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CUSTOM RETAIL DISPLAYS

Why POP displays are essential to your in-store strategy.



Benefits of Large Screen Kiosks

Top Questions from Display Manufacturers

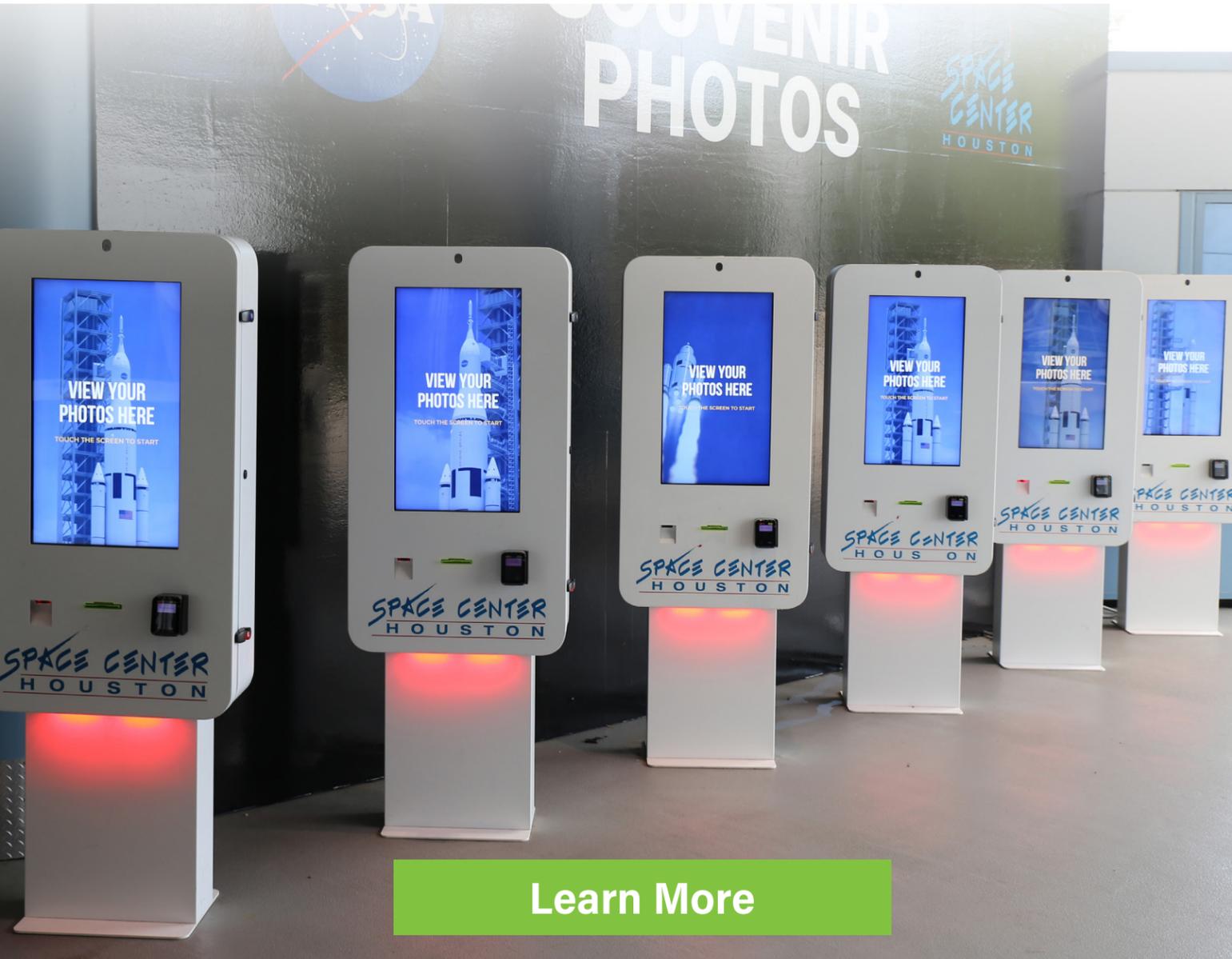
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Frank Mayer and Associates, Inc. is a leader in the development of in-store merchandising displays, interactive kiosks, and store fixtures for brands and retailers nationwide. The company helps retailers and brands utilize the latest display solutions and technologies to create engaging customer experiences.

