BRANCH-TASTIC!

Merchandising Training





Merchandising and displays

 Making it easy for people to find a good read



Branch-tastic! Goals

 Development of welcoming spaces

 Improvement of the customer's browsing experience through merchandising



TPL Merchandising Guidelines

- One page tip sheets
- Dos and don'ts photos
- Training workshops



- ▶ Elements of Successful Collection Promotion:
 - Know your users
 - Materials with broad appeal
 - Clean, attractive covers
 - Group by theme or topic
 - Mix collections and formats
 - Promote lesser known titles
 - Refresh frequently

What to Display

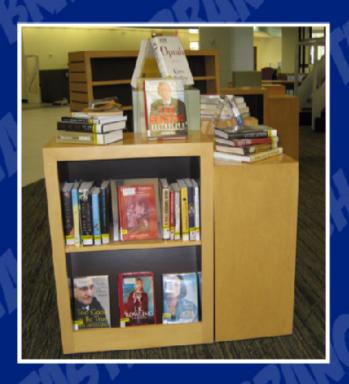


How to Display





Do: think plentiful and abundant





Do: make sure the unit looks good from all approaches and angles













Do: maximize face forward in the display







Do: stack items offset so they look touchable



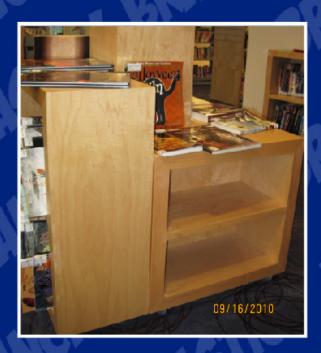


Do: keep a quantity of titles on the unit to easily refill acrylic holders and stacks





Don't: let the display get sparse and picked over











Do: use styles such as: Cascade







Columns: dvds & audiobooks







Columns: graphic books





Stacking Vij's



Do: use colour blocks, combinations and contrasts







Do: make sure the unit looks appealing from all approaches and angles









Do--use the proper holder for the task











Do--keep collection items within easy arms reach

•Display items in vertical or horizontal lines to create appeal and allow eyes to glide easily from title to title

•Tidy and refill holders routinely





Do—use stack ends and gondola ends to display program flyers and collections



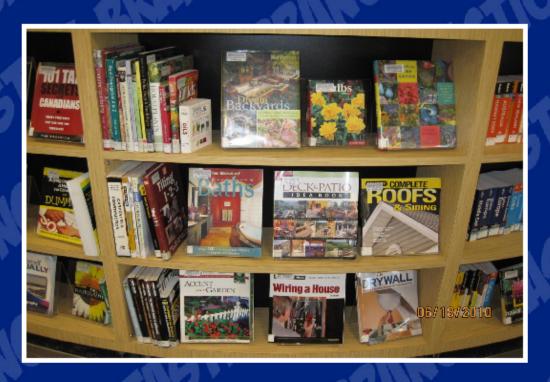






Do—Display materials face forward, use a holder for stability whenever possible

•Keep additional materials nearby for easy refilling





Do—use the space at the end of a shelf to display materials from that shelf face forward
•Consider sloped book display shelves to create display opportunities on bottom shelves





Do—display materials in the prime browsing zone which is eye level to knee height







Do—use lower shelves in the Children's Area, they can easily reach the bottom shelves





Don't—have a forest of books on the top of every shelf range, it looks cluttered and obscures sightlines









Do:

- think plentiful and abundant
- use various levels, colours and face forward
- •curve your design and look at it from several angles













Don't: have all titles on the same level





BRANCH-TASTIC!

Have fun merchandising your collections!



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