

retailedge
IN-STORE
playbook



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MAXIMIZE THE CONSUMER EXPERIENCE



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“

The role and purpose of retail space will no longer be principally to sell products. They will become places we go to **learn, be inspired, see and try new things, experiment and co-create. These spaces are for education, connection and community.**

Doug Stephens
Retail Prophet

”

Did you know?

OVER
60%

of consumers perform multiple trips to the store, with many returning to the same store throughout the process.

91%

of consumers shopping at retail cite the primary reason is the need "to touch and feel" the mattress.

71%

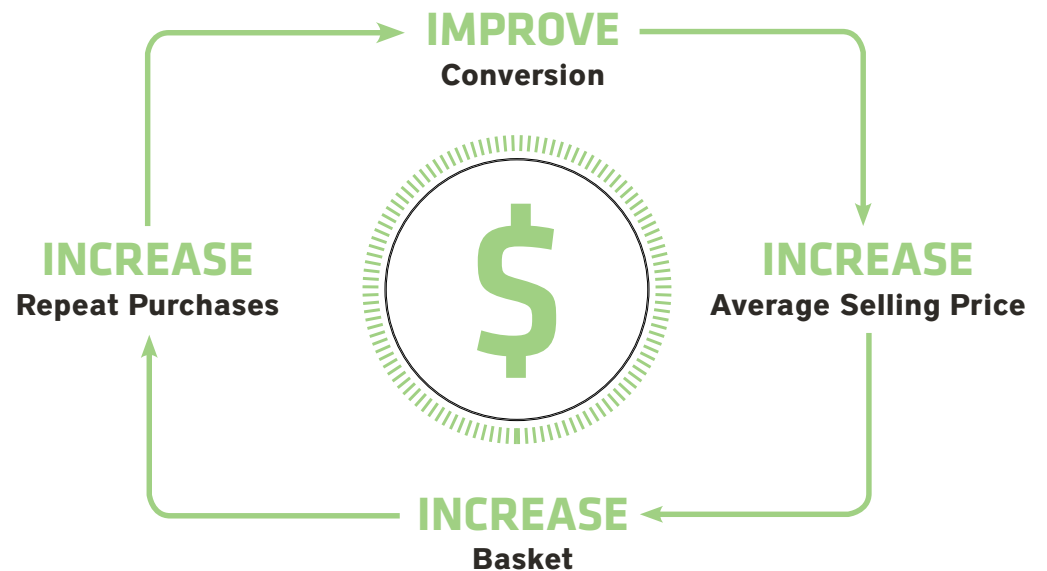
of mattress shoppers visited a retail store for general knowledge early in their mattress exploration.

Source: TSI Consumer Shopper Journey Research 2016
Source: ZS Associates 2016 Consumer Journey Exploration





**Effective experiences
can help you deliver
on your key business
metrics.**



Principles for Building a Great Retail Experience

Building a Great Layout

Great store experiences start with great layouts. Ensuring that your space is balanced with open aisles and clear navigation will improve engagement and reduce anxiety for your consumers.