Visit www.frankmayer.com for more information.

Top Questions Your Retail Display Manufacturer Will Ask

Cheryl Lesniak
Director of Marketing
Frank Mayer and Associates, Inc.

What should a brand know before contacting a custom display manufacturer, and what kind of questions will the manufacturer ask?

We sat down with Frank Mayer retail display experts who specialize in different areas and stages of production to find out what essential information brands should know before diving head-first into the world of store displays.

Here are some common questions a retail display manufacturer will ask when starting a program.



1 What are your desired quantities and budget?

While this question is straightforward, sometimes the answer can be complicated to nail down.

When a brand first reaches out, often they're still in the exploratory phase and don't have a budget or quantities finalized.

Director of Strategic Initiatives Dave Loyda shares, "Frequently, I hear first from someone doing research into displays. The person might not be the ultimate decision-maker or have a budget in mind but is looking for guidance on the initial process."

He goes on. "This is when we tend to have discussions on the brand's display needs – will it be a permanent display? Freestanding? Counter? Does it need to merchandise a certain number of SKUs? All these questions influence pricing

and can help establish a baseline for costs."

Once a project moves further in the design process, it's helpful for brands to be clearer on quantity needs and budget.

"We create custom displays, so our designers can render just about anything," Loyda says. "That being said, knowing a budget helps ensure we design with those costs in mind and present something that fits a client's budget."

A custom display manufacturer will walk through the cost savings of ordering in bulk, what materials or processes can save money while still offering longevity in the field, and more. Thus, being prepared with an approximate budget and quantity number will ensure the program is efficient from the beginning.

2 How long will the display have placement in the field?

What the manufacturer is really asking here is if the display in question is intended to be temporary, semi-temporary, or permanent.

But what's the difference between these types of displays?

"The lifespan of a retail display really comes down to how long the retailer has dedicated the space on the floor or on the shelf for the brand," explains David Anzia, Senior Vice President of Sales.

Temporary displays are in the field between one and three months. Because placement is brief, these displays are typically made of corrugated cardboard or thin plastic – materials that have a lower price point but are more susceptible to wear in a short period.

Displays that are out longer than three months but less than a year fall under the category of semi-permanent. These displays are usually built using styrene or a thicker corrugated material with a protective coating.

Finally, permanent displays remain in place for a full year or more. Since these fixtures are out longer and will need to withstand more interaction, heartier materials, such as wood, plastic, and powder-coated metal will be considered for the design.

Having a rough estimate of a fixture's desired shelf-life is going to be a deciding factor on what kind of materials can be used to create the display.

3 Where is this display being placed and are you considering multiple options for placements?

Location, location, location. Why is it so important to know early on?

Even with chain stores, there isn't always a one-size-fits-all display solution because not all locations are going to have exactly the same footprint or capabilities.

Steve Champagne, Vice President of In-Store Merchandising, breaks this concept down further.

"Some of the brands' retail partners have more space than others do for fixtures," he says simply. "Some retailers have different volume stores, and they will carry different assortments by location. So, a large fixture may work for some locations, where a smaller counter unit may be the only space or exposure they can get in smaller volume stores."

More specifically, the manufacturer will want to know where within a location the display

is going to be placed, especially if the fixture contains an electronic element.

"In terms of location of the display, it is critical to know where the display will be located in the store, as this will inform where the power will enter the display," explains Model Maker Josh Govek. "With the display's final placement in mind, cable management outside of the display can be thought out."

Retailers are going to set their own standards as well, which can influence the production timeline and materials used for the display.



5 Will your display need power?

Safety is always the name of the game, particularly when it comes to adding electronic components to store displays.

Certification from [Underwriters Laboratories \(UL\)](#) is going to be a major player in terms of placing powered displays in-store.

