

How to boost sales at point of purchase

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While all five senses play a role in the purchasing process, sight remains the most significant.



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Products that are well-packaged and visible on retail shelves have a better chance of being purchased. A quick, easy and cost-effective way to ensure your products are visible is by using Hang Tabs and Display Strips from the Do-It® Corporation, locally represented by Pyrotec PackMedia.

Do-It® Hang Tabs increase product visibility by presenting products vertically in a forward-facing position using a self-adhesive hanger to increase consumers' brand awareness and maximise merchandising display options. In this way, products can also be cross-merchandised or displayed in several different locations within the store. Another benefit is that by putting products where consumers can see them, impulse purchases and overall sales increase.

So, how can you increase sales at retail?

Cater for impulse buyers

Because 70% of purchasing decisions are made in store, exploit this by strategically and attractively placing products near check-out points using Pyrotec PackMedia's range of Do-It® Hang Tabs and Display Strips.

Ensure products are placed in a good location – eye-zone areas

Prime locations are the middle eye-zone areas. Products displayed on the top or bottom shelves may only be seen by about 30% of shoppers. Do-It's Display Strips ensure that your products are displayed at eye-level.

Consider shoppers' time

In today's fast-paced world, consumers spend significantly less time shopping. Your product only has a few seconds to be noticed, understood, and purchased.

Face your customer

The largest dimension of your product/package needs to face shoppers. This is the billboard that advertises the product to consumers who pass by.

Offer clear information

Considering that shoppers are spending less time in-store, is your product able to be quickly and easily understood? Long explanations on packaging will more often than not lead to the item being overlooked by potential customers.

Be colourful

Colour not only attracts attention but also taps into consumers' emotions. Cool colours such as blue, green, and purple are viewed as calming and clean. Warm colours such as red, orange and yellow can create energy and excitement, and neutral colours generate feelings of stability, innocence and authority.

Watch your language

Powerful words such as sale, discount, new and special will attract attention. Make them big and bold and display them where they will be seen.

Make use of on-pack promotions

On-product promotions are a great way to sway an undecided shopper. Coupons and buy one, get one free promotions are popular and effective methods of boosting sales.

Have signage

Point of purchase (POP) signage is reported to increase product sales by up to 33%. The top three uses of POP signs are to promote a brand name, communicate a promotion, and educate consumers.

Do-It Corporation constantly evolves its product lines, develops new solutions for common retail display problems, and is focussed on reducing packaging and getting products noticed in any retail environment.

Do-It® Hang Tabs are either clear or printed, and all products can be produced in several plastic and adhesive choices, depending on performance requirements and customer preferences. Do-It Products are safe and FDA approved for non-food contact applications.

Pyrotec PackMedia offers Do-It® Self-Adhesive Hang Tabs, Do-It® Display Strips, Carry Handles, and Promotional Bottle Neck Tabs.

When incorporated during a product's packaging design phase, Do-It® Hang Tabs effectively streamline products for a neater appearance, they increase display flexibility, and reduce waste. Do-It® Hang Tabs provide an environmental change that can be made quickly, with the added benefit of making products more accessible to customers.

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