■ 1 Slot for every 150 SqFt

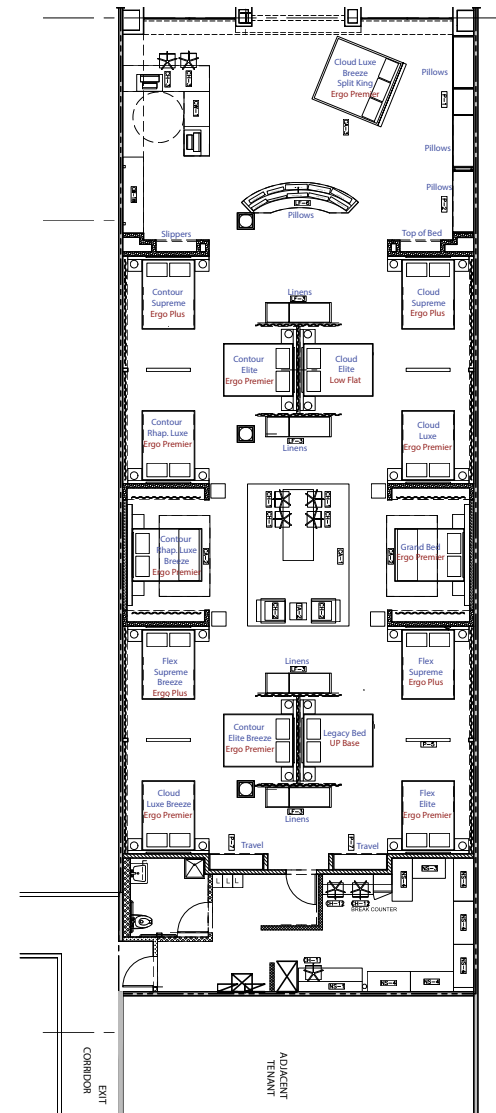
Too many choices on the floor has led to confusion for consumers. Using the standard of 1 slot per 150 SqFt provides a good balance for your customers.

■ Break up the grid

Organizing in a grid is a great way to maximize your space, but can feel impersonal to customers. Look for opportunities to disrupt those rows and columns with a feature display, education center or lounge / consultation space.

■ Add definition to the different areas of the store

Your store should be organized with a specific direction, either by brand, construction or feel. By clearly defining each area of the store, consumers can navigate through the floor, narrow choices and select a mattress.



Principles for Building a Great Retail Experience

Enhancing Your Environment

The environment you create can have a tremendous impact on consumers. Great environments engage the senses and create an emotional connection that will increase comfort and confidence throughout the journey.

■ Create Focal Points & Feature Displays

By creating focal points and feature displays you will tell your consumers what is important and where they should spend time in your store. This allows for you to tell more meaningful product stories or connect consumers to your unique selling proposition.

■ Bring in Contrast

Contrast is one of the strongest visual tools we have. Using contrast we can drive focus to a specific area of the store or message. Mixing with neutral colors will ensure you maintain a premium look and feel and connect with a broader range of consumers.

■ Warm and Inviting

Environments that bring in warmth will make consumers feel more comfortable within the space. Think Starbucks. Using wood tones and our strategy of implementing contrast will make your space more dynamic, unique and approachable. Your lighting will also have a big impact on the warmth of your store. Choosing warmer tone light bulbs and staying away from fluorescent is the first step.



CREATE A **SHOP-IN-SHOP** EXPERIENCE

Creating a shop-in-shop experience is possible if you follow a few simple steps:

1. Create your layout
2. Pick your finishes
3. Select Point of Purchase materials



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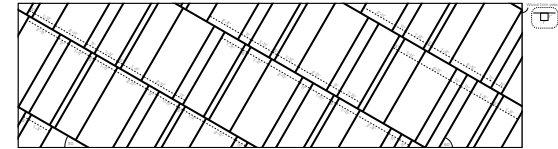
TEMPUR-PEDIC®



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Tempur-Pedic® shop-in-shop

Welcome to the all new look and feel of Tempur-Pedic. The new direction positions Tempur-Pedic as the industry leader in innovation and performance. More modern, dynamic and premium, the experience attracts consumers while connecting them to the Tempur-Pedic difference. In the next few pages, you'll find two ways to create your branded Tempur-Pedic space.



CREATE YOUR OWN FEATURE WALL:

To create your own Tempur-Pedic feature wall with moulding, see page 22.