However, it's not as cut and dry as simply using UL certified parts to create the final product, explains veteran Model Maker Joe Poborsky. Even with certified parts, the powered display itself will need to undergo its own testing to ensure that it meets UL standards as a whole.

And while UL certification is not obligatory when creating all power-operated displays, it may be a prerequisite for certain location placements.

Engineer, Paul Kahre, explains, "Although all our displays are engineered with safety in mind, UL listing may be required by store chains. This normally adds significantly to production lead times and costs."

"We ask about this early on because it can take a couple weeks," Poborsky adds. "There's also a monetary impact. UL could be

4 Do you have specific material requirements?

Perhaps a brand already has a certain desired aesthetic in mind when reaching out to a display manufacturer. Or maybe there's a specific feature required for the display in question.

This is the time to talk about it.

Apart from making a display visually attractive, specific material may be necessary to create the customer experience that brands want from it.

Knowing how a display needs to be able to function is imperative in deciding on what materials are necessary to make the soundest structure, says Govek.

A key factor in material requirements is going to be if the display has any interactive elements, particularly if those elements require a power source.

"In my experience, if a display is going to have powered elements, we would most likely make that display with metal or wood construction to support the extra weight of those elements."

He continues, "The more rigid materials give the display the necessary structure to present in a solid and purposeful way, especially if there is any interactivity integrated into the display."

With recent supply shortages, it's important to keep in mind that some materials are going to take longer to get than others. This is going to affect the timeline of getting those fixtures out into the field.

Speaking with your retail display manufacturer about these factors before going into production is going to be beneficial to your overall timeline and budget.

upwards of \$20,000. That's something you're not going to want to learn about later on."

UL certification is a major reason why a retail display manufacturer is going to inquire about the addition of power. Safety is not the only factor at play. Budgets and timelines are also going to be dependent on these certification requirements, so it's better to know now.

6

Will this program compete with a competitor? If so, who?

At first thought, it may seem strange for a retail display producer to ask about an inquiring brand's competitors. After all, what's the advantage of knowing what a brand's competitor is doing in regard to store display design?

"If you have a new product to launch that competes with multiple brands in your industry, the launching brand must know how their competitors are going to market," explains Champagne.

Within the retail setting, no one brand exists in a vacuum.

"Your brand will be adjacent to the other brands on the selling floor," Champagne goes on to say. "The fixtures that best 'attract and engage consumers' and communicate your products' features and benefits will go a long way to persuade consumers to purchase your product over the competitors."

The goal isn't necessarily to have the flashiest or most expensive display. Rather, the goal is to make the best impression on potential customers and maximize the brand's return on that fixture.



Conclusion

Starting the journey into the world of display design doesn't have to be overwhelming.

Knowing the answers to and understanding these basic questions is going to go a long way when contacting a retail display manufacturer for the first time.

Once the answers to these questions are established, a brand is well on its way to creating a distinct and memorable in-store presence.

Are you looking for a reputable display manufacturer? You're in luck. With more than 90 years in the business, we've worked with many well-known companies to design, engineer, and produce effective retail display programs. See a sampling of [our work](#), and then [contact us](#) to get started. «

FEATURED KIOSK



Freeosk Sampling Kiosk

Freeosk, the company behind the nation's largest network of kiosks that deliver brand samples to consumers, was looking for a new interactive kiosk manufacturer to produce units for an upcoming program.

[Learn about the Freeosk interactive kiosk program.](#)



Features

- 1 Remote Access**
Freeosk can remotely monitor kiosks to access data on interactions, check for vending issues, and more.
- 2 Product Merchandising**
Customers have easy access to the featured sample products on the kiosk's shelves.
- 3 QR Reader**
Used in conjunction with Freeosk's app program, the kiosk uses a QR reader to scan a customer's mobile device and initiate the next step.

he Benefits of Large Screen Kiosks

The term “large screen kiosk” is fairly self-explanatory. What’s less-so is the purpose of these kiosks as well as the most common placements for them.

[Large screen kiosks](#) can be used for a large variety of applications, the most common ones being check-in and wayfinding.

