

Three retailers are honored for the best showroom displays.

2010 **RETAIL DISPLAY** AWARDS

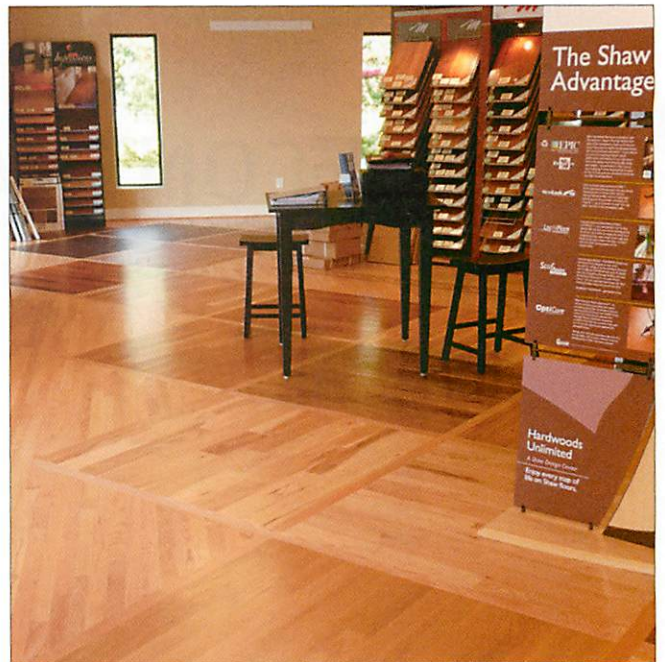
Our Retail Display contest recognizes retailers who understand the importance of in-store merchandising. As one of our judges, Jim Dion, writes in "Boosting Sales Through Store Design" this month, flooring retailers aren't only competing against other flooring retailers in regard to styling and merchandising, they are competing, for the consumers' limited spending money, against all the best retailers in their community—be they houseware or book sellers. The more successful flooring retailers know as much about merchandising as they do about flooring. Success at retail comes from having the right mix of products, knowing how to build store traffic and then creatively displaying those products so the shopper wants to buy them.

It's not called a showroom by accident, after all. It should be used to highlight the best products, ideas and services a retailer has to offer. Our three winners have done just that, and we are proud to showcase their success, hoping that other retailers will use it as a how-to for their own locations. The fourth annual Retail Display Awards is sponsored by Floor Productions Inc.



1st
Place

Hardwoods Unlimited Inc.
Whitsett, North Carolina



The other judge, Brian Dyches, was particularly impressed with Hardwood Unlimited's thoughtful layout along its main corridor. "Anytime you use 45 degree angles in reference to the way the customer is walking," Dyches notes, "you will get twice the number of people looking at the displays than if you made them parallel with the course. You are either focusing the consumer on what you want them to buy, or you are not." By this standard, Hardwood Unlimited's store was deemed "very shoppable" by the judges—one of the highest compliments for a retail location.

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