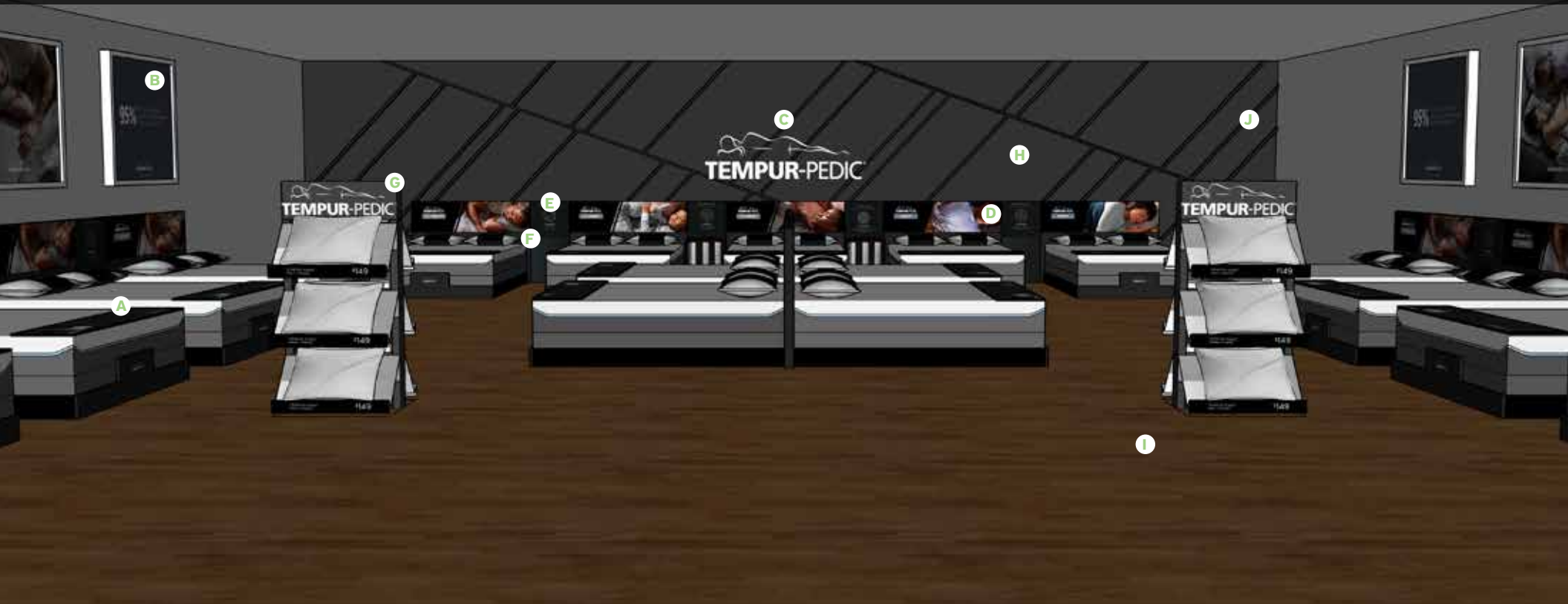
POP:

- A. Top of bed
- B. 48 x 48 graphics
- C. Branded focal point
- D. Headboard

- E. Monoliths
- F. Nightstands
- G. Pillow tower

FINISHES:

- H. Sherwin-Williams "Black Magic" paint
- I. Mohawk "LVT 142 Sable" Flooring
- J. Feature wall



Tempur-Pedic® shop-in-shop

If a feature wall is not within budget, painting the logo wall and adorning side walls with oversized posters is a cost effective way to have a branded space.

POP:

- A. Top of bed
- B. 48 x 48 graphics
- C. Branded focal point
- D. Headboard

- E. Monoliths
- F. Nightstands
- G. Pillow bar

FINISHES:

- H. Sherwin-Williams "Black Magic" paint
- I. Sherwin-Williams "Olympus White" paint
- J. Mohawk "LVT 142 Sable" Flooring



POP: Best Practices

A. WALL GRAPHICS:

Wall graphics come in packs of 4 and can be ordered framed or as replacement graphics to update current "Power" graphics. Typically framed art should be hung 8-10" above beds and spaced evenly.



E. TOP OF BED:

Top of bed not only keeps beds clean but is also valuable for differentiating products and communicating features and benefits to consumers.

Each bed should have the appropriate foot protector with model-specific end cap and price cards. In addition, pillow POP is available to order. If mattresses are placed on power bases, retainer bars are available to order.