These kiosks are often found in larger areas that benefit from featuring interactive maps, such as malls and airports, as well as locations that require some form of check-in, like hotels and medical facilities.

Here, we explore instances where large screen kiosks may be a better fit than their smaller-screened counterparts.

by: Cheryl Lesniak, Director of Marketing
Frank Mayer and Associates, Inc.



Visibility

Visibility is an important factor in companies choosing to go with large touchscreen kiosks over smaller screened options.

One benefit of a larger monitor is that it can display more details on the screen. This is particularly helpful for wayfinding, as more detailed maps allow for increased in-depth exploration by users.

The sleek and slim design of large screen kiosks also allow them to be more easily integrated into various décor styles. And their relatively small footprint makes placement much simpler, as these kiosks can often fit into spaces that bulkier kiosk options may not.

The larger screens act as beacons, both grabbing the attention of passersby as well as making the kiosks easier to spot for those intentionally seeking them out. Adding lighting and color increases the likelihood they’ll be noticed.

Functionality

Once they’ve captured the attention of shoppers or patrons, what are these kiosks meant to do?

Frank Mayer Marketing Specialist Katie Kochelek states, “Some people like the look of a bigger monitor, so investing in a large display kiosk can be for reasons as simple as aesthetic preferences. In other instances, though, it comes down to it fitting the application better.”

Large screen digital kiosks can be used for any application. That being said, their most popular uses are generally [wayfinding](#) as well as [check-in](#).

Wayfinding kiosks act as interactive maps for the users with features that allow for the digital exploration of physical settings. Popular locations for wayfinding kiosks include college campuses, medical facilities, resorts, shopping malls, theme parks, and ports of public transportation.

Often found in hotels, medical facilities, and other locations, check-in kiosks allow for patrons, guests, and patients to independently register their arrival.

Accessibility

Many large screen kiosks allow for easier wheelchair access. The larger screen makes it easier to meet the height requirements outlined in the [2010 ADA Standards for Accessible Design](#) without altering a kiosk’s original design.

Apart from height requirements, there are also ADA specifications for [forward](#) and [sideways](#) reach limitations as well as [clear ground space](#).

The flat design of most large screen kiosks oftentimes meet these regulations without requiring any alterations to the standard specs.

Conclusion

When looking into investing in a kiosk for your business, consider your desired visibility, functionality, and accessibility. A large screen kiosk may just hit the mark.

Learn more about out Frank Mayer’s line of [standard](#) and [outdoor kiosks](#), or reach out to us about designing something [custom](#) to fit your needs. «

ADDING CUSTOM RETAIL DISPLAYS TO IN-STORE MARKETING PLANS

by: Katie Kochelek, Marketing Specialist | Frank Mayer

When developing an in-store merchandising strategy, brands must consider more than just product selection and placement. Investing in custom retail displays to showcase those products is equally as important.

Following, we reveal why branded retail displays are so effective in the store environment and discuss essential factors to consider when designing, pricing, and rolling out these displays at retail.

Lift Sales and Increase Brand Exposure

A [First Insight survey](#) reports that 78 percent of men and 89 percent of women make additional ‘impulse’ purchases when shopping in-store.

With many brick-and-mortar shoppers purchasing unplanned items, it’s no surprise custom retail displays are a critical tool to increase sales and build brand awareness.

“Branded retail displays cause shoppers to pause,” says Cheryl Lesniak, Director of Marketing at Frank Mayer and Associates. “And once you have their attention, not only does brand detection begin, but the likelihood of a purchase increases.”

In fact, according to a [2016 white paper by Shop!](#), custom store

displays in mass-market retailers accounted for a 32 percent increase in sales.

This can be attributed to display design and features that set products apart from competitors on the shelves. In addition, retail displays frequently secure prime placement in stores. Specifically, [freestanding displays](#) and [end caps](#) are often positioned in areas with high visibility.

Displays for retail can require careful planning, but they’re a worthwhile investment for brands looking for exposure and good ROI on their in-store marketing.

Ability to Customize to a Brand

Everything from colors to unique designs to materials can be significant when representing a brand.

