

MERCHANDISING GUIDE



DOCK & BAY



HELLO!



We understand your excitement. You can't wait to start selling Dock & Bay. You can picture it now - they're flying off the shelves one after the other and you're ordering more and more and more until you've become true **towel-aholics** like us.

(It's a fun club to be in, trust us).

But first, we have a few **top tips** to set the towels up in the most stripe-tastic way possible.

TOP TIPS

- ✦ **Remove him from his biodegradable polybag.** You have to show off those stripes!
- ✦ Keep the other guys in **storage - they can be kept in their polybags** to keep them warm until they're ready for their display debut (or to be shipped out to their forever home).
- ✦ If necessary, **grab a steamer or an iron** (on low heat, as nobody likes being burnt!) to remove those peaky creases.
- ✦ **Pouches should look stuffed** - so unfold the towel to get some volume in there before putting them back in. **Tissue paper works great for that extra voluminous look!**
- ✦ All display units photographed in this document were purchased from **morplan.com**





OUR POINT OF SALE

- ✦ Specially designed by our team (who else would know the perfect POS otherwise?), these are the ideal displays for our products.
- ✦ Made from cardboard and arrive flat packed, our units are **easy to assemble** - absolutely no tools needed here!
- ✦ Freestanding POS - includes a **small sample towel and water spray bottle**. Customers can test how absorbent our towels really are. We promise they'll be so impressed that they'll order on the spot.
- ✦ Nab one of these beauties through the online wholesale ordering tool!



Handy icons!

Holds 18 towels!

LARGE
 Height: 140cm, 55"
 Width: 39cm, 15"
 Depth: 41cm, 16"
 Cost: £45

SMALL
 Height: 55cm, 22"
 Width: 39cm, 15"
 Depth: 41cm, 16"
 Cost: £20

Holds 54 towels!



ACRYLIC STANDS

- ✦ **Neat and stylish** - Use on any surface of your choice. (Within reason, we haven't exactly tested it but we can't imagine they'd hold up too well on water.)
- ✦ Have their **arms out and proud** - after all, he looks so happy to be the centre of attention, doesn't he?



TOP TIPS!
Our rainbow towels (Unicorn Waves and Rainbow Skies) complement every colour.



LADDER DISPLAYS



← Acrylic stand!

Great for small spaces!

✦ Opt for ladders that have **shelves** instead of **rungs** so the products can be propped up on each step.

✦ Have the **logo or text is visible** - customer's know what they are buying and how they are presented.

✦ All towels come with a **handy loop!** Take them out of their pouch and loop over the top of the ladder to show off those stripes.



BASKET DISPLAYS

- ✦ **Super beachy** feel.
- ✦ **Stack them up**, arrange them in a line, use one for towels and another for different products. These baskets are an **easy, low maintenance** way to display your favourite towels.
- ✦ Make sure the **towels are peeping out of the baskets** - and get a range of colours in there. **The more the merrier** in this (basket) case!



Look at all my colours!

See my logo?!



Peeping towels!

Stack 'em up!

BASKET DISPLAYS

Look at all my colours!

See my stripes?!



✦ We know, we know. More baskets? But the guy who said 'never put all your towels in one basket' clearly knew what he was talking about.

✦ **Modern alternative** to the rustic wicker baskets.

✦ Use a **range of colours and sizes** - large towels at the back to show off every colour.

✦ Pop some tissue or a towel underneath the products to **stagger them** - and show them off to the world!



Stack 'em up!

Lift me up with extras!

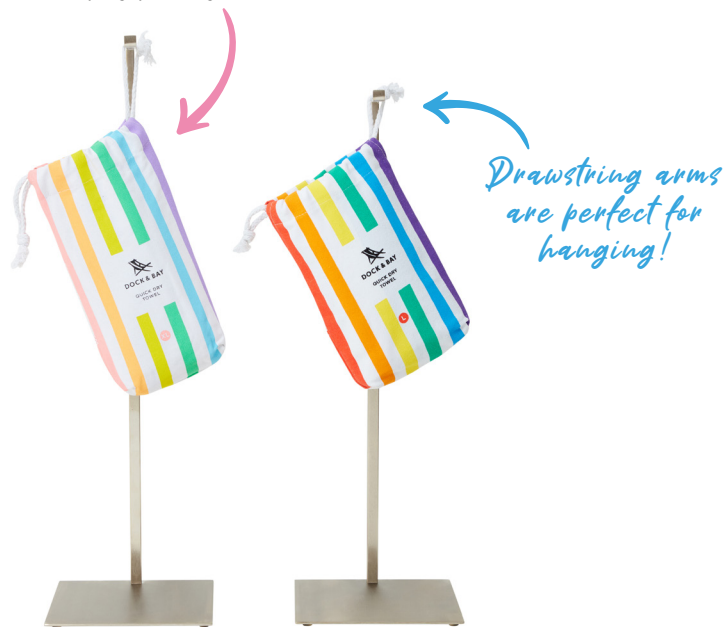


TRAY DISPLAYS

- ◆ **Vintage white wood** tray is perfect for a tabletop space. Stack your products in the tray as a **neat** way to show off your D&Bs.
- ◆ Choose a **nice array of colours** to draw in customer's attention.
- ◆ Make sure the **logo is facing forward**. Easy peasy!

METAL STAND

- ◆ We guarantee that our towels won't be 'hanging around' for long!
- ◆ Showing off the stripes in all their glory, a **great alternative** to baskets or trays.
- ◆ Choose two towels that perfectly complement each other to display proudly at the front!



Mannequin heads are great for showing how to wrap me!



Can you see my acrylic stand?

Use a little bit of tape to hold me up!



Cute infographics!

HAIR WRAPS

- ✦ Best displayed **out of the box** to demonstrate how they work.
- ✦ Show your customers how to wrap it.
- ✦ An **acrylic stand** helps prop the hair wrap box up and keep the lid open with tape.

STICKER PRODUCTS

- ✦ Brand your display in true D&B fashion.
- ✦ Our vinyl stickers look **neat and classy!**
- ✦ They come in **multiple sizes** to fit your display perfectly.



HANGING PRODUCTS

- ✦ **Take them out of their packaging** to show the ponchos off proudly - don't worry, you don't have to stand there all day wearing a poncho (but we wouldn't blame you if you did).
- ✦ **Coat hangers** work really well to demonstrate what the product looks like out of the packaging.



Make sure I'm crease-free!

Cute little bow!



Clip me up!



DOCK & BAY

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