

**SS21 VISUAL MERCHANDISING** 

**BEST PRACTICE MANUAL** 

# Introduction to Visual Merchandising

Visual Merchandising is about presenting your products in the most attractive way to engage and motivate the consumer towards making a purchase. This is done by creating displays that accentuate a products appearance, features and benefits in a visually compelling way. Presenting them drives tangible increases in revenue.

Correct Visual Merchandising requires the following...

- Having the right WoodWick® product assortment
  - In the right place
  - At the right time
  - In the right quantity
    - At the right price

This seasons Visual Merchandising guide will showcase allthe latest trends in fragrance. From Planograms to POS wecan provide you with all the tools you'll need to make WoodWick® the most exciting stop in your shop this season.



## Contents

page 4 page 6	Seasonal Collection Presentation
page 14	Spill Proof Reed Presentation
page 16	Auto Reeds Presentation
page 18	Fragrance Of The Month Presentation
page 22	Core Fragrance Collection Colour Run
page 24	Recommended Wall Bay Fragrance Assortments
page 28	SWAS (Store within a Store) Overview
page 30	WoodWick® Furniture Overview
page 32	Product Glorifier Overview
page 33	Window POS Overview
page 34	In-Store POS Overview
page 35	References

## **New 2021 Spring Collection**

#### Overview

## Launching in January 2021

#### **NEW | COCONUT & TONKA**

The scent of creamy white coconut milk combined with notes of almond, tonka bean and a touch of white cherry.

SIZE	ITEM #
PETITE	1681461E
MINI JAR	1681489E
MEDIUM JAR	1681475E
LARGE JAR	1681482E
ELLIPSE JAR	1681468E



#### **NEW** | SEASIDE NEROLI

A fresh oceanside breeze of driftwood and waterlily notes, with the sweetened scent of neroli blossom and zesty mandarin.

SIZE	ITEM #
PETITE	1681463E
MINI JAR	1681491E
MEDIUM JAR	1681477E
LARGE JAR	1681484E
ELLIPSE JAR	1681470E



## **New 2021 Summer Collection**

#### Overview

## Launching in April 2021

#### NEW | CHILLI PEPPER GELATO

Spicy red chillies and aromatic citrus fragrances softened with sweet notes of creamy coconut and vanilla bean.

SIZE	ITEM #
PETITE	1681465E
MINI JAR	1681493E
MEDIUM JAR	1681479E
LARGE JAR	1681486E
ELLIPSE JAR	1681472E



#### **NEW** MELON & PINK QUARTZ

A sun-drenched fragrance combination of melon, cucumber and crystalline pink quartz, traced with violet leaf and lemon blossom.

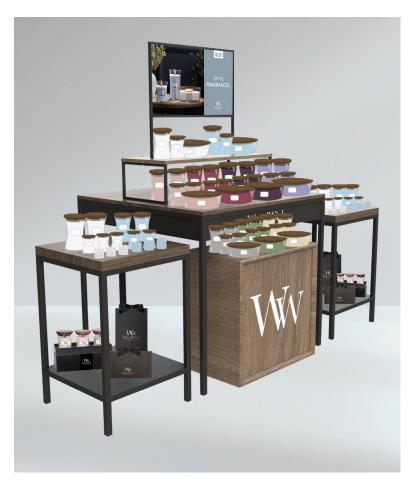
SIZE	ITEM #
PETITE	1681459E
MINI JAR	1681487E
MEDIUM JAR	1681473E
LARGE JAR	1681480E
ELLIPSE JAR	1681466E



## - Nesting Table

#### Wholesale

A nesting table planogram to show how to visual merchandised the NEW Spring fragrances, including 7 other core fragrances.





Graphics available to download from DASH (Digital Assets Storage House) Or within the WoodWick® seasonal graphics pack.

Spring SKU: **1694895** 

Select another 7 fragrances to fill the stand.