A custom retail display is an extension of that branding and can educate customers about a brand and convey trust to shoppers who already recognize the name.

When a brand is consistently represented across all platforms, [revenue can increase by up to 23 percent](#).

In addition, custom-built displays will also showcase a product properly, whether that requires special lighting, a secure cabinet, or reinforced bracketry to demo the merchandise.

Instead of opting for stock retail fixtures



or getting lost on a box store shelf amongst competing brands, businesses should stand out with a custom store display that demonstrates their identity.

Designing the Right Kind of Display

When it comes to custom retail displays, brands have myriad options for design and [display type](#).

“First, brands must determine what style of display will be best,” Lesniak shares. “If a company is looking to merchandise small items, a [counter display](#) might make most sense. On the flip side, if a company has multiple SKUs that need differentiation, a wall [merchandiser](#) with graphics and educational copy would be a better fit.”

Once a style of display is determined, additional factors will influence pricing.

“A good retail display manufacturer will guide you through the process,” Lesniak says. “Knowing the price of materials and finding the best option to still achieve your desired look is key, especially during a turbulent [supply chain](#).”

Often, saving time and money [doesn't have to sacrifice a brand's vision or display design](#).

“Today, there are numerous ways to cut costs or circumvent long lead times regardless of the type of store display and design you need,” Lesniak confirms. “Open communication with your display supplier will ensure it's a seamless rollout.”

Why Cheaper Isn't Always Better

Sometimes, the word “custom” deters people from embarking on a program from the start. This is because they equate a branded retail display with being expensive.

Stock and temporary displays will certainly be cheaper than a custom permanent option because manufacturing mass-produced displays or using inexpensive materials undoubtedly saves on costs. However, going this route isn't always the wisest option.

“Unless you're a store needing general fixtures or display racks, brands should avoid buying stock displays to showcase their products,” Lesniak says. “When a company has spent time and money on building brand recognition, failing to carry that same energy into in-store marketing efforts would be a mistake.”

In addition, temporary displays are often best reserved for short-lived promotions or seasonal products.

“Of course, there's no need to invest in a permanent store display for Halloween items,” Lesniak explains. “But, if you're merchandising product that is relevant year-round, temporary displays won't endure the daily wear

and tear at retail.”

When pricing for custom display projects, it's important to remember that even amongst permanent retail display manufacturers, the cheapest bid isn't always the best.

Frank Mayer Account Executive Eric Roth explains, “When looking to launch your next in-store display, you're most

likely going to shop around. If you are a premium brand, I would strongly caution against automatically going with the lowest bid.”

“Yes, you may save 15-20 percent by going with the least expensive supplier,” he adds. “But, if you're saving that much, the materials and manufacturing methods used are going to cost you in the long run.”

High quality displays come at a cost, but one that's worth the investment.

“The cost of a custom retail display that shoppers will see and interact with is generally a drop in the bucket of the overall

marketing budget for a product,” Roth asserts. “Yet, studies by the Retail Institute, SHOP!, and others show the in-store interaction is often the catalyst to convert a ‘just browsing’ client into a sale.”

In the end, procurement teams must make sure they aren't sacrificing quality and brand identity when entertaining project bids.