F. NIGHTSTANDS & MONOLITHS SPACING:

Nightstands and monoliths display pillows, create space, and provide layers of information.

To get the most benefit of our monoliths and nightstands, use them together in between beds and not on the ends of mattress sets.

Two nightstands per every four beds is recommended. Nightstands come in two size options...21" and 30" wide. The 21" nightstands house three pillows and the 30" nightstands hold four.

Monolith displays also come in 21" and 30" widths and are the same height as Tempur-Pedic headboards.

B. HEADBOARDS:

The headboards have four parts; the frame, black slipcover, graphic holder, and graphic insert.

Each mattress model has been assigned a headboard graphic so that they have varying images.

Maximize your POP budget by mirroring beds with one double-sided headboard separating them.

C. FOOTBOARDS:

Footboards restrict usability of adjustable bases and for this reason we do not recommend floor models showcase footboards.

D. DEMO UNITS:

Demo units should be up to date and placed in close proximity to the appropriate products.

SEALY®



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Sealy[®] shop-in-shop

Approachable and modern, the Sealy space invites consumers in and connects with them through product stories

POP:

- A. Top of bed
- B. 40 x 30 graphics
- C. 36 x 60 framed graphics

- D. Branded focal point
- E. Headboard

FINISHES:

- F. Sherwin-Williams "Olympus White" paint
- G. Mohawk "LVT 142 Sable" Flooring



POP: Best Practices

A. WALL GRAPHICS:

40 "x 30" wall graphics come in packs of three and can be ordered as framed or replacement graphics to update images. There are three sets of artwork to choose from: two lifestyle packs, and one Hybrid pack. Typically framed art should be hung 8-10" above beds and spaced evenly. In addition, there is a set of 36" x 60" Posturepedic Technology artwork.

F. SPACING:

A minimum of 18" should be in between the beds.

E. DEMO UNITS:

Demo units should be up to date and placed in close proximity to the appropriate products.



B. HEADBOARDS:

You may maximize your POP budget by mirroring beds with one double-sided headboard between them.

C. FOOTBOARDS:

Headboards restrict usability of adjustable bases and are often an impediment to consumers testing beds. For this reason we do not recommend floor models showcase headboards.

D. TOP OF BED:

Top of bed not only keeps beds clean but is also valuable for differentiating products and communicating features and benefits to consumers.

Each bed should have the appropriate foot protector, pillows, device books, and model specific price cards. If mattresses are placed on power bases, retainer bars are available to order.

STEARNS & FOSTER®



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Stearns & Foster[®] shop-in-shop

The elegant and residential style of this experience activates the premium mindset that sets Stearns & Foster apart in the marketplace.

POP:

- A. Top of bed
- B. Framed graphics & styling kit
- C. Branded focal point
- D. Headboard

FINISHES:

- E. Sherwin-Williams "Warm Stone" paint
- F. Mohawk "LVT 142 Sable" Flooring



POP: Best Practices

A. WALL GRAPHICS:

Wall graphics come in packs of 4 and can be ordered framed or replacement graphics to update images. Typically framed art should be hung 8-10" above beds and spaced evenly. Ledges, wall graphics and styling kits must be ordered by your Tempur Sealy representative. Ledges come with hanging instructions but should be hung 50 1/4" from the floor.

E. SPACING:

A minimum of 18" should be in between the beds.

D. DEMO UNITS:

Demo units should be up to date and placed in close proximity to the appropriate products.



B. FOOTBOARDS:

Headboards restrict usability of adjustable bases and are often an impediment to consumers testing beds. For this reason we do not recommend floor models showcase headboards.

C. TOP OF BED:

Top of bed not only keeps beds clean but is also valuable for differentiating products and communicating features and benefits to consumers.

Each bed should have the appropriate foot protector and device book with model specific price cards, and pillows. If mattresses are placed on power bases, retainer bars are available to order.