Product Description	Quantity per Fragrance NEW Wax	Quantity per Fragrance - Core Wax
Large Hourglass	10	4
Medium Hourglass	3	2
Mini Hourglass	12	0
Ellipse	3	1
Petite Candle	18	0

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

Product Description Gift Sets	Quantity per Fragrance
Mini Jar Gift Set Fireside/ Coastal Sunset/ Vanilla Bean	6
Mini Jar Gift Sets Frasier Fir/ White Teak / Crimson Berries	6
Large Jar MYO Box	2
Multi Form MYO Box	2

- Ladder

#### Wholesale

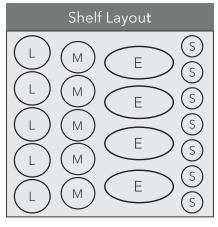
A ladder planogram to show how to visual merchandised the NEW Spring fragrances, including 4 other core fragrances.





Graphics available to download from DASH (Digital Assets Storage House) Or within the WoodWick® seasonal graphics pack.

Spring SKU: **1694895** 



Select another 4 fragrances to fill the stand.

Product Description	Quantity per Fragrance
Large Hourglass	3
Medium Hourglass	3
Mini Hourglass	4
Ellipse	2

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

## - Lead Table

#### Reseller

A lead table planogram to show how to visual merchandised the NEW Spring fragrances.

Graphics available to download from DASH (Digital Assets Storage House).

Contact your Sales Representative for more details Spring collections for reference.



Product Description	Quantity per Fragrance
Large Hourglass	16
Medium Hourglass	6
Mini Hourglass	9
Ellipse	8
Petite Candle	24

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

- Breakout Wall with Cabinet

#### Reseller

A breakout wall with cabinet planogram to show how to visual merchandised the NEW Spring fragrances.



Product Description	Quantity per Fragrance
Large Hourglass	16
Medium Hourglass	6
Mini Hourglass	9
Ellipse	8
Petite Candle	24

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

## - Nesting Table

#### Wholesale

A nesting table planogram to show how to visual merchandised the NEW Summer fragrances.







Graphics available to download from DASH (Digital Assets Storage House) Or within the Woodwick® seasonal graphics pack.

Summer SKU: **1694905** 

Select another 7 fragrances to fill the stand.

Product Description	Quantity per Fragrance NEW Wax	Quantity per Fragrance - Core Wax
Large Hourglass	10	4
Medium Hourglass	3	2
Mini Hourglass	12	0
Ellipse	3	1
Petite Candle	18	0

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

Product Description Gift Sets	Quantity per Fragrance
Mini Jar Gift Set Fireside/ Coastal Sunset/ Vanilla Bean	6
Mini Jar Gift Sets Frasier Fir/ White Teak / Crimson Berries	6
Large Jar MYO Box	2
Multi Form MYO Box	2

## - Ladder

#### Wholesale

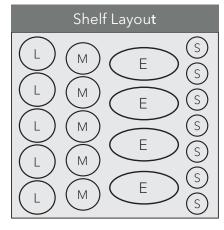
A ladder planogram to show how to visual merchandised the NEW Summer fragrances, including 4 other core fragrances.





Graphics available to download from DASH (Digital Assets Storage House) Or within the Woodwick® seasonal graphics pack.

Summer SKU: 1694905



Select another 4 fragrances to fill the stand.

Product Description	Quantity per Fragrance
Large Hourglass	3
Medium Hourglass	3
Mini Hourglass	4
Ellipse	2

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

## - Lead Table

#### Reseller

A lead table planogram to show how to visual merchandised the NEW Summer fragrances.

Graphics available to download from DASH (Digital Assets Storage House).

Contact your Sales Representative for more details Spring collections for reference.



Product Description	Quantity per Fragrance
Large Hourglass	16
Medium Hourglass	6
Mini Hourglass	9
Ellipse	8
Petite Candle	24

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

- Breakout Wall with Cabinet

#### Reseller

A breakout wall with cabinet planogram to show how to visual merchandised the NEW Summer fragrances.



Product Description	Quantity per Fragrance
Large Hourglass	16
Medium Hourglass	6
Mini Hourglass	9
Ellipse	8
Petite Candle	24

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

# Spill-Proof Home Fragrance Diffuser Presentation

- Ladder

Wholesale





Graphics available to download from DASH (Digital Assets Storage House).

