



UCCELLO
DESIGNS

In-Store Merchandising

Nov 2022

Making **People's** **Lives** Easier.

Welcome Aboard - Great To Have You

Thank you for agreeing to be a part of our in-store merchandising project.

All the information you will need is below.

- ▶ Ideal positioning ideas for stock & POS Materials in stores.
- ▶ Image samples of stock & POS Material – Choose the best option for your store size & layout.
- ▶ Uccello Sales Training Video: All the information (*features and benefits*) about our products in a short 5 min video

We look forward to working with you and hearing your feedback.

Recommended Store Positioning

► Near the entrance of the store/showroom

The entrance of your store has the highest footfall, making it an impactful area to place products and visual merchandising.

Placing eye-catching products and merchandising here can reassure and confirm a customer's decision for deciding to enter your store.

With one entrance, you have the ability to catch a customer's attention twice, when entering and leaving. Thus increasing the chances of a sale.

► Designated household sections (*Kitchen aids, Bathroom aids, etc*)

Displaying different products together can help to increase sales. This can help engage the customer's imagination, where they could see these items fit into their daily life.

For example, displaying the Uccello Kettle, Grip Mat, and Muggi with various other kitchen aids such as caring mugs, foam-handled cutlery and right-angled knives, etc.

► Easily Accessible

Ensuring that Uccello products are within reach for customers is crucial. It allows them to feel and explore them for themselves.

It will help them better understand the value of our daily living aids and create a more memorable experience in-store.

► Displayed at Eye Level

Eye-level is buying level. This is because this area makes it easier for customers to browse and it will receive significantly more attention than products in other zones.

We have seen that stores displaying the Uccello Kettle at eye level and within reach have better sales than those who have it out of reach both above and below eye level.

► Encourage Impulse Buys

While the Uccello Kettle may be too big to have near the checkout. We would suggest propping up one of our card struts in front or beside the cash register.

This can promote questions and interest from customers and potentially lead to further sales.

Sales Training Video

One of the directors, Gary Williams, talks through all of our assistive living products. This is a short 5 min video where we share everything you need to know about Uccello products, their features & benefits.



URL FOR VIDEO: https://youtu.be/3KW9C1_kufY

Limited Space?

You can choose to display our:

- ▶ Counter Top Display (same width as the Uccello Kettle box)
- ▶ Uccello Demo Kettle
- ▶ Try Me card (to stick to your demo kettle)
- ▶ Card Strut (available in A5)



Selling All 4 Kettle Colours

You can choose to display our:

- ▶ Try Me cards (to stick to your display kettles)
- ▶ Card Strut (available in A5)



Shelf Display

You can choose to display our:

- ▶ Uccello Kettles
- ▶ Try Me card (to stick to the side of the kettle)
- ▶ Card Strut (available in A5)
- ▶ Shelf Wobblers (Attention grabbing)





Floor Displays

You can choose to display your stock with our:

- ▶ Counter Top Display (same width as the Uccello Kettle box)
- ▶ Demo Kettle
- ▶ Try Me card (to stick to your demo kettle)
- ▶ Card Strut (available in A5)

Dimensions of display:

- ▶ Optimum Height – Hip height– 4 Uccello Kettle Boxes with Counter Top Display on top.
- ▶ Width/Length – 29 cm

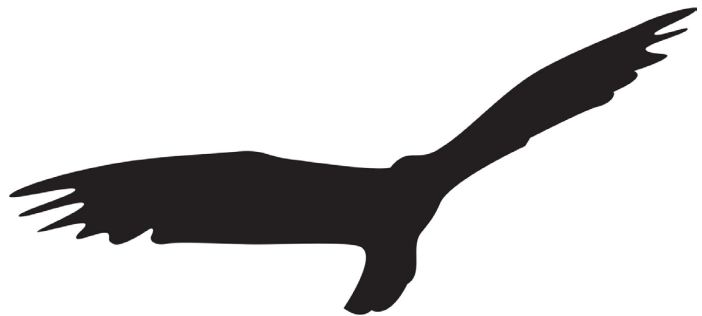


Pyramid Displays

Dimensions of display:

- ▶ Optimum Height – hip height– 4 Uccello Kettle Boxes with Counter Top Display on top.
- ▶ Width/Length – This can be dependent on your store floor space.





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Pouring **Hot Water Safely**
And Steadily Every Time.

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