

Franklin Fixtures
presents...

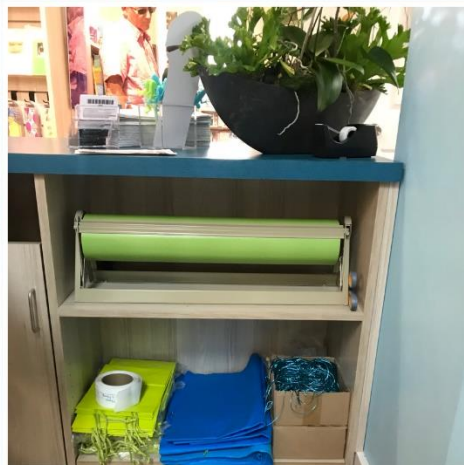
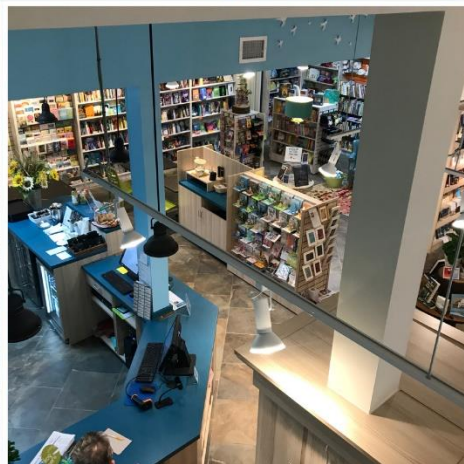
Story & Song

NEIGHBORHOOD BOOKSTORE BISTRO

23 Best Practices you can use.

franklin  fixtures™





How to stretch your budget and enhance function at the same time – Six Best Practices:

1. Crown mold detail – just in a few spots - gives a built-in, finished impression throughout the store
2. Header above ties three fixtures together
3. Custom, wide spaced slatwall back to the fixture costs no more than standard slatwall backs
4. Use of the fixtures on either side to create a rich frame for the slatwall
5. Waist high merchandising
6. T-shelves below (in other spots, Donna used Feature Face-out shelves but here she chose the versatility of a t-shelf)



7. People Love Great Cards

- **Best Practice:**
 - Plenty of great card stock near the cash wrap (on hidden casters)
- **How:**
 - Use of standard three-way slatwall gondolas (on **hidden casters** for ease of movement for small events)
 - Use of slatwall backed shelving (back of picture) that can be used for cards or repurposed with shelves for books or other merchandise.



Cards...



8. Embracing Obstacles

- **Best Practice:**
 - **Making an obstacle work:** This column became the anchor for an exquisitely beautiful fixture that is versatile and holds tons of merchandise.
 - **Facilitating visibility through the store**
- **How:**
 - Use of standard straight double sided case (in the center) with t-shelves and feature faceout shelves (mixed)
 - Use of single sided cases and an end cap
 - Addition of **crown mold** and a **valence** to tie it all together as a unit



8. Embracing Obstacles

- Here's a look at another see-through fixture built around a column
- **How:**
 - Requested custom-spaced slatwall
 - Valence and molding to tie the units together as one
 - Foreground: double sided case with t-shelves and flat top for display



8. Embracing Obstacles

- **Best Practice:** Using the span between columns to frame a section and give visibility to what lies beyond.
- **How:**
 - Use of double sided cases in a row flanked by unique end caps.
 - Use of molding and valences to finish the look.



9. Merchandise Density

- **Best Practice:**
Maximizing inventory while still giving the space an inviting, uncluttered look.
- **How:**
 - Use of custom width standard single sided cases (left) and a flat topped double sided case with custom slatwall on the end (note the wide spacing on the slatwall end)
 - Use of chairs and a plant in the corner with a tiny table to give the area room to breathe



10. Custom Slatwall with Base

- **Best Practice:**
 - Use of slatwall with base to group baby (or any themed) merchandise for quick gift grouping and selection.
- **How:**
 - Custom width slatwall on any color with a base at the bottom turns this slatwall into a “unit” that looks finished and functions with a bottom shelf.