## FRAGRANCE LAVENDER SPA LINEN

SAND & DRIFTWOOD

VANILLA BEAN

FRASIER FIR

WHITE TEA & JASMINE

CINNAMON CHAI

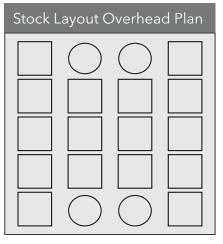
ISLAND COCONUT

LAVENDER SPA

SAND & DRIFTWOOD

Product Description	Quantity per Fragrance
Spill-Proof Home Fragrance Diffuser	5

Minimum Order Quantit	Quantity
Spill-Proof Home Fragrance Diffuser	4



# Spill-Proof Home Fragrance Diffuser Presentation

- Cash Desk

#### Reseller



#### **Product Glorifier**



Graphics available to download from DASH (Digital Assets Storage House). Contact your Sales Representative for more details.

Product Description	Quantity per Fragrance
Spill-Proof Home Fragrance Diffuser	4

FRAGRANCE
LAVENDER SPA
LINEN
SAND & DRIFTWOOD
VANILLA BEAN
WHITE TEA & JASMINE
FRASIER FIR
CINNAMON CHAI
FIRESIDE
ISLAND COCONUT
LAVENDER SPA
LINEN
SAND & DRIFTWOOD

Minimum Order Quantity	Quantity
Spill-Proof Home Fragrance Diffuser	4

## Multi Brand CDU



#### Items included as standard

- 16 Euro Hooks including price ticket holders
- 6 Header graphics for Newell Home Fragrance Brands (2 of each brand)



#### **NEW Multi Brand CDU**

SKU: 1680265

Dimensions:

H 504.34 x W 336.6 x D 287.6mm

#### **BENEFITS**

- Interchangeable Header graphic therefore CDU can be used for all Newell Home Fragrance Brands.
- Fully built and ready to use.
   No construction required.
- Euro Hook Price Ticket holders included to add pricing where required.
- Spinning mechanism giving consumers the ability to easily shop the product from all angles.

## Multi Brand CDU



#### **REFILLS**

FRAGRANCE

# CINNAMON CHAI FIRESIDE LINEN LAVENDER SPA BLACK CHERRY WHITE TEA & JASMINE VANILLA & SEA SALT COASTAL SUNSET

SAND & DRIFTWOOD

VANILLA BEAN

#### **STARTER KITS**

FI	RAGRANCE
FI	RESIDE
LI	NEN
C	OASTAL SUNSET

Product Description	Quantity per Euro Hook
Auto Reeds Starter Kit	5
Auto Reed Refills	6

Minimum Order Quantity	Quantity
Auto Reeds Starter Kit	5
Auto Reed Refills	6



Solar Ylang



Sacred Smoke



Lavender Spa



Vanilla & Sea Salt



Golden Milk



Vanilla Bean



Evening Oynx



White Honey



Sand & Driftwood



Smoked Jasmine



Coastal Sunset



Island Coconut

Available Forms



#### Graphics

#### Wholesale Graphics

Ladder Graphic



A2, A3, A4 Graphics



Graphics available to download from DASH (Digital Assets Storage House) Or within the Woodwick® graphics pack.

SKU: 1614458

#### **Reseller Graphics**

Single Bay Header



**Product Glorifier** 



A2, A3, A4 Graphics



Graphics available to download from DASH (Digital Assets Storage House).

## - Ladder

#### Wholesale



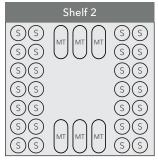
Graphics available to download from DASH (Digital Assets Storage House) Or within the Woodwick® graphics pack.

Spring SKU: 1614458



Stock Layout Overhead Plan





Product Description	Quantity per Fragrance
Large Hourglass	10
Medium Hourglass	5
Mini Hourglass	7
Ellipse	4
Petite Candle	22

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

- Breakout Wall with Ladder

#### Reseller





A3 Graphic available to download from DASH (Digital Assets Storage House).

#### Pick N Mix Jar for Petite Candles



Product Description	Total Quantity in each Fragrance
Large Hourglass	20
Medium Hourglass	20
Mini Hourglass	14
Ellipse	9
Petite Candle	36

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

## - Single Wall Bay

#### Reseller





Graphics available to download from DASH (Digital Assets Storage House) Contact your Sales Representative for more details.