FINISHES & CHECKLIST



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Colors & Materials

We understand that updating your retail showroom is an investment in your business. In order to maximize the ROI and value of that investment we have developed exclusive TSI pricing from the following vendors:

FLOORING:



Mohawk
Aspen Collection
"FAWN 223"



Mohawk
Focal Point Collection
"COGNITION GRAY 389"

LIGHTING:



PAINT:

TEMPUR-PEDIC



Sherwin Williams
"OLYMPUS WHITE"
SW6253



Sherwin Williams
"BLACK MAGIC"
SW6991

SEALY



Sherwin Williams
"OLYMPUS WHITE"
SW6253



Sherwin Williams
"CYBERSPACE"
SW7076

STEARNS & FOSTER



Sherwin Williams
"OLYMPUS WHITE"
SW6253



Sherwin Williams
"WARM STONE"
SW7032

ORDERING INFORMATION

FLOORING

To order flooring, contact
Vanessa Crider
Direct Phone: 706.624.2527
Email: vanessa_crider@mohawkind.com

Les Terwilleger
Direct Phone: 502.439.3762
Email: les_terwilleger@mohawkind.com,

PAINT

To receive a discount on the selected paints, use account **#8594551000** at your local Sherwin-Williams.

FURNITURE

To order furniture, contact
Joseph Lantz at Wayfair LLC
Phone: 857.559.4728
Fax: 617.391.4648
Email: jlantz@wayfair.com
www.wayfair.com
www.allmodern.com

LIGHTING

To order lighting, contact
Sam Houston at Bulbs.com
Direct Phone: 888.455.2800 ext. 218
Email: sam.houston@bulbs.com

Tempur-Pedic® feature wall



- To create a feature wall that showcases five queen beds with a recommended 30" of space in between each one, the wall will need to be approximately 36'6" wide.
- For a wall that showcases three beds with the recommended 30" of space between each bed, your wall will need to be approximately 16' wide.
- Cut 1"x1" pieces of wood to fit your store dimensions and angle as shown above.
Angled down left to right should be at a 30 degree angle.
Angled down right to left should be at a 60 degree angle.
- Once the wall is assembled and the molding has been attached, paint the wall with Sherwin-Williams Black Magic (SW6991).

DIY store environment checklist

OUTSIDE ENVIRONMENT			
	YES	NO	NOTES
Is the parking lot clean/debris free?			
Are all exterior signs operational and well-maintained?			
Are windows and doors clean?			
Is the building clean and the paint maintained?			
Are there promo messages in the windows?			
–Can the messages be read in less than 3 seconds?			
–Are there more than 2 messages?			

INSIDE ENVIRONMENT			
	YES	NO	NOTES
Is there at least 10 feet of decompression space when you enter the store?			
Is the store easy to navigate?			
Is the store clean?			
Are the bathrooms accessible and clean?			
Is the store well lit with all light fixtures functioning?			
Are walls and floors in good condition?			
Is there POP hanging on the walls?			
–Is it current and in good condition?			
Does it relate to the product that it is located by?			
Is the POS station organized?			
Are there personal items visible to consumers?			
Is there space for consumers to sit and discuss options?			
Does the store have branding that demonstrates their unique value proposition?			
Is there music playing?			

DIY store environment checklist

BED DISPLAYS			
	YES	NO	NOTES
Is there at least 18 inches of spacing between beds?			
Is there Top-Of-Bed on each bed?			
– Is it current, clean and in good condition?			
–Does each bed have CURRENT feature & price cards?			
Are there headboards behind each bed?			
–Can the messages be read in less than 3 seconds?			
Does every bed have pillows?			

SUPPORT MATERIALS			
	YES	NO	NOTES
Does the store have demo units?			
Are they current and in good condition?			
Are they placed with the right brand and accessible when showing the beds?			
Does the store have an education area?			
Do they demonstrate the benefits of better sleep?			
Do they tell the product technology stories?			

Thank you and happy sales!

Questions? Contact: retail.marketing@tempursealy.com

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