11. Wall tables with Slatwall Backs

- **Best Practice:** Creation of waist high merchandising along with plushes and corresponding games and shelf talkers for personal recommendations.
- **How:**
 - Wall tables with slatwall backs in a colorful contrast. Slatwall can be used with shelves or other accessories and adds long term versatility to these units with the waist high, face up space integrated as well.



12. Creative Use of Color

- **Best Practice:** Use of color on standard 4-way gondola makes it part of the décor as well as function.
- **How:**
 - Specification of a different color for the bottom of this four-way slatwall gondola (designed on hidden casters)



13. Engaged Staff who understand the fixtures

- **Best Practice:** LuAnn, like the others working at the store, is excited to be a part of the Story and Song experience. You can feel her engagement.
- **How:** Meetings and education about how the displays are designed to work, the importance of merchandising and skill building in that area. It also helps to speak with respect and focus on being kind and nice with those with whom we work.



14. T-Shelves

- **Best Practice:** Use of T-shelves to meet the eye easily and add strength that won't deflect.
- **How:**
 - Franklin Fixtures use, as a standard, the effective T-shelves, which are built with two pieces of wood that create a base and back and allow the books to sit in the shelves at an angle that has proven effectiveness in connecting customers with merchandise.



16. Under the Windows

- **Best Practice:**

Merchandising under and around windows

How: Use of standard cases at your selected height.

Note mix of t-shelves and feature face-out selving



17. Hidden Casters

- **Best Practice:** Incorporation of versatility and flexibility to the area through movable fixtures, furnishings and flexible shelving units designed for different configurations.
- **How:**
 - The double sided case has a custom-spaced slatwall end and casters, facilitating movement and reconfigurations. The slatwall can be for games and toys or shelves for books.
 - Slatwall backed wall table units (on the wall) can be reconfigured for a wide variety of merchandise.
 - Inviting rug pops with color and the chair usually has a young person in it (but we don't photograph children).



18. Uniqueness

- **Best Practice:** Pulling in objects that reflect the uniqueness of your location. The log commemorates Katrina and the damage to the island but serves as a beautiful reminder of recovery and growth.
- **How:** Found tables and objects are lightly merchandised (don't try to load them like a Franklin Fixture – that would not be safe) and selected to add personality and uniqueness.



19. Thoughtful Cash Wrap

- **Best Practice:** Space to work and stay organized behind the scenes.
- **How:** Careful planning about what activities will be occurring behind the cash wrap and where storage, a gift wrap dispenser, cash drawers, waste cans and other things go. This critical workspace will make you efficient and serve both your customers and your employees.



