

Starting & Succeeding with Wind Chimes in Your Store

Advice for retailers to make the most of your wind chime display.

Whether you've just decided to start offering wind chimes in your store, or you're ready to take your smaller display to the next level, knowing what to choose and how to display it may seem overwhelming.

Use this guide to help you make the right choices for your specific retail situation. Based on 30+ years of experience, Wind River Chimes® has identified several important considerations for getting started or expanding a wind chime offering. These steps—outlined below—will assist you in making the right wind chime purchase and display decisions to position you for successful sales both now and in the future.

**Wind
River**
Chimes



First

CHOOSE YOUR CHIMES

Before thinking about how or where to display wind chimes in your store, it's important to think about your customer base, and which of Wind River's dozens of chimes will be the best fit for their preferences and budgets.

Wind River's chimes are high-quality and well-suited for retail environments with an average purchase of approximately \$120, within a broader range of \$50 to \$200.

Corinthian BELLS[®]

BY WIND RIVER[®]



Within this retail scenario, **Corinthian Bells**—our best-selling line of chimes—are a perfect fit. This versatile chime comes in nine different colors and features exceptional sound quality, a clean profile, and a contemporary design. Individually tuned tubes make the most beautiful harmonies, and our centrally pinned suspension generates incredible tones with enduring resonance. Corinthian Bells will be fast-movers for new wind chime retailers, and are a must-have for experienced retailers looking to expand their offering.

Arabesque

BY WIND RIVER[®]



To round out your initial wind chime lineup, we recommend adding to either end of the retail spectrum. If your typical purchase totals trend higher than the \$120 average, you may want to consider adding the **Arabesque** line to your inventory. Arabesque chimes are the most exceptional chime in the marketplace. We've taken everything that makes Corinthian Bells the best, and added more, with engraved tubes, elegant colors, and a high performance wind sail. These chimes will impress your most discriminating customers.

Shenandoah Melodies[®]

BY WIND RIVER[®]



If your typical purchase totals tend to be lower than the \$120 average, the **Shenandoah Melodies** line might be a better fit. Shenandoah Melodies wind chimes are hand-tuned contemporary chimes featuring a bell-shaped dome and rustic wooden striker. Five hand-tuned tubes and a redwood striker combine to create bright pentatonic harmonies.

No matter what you choose, you can be assured that every chime from Wind River will feature the exceptional sound, high-quality materials, and reliable excellence you expect from a product made in the USA.



Next

EXPLORE ALL YOUR OPTIONS FOR DISPLAYING WIND CHIMES IN YOUR RETAIL SPACE

Once you've selected your basic wind chime inventory, it's time to select one or more of Wind River's versatile, custom display tower options.

Displaying your wind chimes properly is critical, to ensure your customers can reach them, and can either hear the chimes or ring them themselves. More than any other factor, the sound your wind chimes make while on display will be the feature that converts your customers' interest into sales.

The displays shown here are just a few of the many types of chime displays available from Wind River—something for every shape and size of retail location.

The wide variety of custom displays from Wind River chimes ([found in this catalog](#)) will allow you to showcase multiple models of a given wind chime in a compact, convenient space that makes it easy for customers to interact with your chimes.

When using a display, make sure to showcase multiple colors of a given wind chime model, to give your customers plenty of options to choose from. You may also want to consider utilizing mood lighting or colored lighting to maximize the effect of the available colors.

It's important to keep plenty of stock available for each of the wind chime models you're offering. Every set of Wind River chimes comes beautifully packaged in an attractive gift box, and we recommend having both a display set, as well as several boxed sets of chimes, so when your customers find a wind chime they're ready to take home, there's a boxed option ready for them to easily carry out of the store with them.

Trying to display wind chimes without the benefit of a display designed specifically for these chimes can be extremely challenging. However, using the right display from Wind River will allow you to display numerous chimes of different sizes and lines, even up to the largest models we offer.

“More than any other factor, the sound your wind chimes make while on display will be the feature that converts your customers' interest into sales.”

There are 4 popular display sizes that most retailers choose from to showcase their wind chime offerings:



The Single Display holds 12 wind chimes and measures 18" x 18" x 69".



The Tower Display showcases 19 wind chimes and measures 20" x 29" x 83". This display can accommodate every size of wind chime.



The Triple Display presents a whopping 23 sets of wind chimes and measures 20" x 53" x 84". Just the display itself is dazzling, not to mention the gorgeous variety of melodies coming from each chime.



The Windmill Display is a unique fixture that not only displays 18 sets of chimes, but also includes convenient shelf space for boxed merchandise. After choosing their favorite chime from the display, customers may purchase a gift-boxed chime from the shelf below, while your display remains intact.

Finally

MAKE SURE TO EMPHASIZE THE SOUND OF WIND CHIMES IN YOUR STORE

As has already been mentioned, allowing your customers to hear the gorgeous, melodious sounds generated by these chimes will be the deciding factor when it comes to selling your wind chimes.

[You can listen to examples of Wind River's chimes here.](#)

There are several steps you can take to make sure your customers can hear what makes these chimes so unique.

First, practice the right way to demonstrate the wind chime sound to your customers:

- While it's important to allow customers to interact with your wind chimes on their own, using the correct technique in your demonstrations will help your inventory sound its best, and will encourage your customers to try it for themselves.
- Here's the wrong and right technique: typically, people try to push a wind chime's tubes into the striker to produce sound, which doesn't allow the wind chime tube to properly ring. Instead, grasp either the striker itself or the string directly below it and gently rotate it. You'll get a far more pleasant sound for showcasing your wind chimes.

Second, point out to customers the unique musical scale of each set of wind chimes. Every Wind River Chimes product has its tuning scale listed on the attached hang tag, as well as on the end of the box it comes in. (Scales for every chime can also be found in our [catalog](#).) For musically-inclined customers, they'll recognize and be amazed at the harmonious combinations achieved by each set, and the perfect pitch of each hand-tuned pipe.

Finally, consider enhancing your entire store with a [Corinthian Bells Relaxation Chimes CD](#). Featuring all the beautiful sounds from our full line of Corinthian Bells chimes and accompanied by the simple sounds of nature, this CD can be the perfect soundtrack for your entire retail space.

No matter where you decide to display your Wind River chimes, be sure you carefully consider how you can make their sound the star of the show. If your location allows, you might even consider pointing a fan in the direction of your wind chime display, to allow the chimes to gently sing their melodies as your customers explore your offerings.



It's Easy to Get Started

Every Wind River Chimes product is a proven seller, manufactured in the USA using materials and components sourced from American suppliers, with great attention to craftsmanship.

When you call Wind River, our customer success specialists will help you identify the chimes that best fit your store and your customers. And, we go the extra mile to ship orders quickly so you don't miss a sale.

Whether you're just starting out, or are planning to expand, we're here to help grow your business, and we look forward to meeting your unique needs.



Wind
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