

OPTICAL MERCHANDISING 101

100 YEARS OF
*Zylo*ware®
SINCE 1923



WHY MERCHANDISING?

Strategically merchandised inventory will attract and satisfy each target consumer in your patient base.

#WeAreZyloware

From point of purchase materials for each brand to merchandising recommendations, and inventory management Zyloware is here for you.

With a strong focus on the community, we embrace that our employees along with our suppliers and most importantly you, our customer, make our success possible. Our #WeAreZyloware campaign showcases our focus and investment into your practice's success.





UNDERSTANDING SHOPPING BEHAVIOR

Is reception easily accessible?

Do patients receive a warm welcome?

Is there easy access to retail while waiting?

Does your office have an open line-of-sight?



COMMON BEHAVIORS

Why do patients leave without purchasing from your practice?

- Drift to right
- Counterclockwise shopping



PLACING PRODUCT STRATEGICALLY

- Place best sellers and showcase pieces in the front right of your optical so patients shop these first
- Place managed care and budget frames in the back to avoid visual confusion

CREATING PRODUCT ZONES

Different market segments prefer different ways of shopping. By creating different zones in your retail you are able to focus on different patient segments and their shopping preferences.



WOMEN'S ZONE

- Wide aisle space
- “Eye level is buy level”
- Place products at waist or eye level



MEN'S ZONE

- Place comfortable chairs and reading material throughout retail
- Graphic displays
- Instructional videos



KID'S ZONE

- Safe space with open line-of-sight
- Away from entrance
- Bright color signage
- Kid level mirrors, tables, or chairs



SENIOR'S ZONE

- Signage with larger font, 12pt +
- Wide aisle space
- Easy to reach shelving



SEASONAL ZONE

Merchandise your seasonal zones with other common seasonal products to suggest that along with everything else, they need a pair of eyewear to complete their seasonal wear.

FRAME DISPLAY AREAS

Displays should be designed to highlight the product being sold.



FRAME BOARDS

- Forces signage to lay flat against wall
- Patient must face directly to view products and signage
- Offers large amount of product space



CABINETS AND SHELVING

- Provides depth to your displays
- Draws out point of purchase materials
- Place products at 45-degree angle



CASES

- Deters product try-ons
- Less likely to purchase products displayed in cases
- Creates perception of luxury

PRINCIPLES OF VISUAL MERCHANDISING

With visual merchandising, you can create a retail space that keeps your patients shopping with ease and enjoyment.



PYRAMID

- Creates focal point in display
- Place largest product at center of display and smaller items to the side or below your focal point



ODD NUMBERS

- Never have a product standing alone
- Creates simplistic designs
- More easily recalled



REPETITION

- Creates simple but powerful visuals
- Allows patients to focus on frame details or colors



TEXTURE

- Adds more interest to display without taking away from product
- Don't let texture overwhelm product
- Use texture to compliment product and make it stand out



BRAND MERCHANDISING

Talk with your Zyloware Account Manager about available brand point of purchase materials.

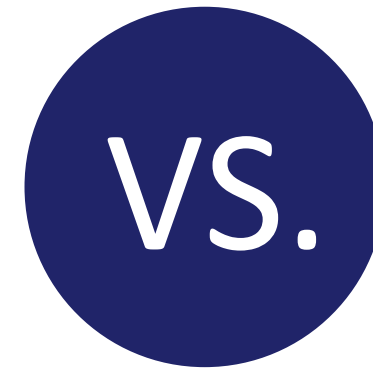


COLOR

- Group frames by style first. Then arrange frames from left to right (or top to bottom) by color and size.
 - Light to dark
 - Small to large
 - Metal to plastic
- Use color as a statement or attention grabber
- Highlight frame personality with complimentary colors

**MERCHANDISING FOR
DIFFERENT BRAND STYLES**

**SHAQUILLE O'NEAL™
EYEWEAR**



VIA SPIGA



SHAQUILLE O'NEAL

- Known for celebrity name and image
- Use bold signage and Shaquille O'Neal imagery to draw attention to eyewear



Via Spiga 352-S



Via Spiga Bibiana



Via Spiga Evangelina

VIA SPIGA

- Bold and colorful frames
- These frames stand out on their own
- Merchandise display with neutral colors to help eyewear pop



CHALLENGES OF MERCHANDISING

Lighting

- Use halogen lighting to enhance detailing
- Angle lights toward showcase to create focus

Space

- Create areas of high vs low frame concentration
- Use variety of shelving, cases, frame boards



OFFICE AND STAFF APPEARANCE

Your office and staff appearance is a direct reflection of your practice and determine how it is perceived by patients.



DEVELOPING A DRESS CODE

- Differentiates staff from patients
- Easier for patients to ask for help
- Dress the part

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