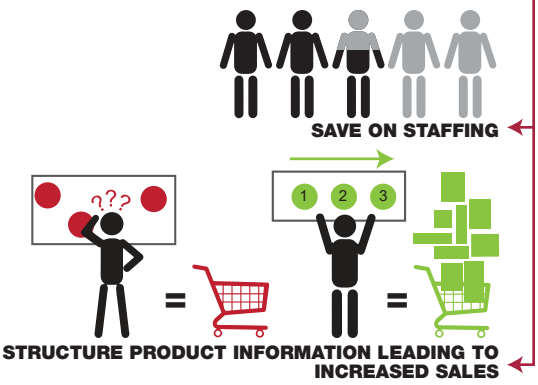
DIRECT PRINT

SE Flipbook is available in a direct print format for a modern finish. Often used for aisle violators, product information and signage, this durable substrate can be die-cut into any custom shape or size, used in an indoor/outdoor application and can mount to a variety of surfaces.

MINI

A much smaller version of a proven system – this design is great for a shelf or product application and makes a great accessory to a Flexwing or ChannelLink system for example.

USE FLIPBOOK™ TO



Kindred Sinkware | SE Flipbook™

Our client, a sink manufacturer required a fun and unique merchandising display suitable to sell in through a tradeshow environment. Working with a multi-faceted product line with dozens of models and accessories, they approached us for a creative solution.

The Strath Elgin team developed a custom display to present an irregular-shaped product sampling and paired it with an SE Flipbook. The unique shape of the display and book created visual interest and the use of vibrant corporate colours and typography tied it all together.

The SE Flipbook was used to present an extension of the product and accessory line into manageable sections, to educate, inform and inspire the customer – and to streamline the purchasing process, allowing the client to make more confident purchasing decisions.

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FLIPBOOK™

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OVERHEAD SIGNAGE

THE OVERHEAD SIGNAGE CATEGORY CONSISTS OF SEVERAL DIFFERENT PRODUCTS: HEADER SIGNAGE, ACCESS SIGNAGE, CURVE & BEAM SIGNAGE, AND NEWTON– DESIGNED FOR A PRISTINE DOWN-AISLE PRESENTATION, CONCEALING OVERSTOCK AND ENHANCING THE GRAPHIC COMMUNICATION OPPORTUNITY.

GONDOLA ENVIRONMENT

Access Signage as simple system designed for concealing overhead stock with a great graphics opportunity. Fastens to a shelf top and locks into place with a magnet. Easy to use and lightweight for gondola displays.

FEATURES & BENEFITS:

- Conceal Overstock
- 100% Clearance
- Attractive Down-Aisle Presentation
- Maximize Graphics Opportunity
- Easy to Install
- Fully dimensional graphics option

Recent studies show that upwards of **68%** of shoppers made a purchase after a sign caught their eye. We have models specifically designed for racking, gondola or surface mounts. Our systems are easy to install and simple to use, reducing set-up time in the field.

If you are planning a store reset we'd love to help you create your brand story using one of our comprehensive signage systems !

Let's get results together!

RACK ENVIRONMENT

Header Signage a robust and durable system that fastens to a beam, flips down and locks back into place with magnet and pin

RACK ENVIRONMENT

Curve & Beam fastens to the beam with adjacent piece that is positioned downward on an angle for easy-to-read graphics from standing position

** Ask us about our innovative NEWTON SIGNAGE – a gravity inspired design that easily glides between open and closing positions. It provides 100% unimpeded, easy access to overhead stock with use of lift truck or rolling ladder.

Merchants Metal | Overhead Signage

Our client, an iron-wrought fence manufacturer, came to us looking for a unique instore display idea that would help them at their product line review in a big box retail store. They had one 8' bay to work with and a mix of stock and special order items in all different shapes and sizes. They wanted to incorporate signage to educate their customer on the purchasing process and provide all the information needed to make a confident buying decision.

Once the product samples were selected and we mapped out the customer journey, we then created a custom hardware system and incorporated an educational graphic that would be printed and inserted into our curve and beam signage system.

Curve and Beam Signage is a great dual purpose system whereby the beam signage is mounted on the vertical and the curve sign is ergonomically positioned so if you are standing in front of the bay it is very easy to read. It is also easy to install, reducing staff time, and has interchangeable graphics so your instore marketing is always current.

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OVERHEAD SIGNAGE

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ABOUT STRATH ELGIN

OUR OFFERING

Strath Elgin has been in the marketing-at-retail business for 30 years. We are a brand that is built on delivering results. Always aiming to supersede our clients expectations, we guarantee to outperform any competitor, any time. What results to you want for your instore program?

We specialize in product display systems designed for retail, warehouse, showroom and tradeshow environments. Our displays consist of hardware for in-bay, shelf, end cap, free stand as well as a variety of signage and graphic systems. Our comprehensive services consist of retail strategy design & development, concepts & prototyping, engineering & production, finished art & graphic reproductions, and warehousing & inventory programs through to installation– We really are your one-stop shop for all your marketing at retail needs.