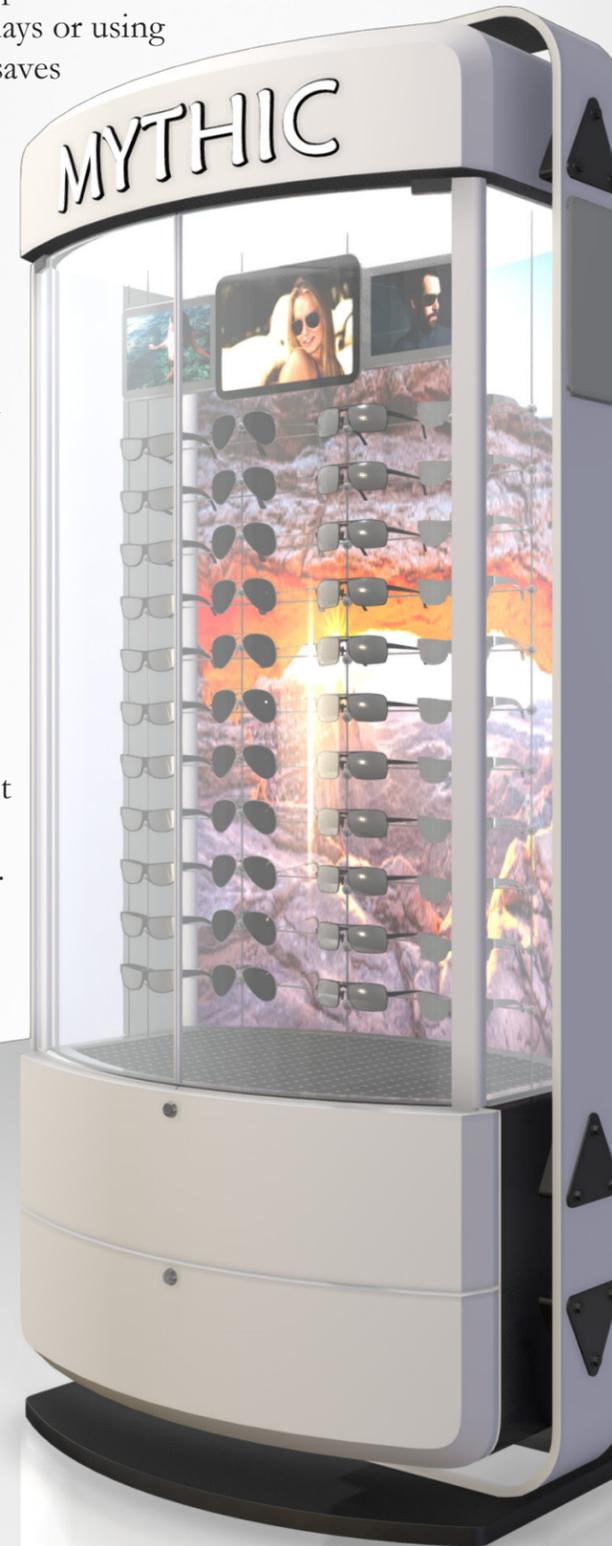
In-Store Display Checks

Developing a display program can be extensive, but it shouldn't end once those displays hit the aisles. Coming up with a plan to check on displays in the field is critical.

“You wouldn't buy a new car and not get a regular oil change,” Lesniak simply states. “Installing displays at retail is only the first step. You'll want to invest in regularly making sure the displays are working as intended.”

Retail displays are powerful representations of a brand. If video loops are glitching, lighting isn't working, or a shelf is broken, shoppers are forming a powerful observation of the brand and merchandise. This poor initial perception, in turn, can lead to lower sales and a decrease in product loyalty.

“It's not always the most glamorous part of rolling out a display program,” Lesniak says. “But building display checks into your strategy is necessary to confirm you're getting the greatest return on investment.”



The Case for Custom Retail Displays

With [in-store shopping being the preferred channel for 82 percent of Millennials](#), who are today's largest consumer base, it's crucial for a brand to be at retail. Visual merchandising tools like branded retail displays set a brand apart from the competition, increase brand exposure and lift sales.



Self-check-in kiosks to play bigger role in healthcare facilities

Elliot Maras, Editor
[Kiosk Marketplace and Vending Times](#)

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Patient care has long been a key focus of medical technology, encompassing patient sign in, health screening, health alerts, medical record keeping and taking clinical measurements.

For the average consumer, patient self-check-in has become the most visible advancement, as care giver organizations find it improves patient care while boosting staff efficiency and helping address a critical shortage of health care employees.

But technology continues to advance, with new capabilities on the horizon.

"We are continuously learning about and evaluating all technological options that can provide value to a self-service solution," said Edward Roberto, account executive for kiosk solutions at Frank Mayer and Associates Inc. "There are a lot of different departments affected by the patient intake process from registration, patient care, healthcare information systems, business office and more.