#### **Product Glorifier**



**Segment Bin**To display Petite candles



Product Description	Total Quantity in each Fragrance
Large Hourglass	9
Medium Hourglass	9
Mini Hourglass	12
Ellipse	9
Petite Candle	36

Minimum Order Quantity	Quantity
Large Hourglass	4
Medium Hourglass	4
Mini Hourglass	6
Ellipse	2
Petite Candle	12

## **Core Fragrance Collection**

## - Spring/Summer 2021 Colour Run

#### Basic Principles to follow:

We recommend that our fragrances are displayed in a spectrum of colour.

We refer to this as our "Colour run". Even if you have only 10 fragrances we advise you apply the below approach. The colour run below is a guide to use when displaying fragrances on your furniture.



## **Core Fragrance Collection**

## - Spring/Summer 2021 Colour Run

#### Basic Principles to follow:

Start with the white pantone fragrances moving onto cream, beige and brown; then yellow, then orange. Pink and red fragrances sit well after orange then moving into the dark purples followed by blue, then green.



## Recommended Wall Bay Fragrance Assortments

WoodWick® can provide recommended fragrance and form assortments to ensure your store carries the most seasonally appropriate. Our recommended assortments are based on understanding fragrance sales, market trends and consumer buying behaviour.

#### Wholesale

#### **OPTION 1 - DOUBLE WALL BAY**

10 Core Fragrances (Large, Medium, Mini, Ellipse and Petite Candle)

# $\overline{ m WoodWick}$ **Product fill depths per product form:** Large Jar - 2 deep Medium Jar - 2 deep | Mini Jar - 3 deep | Ellipse - 2 deep

#### Fragrances in a Colour Run

- 1. White Teak 2. Linen
- 3. Fireside
- 5. Lemongrass & Lily
- 4. Vanilla Bean
- 6. Pomegranate
- 7. Black Cherry
- 8. Coastal Sunset
- 9. Soft Chambray
- 10. Evening Onyx

#### **OPTION 1 - SINGLE WALL BAY**

5 Core Fragrances (Large, Medium, Mini, Ellipse and Petite Candle)



- 1. Linen
- 2. Fireside
- 3. Vanilla Bean
- 4. Black Cherry
- 5. Evening Onyx

## Recommended Wall Bay Fragrance **Assortments**

#### Wholesale

#### **OPTION 2 - DOUBLE WALL BAY**

15 Core Fragrances (Medium, Mini and Ellipse) 3 Trilogy Fragrances (Large, Medium and Ellipse)

#### **OPTION 2 - SINGLE WALL BAY**

10 Core Fragrances (Medium, Mini and Ellipse) 2 Trilogy Fragrances (Large, Medium and Ellipse)



#### Fragrances in a Colour Run

- 1. White Teak
- 2. White Tea & Jasmine 11. Black Cherry
- 3. Linen
- 4. Fireside
- 5. Warm Wool
- 6. Vanilla Bean
- 7. Amber & Incense
- 8. Lemongrass & Lilly
- 9. Pomegranate

- 10. Cinnamon Chai
- 12. Vanilla Sea Salt
- 13. Coastal Sunset
- 14. Soft Chambray
- 15. Evening Onyx
- 16. Cafe Sweets (Trilogy)
- 17. Calming Retreat (Trilogy)
- 18. Warm Woods (Trilogy)



**Product fill depths per product form:** Large Jar - 2 deep Medium Jar - 2 deep | Mini Jar - 3 deep | Ellipse - 2 deep

- 1. White Teak
- 2. Linen
- 3. Fireside
- 4. Vanilla Bean
- 5. Lemongrass & Lilly
- 6. Pomegranate 7. Cinnamon Chai
- 8. Black Cherry
- 9. Coastal Sunset

- 10. Coastal Sunset
- 11. Soft Chambray
- 12. Evening Onyx
- 13. Calming Retreat (Trilogy)
- 14. Warm Woods (Trilogy)

## Recommended Wall Bay Fragrance Assortments

#### Reseller







Graphics available to download from DASH (Digital Assets Storage House)

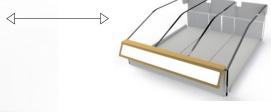
Product fill depths per product form:

Large Jar - 4 deep

Medium Jar - 4 deep

Mini Jar - 6 deep

Ellipse - 3 deep



**Segment Bin**To display Petite candles

- 1. White Teak
- 2. White Tea & Jasmine
- 3. Linen
- 4. Island Coconut
- 5. Solar Ylang
- 6. Fireside

