

**POSSIBILITIES**



*Safe Style*®

PERSPEX STAND



ANYWHERE SIGN



DISPLAY STAND



DISPLAY RACK



DISPLAY STAND & RACK



**Pack Part A** - Anywhere sign (Safestyle Headboard with small feet)

**Pack Part B** - Display Stand (12x Pair Display with mirror & Feet)

**Pack Part C** - Display Rack ( Large Peg Board with legs, floor board, small board across the front and 2x small joiner pieces)

**Pack Part D** - Display Pegs



**SCAN** for our step by step assembly instructions





FLOOR DECAL



WINGS



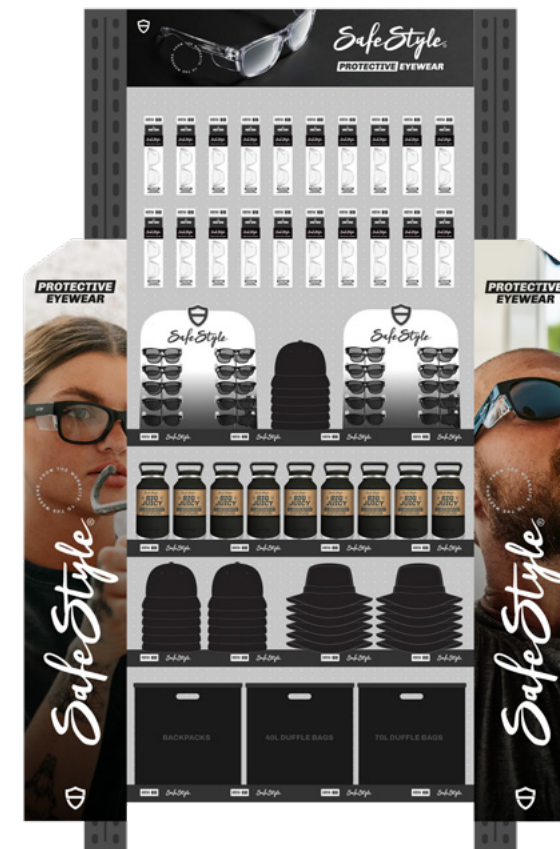
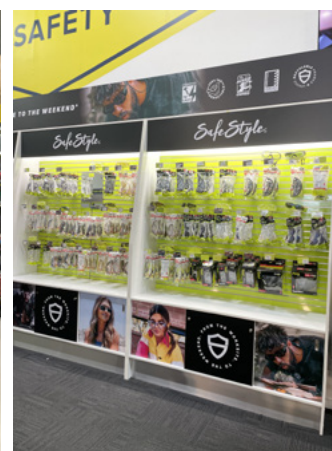
A PREVIEW OF OUR  
SOCIAL ASSETS

The examples shown are generic artwork for the purpose of display. We can customise artwork to be tailored specific to your business.

We can also supply custom artwork for various areas of your business, including artwork for lightboxes, bulkheads, banners etc.

We understand how consumers decide on purchases, and leverage this knowledge to develop Safestyle POS displays that appeal to specific target audiences and assist to drive sales for our customers.

\*Subject to approval.



# POS MERCHANDISE **GUIDELINES** & HOUSEKEEPING



At SAFESTYLE our products and product theatre are important to us, aligning the customer facing experience.

What we mean by this, is the way our customers perceive our Brand.

So, with this we politely ask all our retail partners to follow our merch guidelines. House Keeping is another way to look at it

**The following simple SAFESTYLE POS GUIDELINES align with our principles to be "Best in Class" "Best in Category".**

- 1** ALL POS STANDS are to be positioned within store Hotspots, Either @Front Counter area and or within the Eyewear section.
- 2** ALL POS STANDS are to be well maintained and always clean. Free of barcode stickers, blue tack, misc. signage (notably any discount promotional material) sticky notes etc.
- 3** ALL POS STANDS must have SAFESTYLE products ONLY! - what we mean by this, is strictly no other competing and or non-competing products or brands displayed
- 4** SPECIFIC SAFESTYLE FRAMES are to be grouped together within the Frame Franchise e.g., Classic Fusions and or Cruisers
- 5** or SAFESTYLE LENSE TYPES to be grouped together within the Lenses categories e.g., Clears, Tints, Polarised, Transitions etc.
- 6** All SAFESTYLE BOXED PRODUCTS displayed are to be front hung & forward facing
- 7** Additionally, All SAFESTYLE BOXED PRODUCTS displayed are to have the SAFESTYLE MICROFIBER POUCHES draw strings inside the box – not hanging out