"There are options that are more software-integrated, using wireless connectivity to an individual's mobile device for navigation," he said. "There are also hardware integrations using motion sensors and computer vision, and then some very basic PPE solutions using disposable/recyclable PPE product such as FreeStylus."

Roberto is hardly alone in his enthusiasm for self-check-in solutions for health care facilities.

"Self-check-in kiosks allow greater workflow efficiency for providers and staff, reduce costs and safeguard PHI (protected health information)," agreed Jimmy Juelg, product owner at Healthmark Group, a Dallas based software-driven provider of health information management solutions.

Healthmark Group's self-check-in kiosk allows greater workflow efficiency. Photo courtesy of Healthmark Group.

Facilities can measure savings

Juelg noted that health care facilities can already measure the time savings the technology provides by tracking the total number of patient forms completed prior to patient visits, payments collected prior to the visit date and the amount of wait time prior to the visit.

Managers can also glean feedback from patient satisfaction surveys.

Secure, on-demand telehealth

While self-check-in remains the most in-demand function of self-serve telehealth kiosks, another important function is the ability to host secure, on-demand telehealth sessions,

said Daniel Boyce, chief product officer at Let's Talk Interactive Inc., a Charlotte, North Carolina based provider of customizable telehealth solutions including a video conferencing platform, kiosks, medical carts and virtual clinics.

"The ability for a patient to sit down, schedule and then enter an appointment (in a secure location) is so valuable," Boyce said. "We are seeing this happen across a variety of sectors beyond healthcare. For example, our partner Soldier On is a nonprofit that enables veterans to access mental health support services through self-serve kiosks."

Let's Talk Interactive's tabletop kiosk allows a patient to schedule an appointment in a secure location. Photo courtesy of Let's Talk Interactive Inc.

In addition, symptom checkers are essential, Boyce said. Kiosks must enable providers to access patient data including bio-analytics and view various symptoms in real-time.

While mobile devices are helpful in some situations, kiosks offer the benefit of integrating diagnostic sensors capable of measuring blood pressure, heart rate, BMI and glucose levels. The hardware can also be equipped with AI-driven facial-recognition to detect patient emotions.

With connectivity, kiosks also reduce the need for in-patient examinations. Patients can interact with a doctor anywhere in the world, thereby alleviating pressure on available service capacity.

Going forward, healthcare kiosks will be especially important to health care providers as the sector still faces workforce shortages and increased safety measures in the wake of the recent coronavirus pandemic.

This is especially important in light of the fact that trained healthcare professionals are expensive and in short supply.

Trained staff critical

Health care professionals are quick to note that self-service technology does not diminish the importance of trained staff.

Keith Froleiks, chief financial officer at Rockland Eye Physicians & Surgeons, stated that the practice's goal from the beginning was to improve patient care and staff efficiency, not to reduce labor, in both its West Nyack and Garnerville, New York locations.

In addition to patient check-in, the digital platform integrates with other clinic functions, further improving the organization's efficiency: patient scheduling, insurance eligibility, patient communications, medical records and practice management, Froleiks said.

Providing up-to-date insurance information has also been a significant benefit to the staff, he said.

Innovation will continue

The impact of digitization on the health kiosk market will remain high, according to a market research report from Transparency Market Research, due primarily to enhanced user experience and increased cost savings.

As solutions continue to evolve, care facilities will invest at a rapid rate. The TMR report pegs the annual growth rate of health care kiosks at 18% through 2027.

"Organizations looking to offer a telehealth kiosk should consider the footprint of the device — look for a lightweight device with a small footprint for most situations," Boyce of Let's Talk Interactive said. "Second, ensure the device has the right amount of connectivity including Wi-Fi, hardline, USB ports for medical devices, high-quality camera, speaker and microphone and Bluetooth compatibility. Lastly, look for an aesthetically pleasing model and built-in secure functionality." «



Patient Check-In Kiosks

Streamline business operations to better serve your patients.

From patient check-in to payment applications, our healthcare kiosks integrate with EMR systems used by every type and size of facility – from large hospital groups and small clinics to dental practices and more.