- 7. Warm Wool
- 8. Wood Smoke
- 9. Sand & Driftwood
- 10. Amber & Incense
- 11. Vanilla Bean
- 12. Golden Milk

# Recommended Wall Bay Fragrance Assortments

#### Reseller







Graphics available to download from DASH (Digital Assets Storage House)

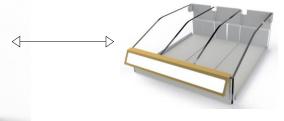
Product fill depths per product form:

Large Jar - 4 deep

Medium Jar - 4 deep

Mini Jar - 6 deep

Ellipse - 3 deep



**Segment Bin**To display Petite candles

- 13. Lemon Grass & Lily
- 14. Seaside Mimosa
- 15. Crimson Berries
- 16. Pomegranate
- 17. Currant
- 18. Cinnamon Chai
- 19. Black Cherry
- 20. Coastal Sunset
- 21. Rosewood

- 22. Vanilla & Sea Salt
- 23. Spiced Blackberry
- 24. Velvet Tobacco
- 25. Lavender Spa
- 26. Soft Chambray
- 27. Evening Onyx
- 28. Black Peppercorn
- 29. Sage & Myrrh
- 30. Evergreen

## **Stores Layout Overview**

The stores layout should be one of the key strategies in your success. A stores layout influences your consumer's behaviour by directing the stores flow, merchandise placement and general ambiance. Consumers prefer a pleasant shopping environment where aisles are wide, the merchandise is easy to find and there are sufficient items.

The longer the consumer stays within the store the higher the chances they will pick up more products. The average basket value of items the consumer will purchase will increase with the amount of time they spend in store.



#### Top Tips for a great store layout

- 1. Have enough space between products and fixtures
- 2. Display a variety of fragrances giving the consumer options
- 3. Present clear signage to help the consumers navigate to the product of their choice
- 4. Freshen up your displays regularly
- 5. Keep your displays well replenished

#### Why is replenishment important?

- Full shelves give a better impression to the consumer than empty ones
- Seeing a full shelf, consumers are more likely to look and buy items from it
- A half empty shelf is more likely to look unappealing and unprofessional
- If a product is not on display a consumer may assume that you do not stock it and may shop elsewhere

## **Store Layout Examples**

Clear and concise product category destinations help consumers navigate through the store to the product of their choice.

#### Wholesale









## Reseller







## Wholesale Furniture Overview

We recommend you use WoodWick® approved fixtures to display merchandise.



#### Double Wall Bay ITEM CODE: 1603707

Dimensions: H 2040 x W 1164 x D 400mm



#### Single Wall Bay ITEM CODE: 1603711

Dimensions: H 2040 x W 564 x D 400mm



## WS WW Nesting Table Set ITEM CODE: 1603718

(Includes Large Table, Logo Box Table and Table Topper.)

## WS WW Large Table ITEM CODE: 1613674

Large Table Dimensions H 913 x W 1010 x D 760 mm

## WS WW Logo Box Table ITEM CODE: 1613675

Logo Box Table

Dimensions: H 650mm x W 652mm x D 402mm

WS WW Table Topper ITEM CODE: 1603720

#### WS WW Side Table

(SKU includes 1 of Small Side Table)

ITEM CODE: 1603719

Dimensions per table: H 748 x W 510 x

D 510mm

## Wholesale Furniture Overview

#### **Delivery and Assembly of Display Fixtures**

Note that PDF assembly instructions are available on request from your Customer Care representative and also shipped with fixtures.

Note: A two man build applies to all flat pack display fixtures.







NEW WS Multi Brand CDU ITEM CODE: 1680265 Dimensions: H 505 x W 337 x D 288mm



A4 Branded Poster Frame ITEM CODE: 1613673

WS WW Ladder ITEM CODE: 1603717

Dimensions: H 1600 x W589 x D553mm WS WW 2ft Fixture ITEM CODE: 1603721

Dimensions: H 1863.5 x W 660 x D 660mm

## **Product Glorifier POS**



The product glorifier is a great way to make your products stand out from the rest, with interchangeable graphics you can display a variety of products as shown below.