OUR PHILOSOPHY - BRINGING STRUCTURE TO CHOICE

Since 1987 Strath Elgin has been bringing structure to choice. By that we mean it is our business to understand your customer needs and to create easy-to-use displays that organize the buying process into familiar, manageable patterns. As a result, shoppers are more informed, and feel completely confident in their buying decisions.

Confident, informed shoppers buy better, buy smarter, and buy more!

OUR APPROACH - BUILDING CUSTOMER ENGAGEMENT

As experts in the point-of-sale business we understand the importance of customer engagement. By creating unique displays with our durable systems, and by developing structured decision-point communications, we aim to elevate your brand and create customer loyalty that results from great and impactful merchandising displays!

OUR GUARANTEE TO YOU

We stand behind our products 100% and guarantee quality with each and every system and project we develop. In fact, our PivotWing™ products are so well engineered - **we guarantee our pivots FOREVER!** They will not break, bind or wear down! We are confident that PivotWing™ and our other in-store display systems will outperform **any competitor, any time!**

OUR CLIENTS

We are proud to have worked with these industry-leading retailers:

The Home Depot
Lowes
Menards
Kindred
Stanley
Husqvarna
Owens-Corning

3M
Henkel
Coleman
Pella
Scotts
Johns Manville
Laticrete

Masonite
Rona
Black & Decker
Jeld-Wen
Moulding & Millwork
Builders First Source
and many more...

COMPLETE DISPLAY SOLUTIONS

At Strath Elgin, we strive to exceed your expectations. From concept to execution and beyond - our creative approach to visual merchandising and display will bring your retail vision to life!

PROGRAM STRATEGY & COMPREHENSIVE DESIGN

Our in-house design and production teams work hand in hand to design, develop and produce both proprietary and unique display systems. Talk to us about your goals and visions, and let us develop program strategies that will engage your customers, utilizing any combination of our innovative, unique and/or patented displays.

FINISHED ART AND GRAPHIC REPRODUCTION

Our accomplished team of graphic artists can assist you in creating a stunning, eye catching and information-driven graphic that will inspire, engage and inform your customers. Flexibility in printing capabilities ensures your graphics are produced to the highest quality every time.

- Concept Illustrations and Renderings
- Translations Submission (for multi-lingual applications)
- Full in-house art production and/or template designs

ENGINEERING PROTOTYPING AND PRODUCTION

Our designers create innovative, practical, cost effective prototypes and display systems. Our in-house production team ensures superior quality while working within your budget. We utilize many different processes such as injection moulding, die casting and extrusion. We fabricate displays using a wide variety substrates. Our design-driven philosophy ensures the right process is used for the right application.

WAREHOUSING & FULFILLMENT PROGRAMS

Our secure warehousing facility allows you the option to store your orders onsite, and ship directly to your customers as required. Start an inventory program with us, and set up a regular shipping program to ship your orders in pre-approved quantities. We can even ship replacement graphics to your customers, for new marketing strategy roll-outs, and easy graphic change outs.

- Inventory Programs
- Logistical Services in FTL, LTL and Courier
- Storage and Pick-n-Pack Programs

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PROFESSIONAL SERVICES

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IMPACTFUL RESULTS
SUPPORTED BY THE MOST
TRIED AND TESTED
PROPRIETARY
RETAIL SYSTEMS
AT YOUR DISPOSAL

PICK YOUR RESULTS

GO AHEAD. CHECK (✓) AS MANY RESULTS AS YOU WANT. WE LIKE CHALLENGES.

BUILD MY BUSINESS

- ☐ Build my quality story and grow my sales
- ☐ Grow my special order sales
- ☐ Build my cross promotion/sales
- ☐ Drive customer knowledge
- ☐ Other _____

ABSOLUTE INSTORE CHANNEL LEADERSHIP

- ☐ Holistic design
- ☐ Communication and purchase flow innovation
- ☐ Explore demand creation
- ☐ Seamless logistics and rollout implementation
- ☐ Other _____

MAXIMIZE PERFORMANCE

- ☐ Make it easy to use, easy to install
- ☐ Lead and influence my market
- ☐ Train my marketing partners
- ☐ Enhance my shoppers' experience
- ☑ GUARANTEE it FOREVER (OK we cheated on this one. Already done!)
- ☐ Other _____

MAKE IT WORK IN ALL MY CHANNELS

- ☐ Big box retail
- ☐ Warehouse racking
- ☐ Traditional gondola
- ☐ Showroom
- ☐ Tradeshows
- ☐ Boutique/small format
- ☐ Modularize for adaptability
- ☐ Other _____

SUPERIOR SHOPPER EXPERIENCE

- ☐ Perfect purchase process structure
- ☐ Inspired capability to buy better
- ☐ Define and embrace shopper experience
- ☐ Integrated experiential
- ☐ Interactive
- ☐ Other _____

I WANT THE BEST, FOR LESS

- ☐ Implement an all channel strategy
- ☐ Establish an all channel communication template
- ☐ Utilize and interweave proven great concepts and systems alongside unique innovations
- ☐ Modularize similar elements for all channel flexibility
- ☐ Other _____

NOW LET'S MAKE IT HAPPEN

TALK TO ONE OF OUR RETAIL EXPERTS 1 (888) 478-7284

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