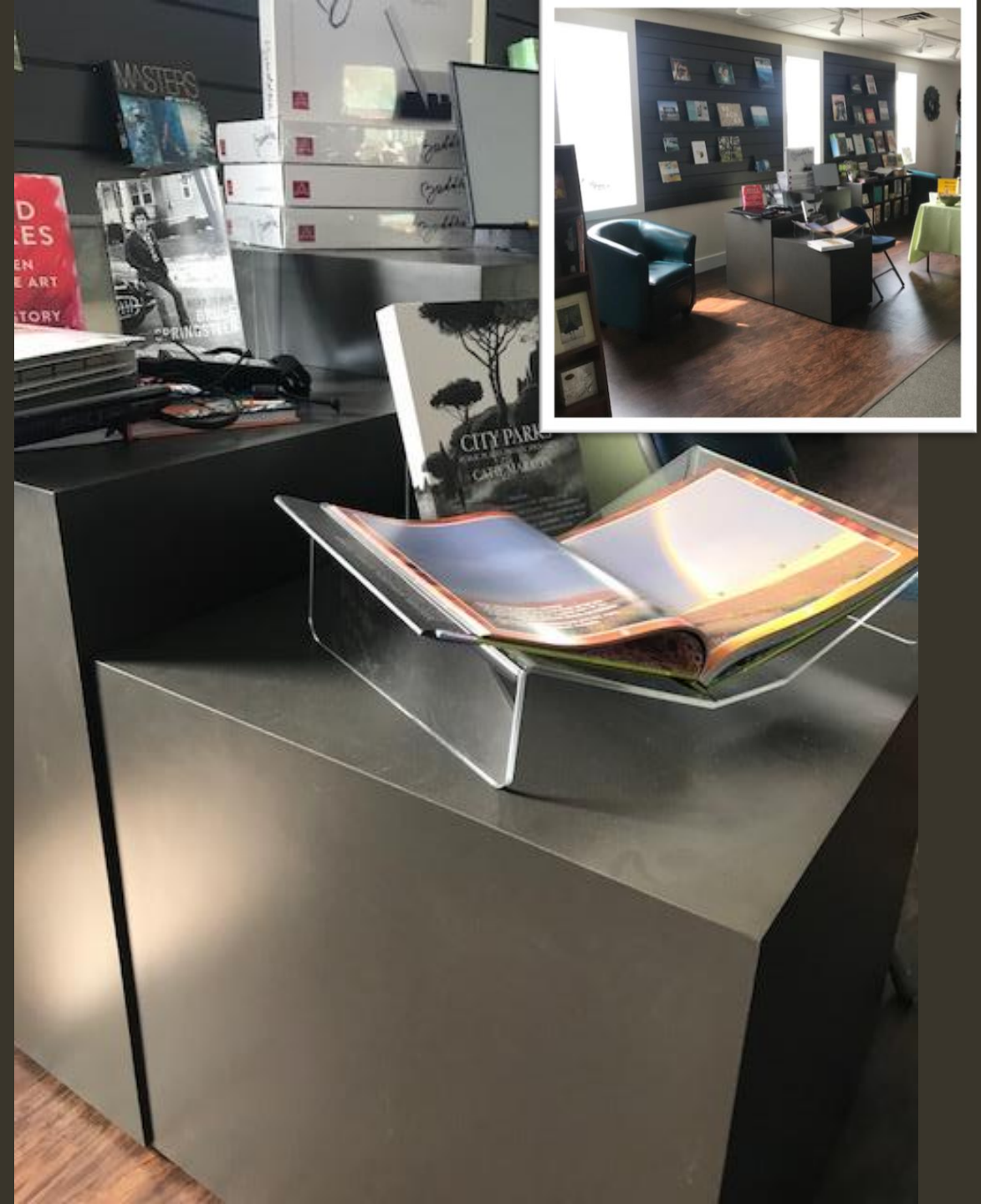
20. Planning for Bistro

- **Best Practice:** Careful planning for coffee and bistro efficiency and health code alignment. The capacity to serve beverages and some food items greatly extends profit potential.
- **How:** Careful planning about what goes where and how the activity will flow informs the design of the fixture, which has moisture resistant, special core in order to provide long term service without damage.



21. Movable Cubes

- **Best Practice:**
 - Mobility and flexibility for events and event related merchandising
- **How:**
 - Three differently sized cubes on hidden casters facilitate a movable display that is sophisticated and flexible. Authors, musicians and educators can use these during signings and they may be used together or independently.



22. Use of Space

- **Best Practice:**
 - Thoughtful incorporation of seating, self-service coffee and waste can management alongside eye-catching merchandise
- **How:**
 - Custom fixture on casters facilitates coffee service and can be purposed flexibly.



23. Working Together

- **Best Practice:** Careful color selection and merchandising choices on a foundation of flexible fixtures.
- **Some of the hows:**
 - Top left: cash wrap merchandising is recessed with a lowered accessible counter as part of universal design
 - Middle right: overhead view of cash wrap shows three possible service areas and the way the colors connect the store.



On Up

A touch of
crown molding,
Slatwall backs
with 6" centers

















Thanks to Donna, Mark and Liz for letting us
explore and share this great store!

