## WHY DÉCOR MATTERS

Decorating for Christmas is a great way to get your team and your guests in the holiday spirit. But did you know Christmas décor actually benefits your business, too?

AND



80% of holiday spending

-Margo Aaron

OCCURS IN BRICK AND MORTAR STORES.

of shoppers leave their holiday gift purchases up to in-store inspiration.

"We don't buy things.

- Stay up to date on yuletide trends
- Change it up year over year
- Target customer segments
- Plan for family time
- Consider holiday mixers and happy hours



We buy how things make us feel."



Dekra-Lite is a full-service Christmas décor company specializing in holiday design and fabrication. We handle everything from decoration planning to décor fabrication to storage and refurbishment for shopping centers, theme parks, and municipalities.