Graphics available to download from DASH (Digital Assets Storage House).

Spring Collection



Summer Collection



Spill Proof Home Fragrance Diffuser



Fragrance of the Month



## Windows

The entrance to your store has the highest footfall, with windows having an average of 6 seconds to attract attention. This is key opportunity to create a good first impression. Window and planogram direction is provided throughout this VM guide to support you with product and graphic placement.



#### **Visual Merchandising Tips**

- Product in the window should be seen from the entrance as the consumer enters the store.
- Product within the window should be refreshed regularly in keeping with the collection theme
- Try to get the right balance of products, a cluttered window is less appealing to the eye, and products can get lost. Make sure key product lines are the focal point.

Below are some window decals to support the launch of the new collections. These can be found on our Digital Asset Storage House (DASH).



**Spring Collection** 



**Summer Collection** 



Spill-Proof Home Fragrance Diffuser



**Auto Collection** 



Generic Stockist



Window Hanging Graphic 1200mm x 800mm

## In-store POS Available

## Please ensure POS is always displayed in a holder or frame and NEVER stuck to fixtures.

- Acrylic holders and shelf strip holders can be ordered online from various retail
- Suppliers such as http://www.ukpos.com
- All POS artwork is available to download from the DASH (Digital Asset Storage House).
- All POS subject to design change.

#### WW CORE Q1 SPRING 2021 GRAPHIC - SKU: 1694895









- 1 X Ladder Graphic, Non Priced 1 X Table Graphic, Non Priced
- 1 X A3 Graphic, Non Priced 1 X A4 Graphic, Non Priced

#### WW CORE Q2 SUMMER 2021 GRAPHIC - SKU: 1694905





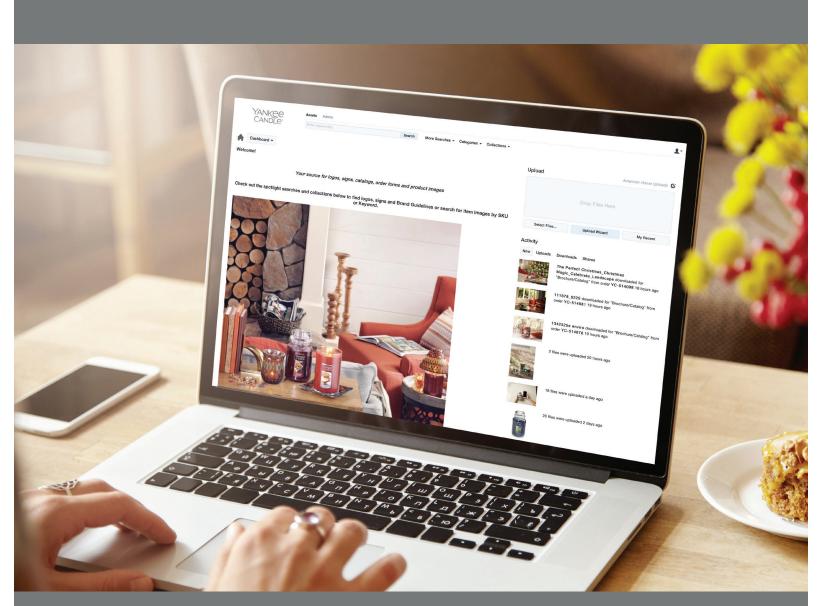








- 1 X Ladder Graphic, Non Priced 1 X Table Graphic, Non Priced
- 1 X A3 Graphic, Non Priced 1 X A4 Graphic, Non Priced



dash.newellbrands.com

## **Discover DASH**

(Digital Assets Storage House)

Free marketing tools exclusively for our reseller and wholesale customers.

Find everything you need to visual merchandise WoodWick® products right at your finger tips 24/7. Our Digital Assets Storage House has dozens of branded and approved materials for visual merchandising such as:

- Best Practice VM guides
- Seasonal VM Guides
- POS
- VM Displayer Graphics
- Window Assets

It's fast, easy & free! New users: please consult with your sales representatives for registration instructions



## WoodWick.

— crackles as it burns™—

Yankee Candle Company (Europe) Limited,
Poplar Way East, Cabot Park, Avonmouth, Bristol, BS11 0YH, United Kingdom
Yankee Candle s r o

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