

Put these ideas on the shelf



Before



After

I must admit I enjoy merchandising more than I should. It may explain why I have read and re-read Marie Kondo's book, *The Life-Changing Magic of Tidying Up*. Keeping things neat is another form of merchandising. Good merchandisers understand that high-ticket items are placed at eye level whenever possible.

The eye-level theory contradicts what we have been told since movable shelves were invented, which is, "small things on the top and big things on the bottom." A package's size should not determine its place on a shelf. In the photo on the top right, you will notice I slanted the bottom shelf with a 3-inch fence over the base shelf. The smaller packaged accessories on the slanted shelf can easily be seen, while the more expensive items are closer to that sweet spot known as eye level. A slanted bottom shelf comes in handy for general merchandise and especially for seasonal candy. Give it a try and send me your photos.

Here's an idea from my friend Brad White, RPh. Consider introducing your customers to premium vitamins and supplements by using one shelf near the prescription area. Place a sign near the shelf that reads, "Our pharmacist recommends." Brad recommends carrying at least a B-complex, magnesium chelate and/or magnesium glycinate; multivitamin; quality fish oil; CoQ10 200 mg and/or 300 mg; vitamin D3 liquid 2,000 IU, 5,000 IU, and 10,000 IU; and activated folic acid. I suggest stocking at least three of each item. I have a feeling it won't be long before you have a full 4-foot section.

Here is a buying tip for those of you in the market for new shelving. When ordering gondolas, keep the overall width of the fixture to no more than 30 inches, the height to no higher than 60 inches, and no lower than 54 inches. Consider purchasing what is known as a DL shelf, which is a drop-in shelf with multiple positions available. The default style of shelves for most orders is a TL style shelf that can be adjusted one inch vertically and can be positioned either flat or at a 17-degree downslope. When repositioning a TL style shelf, all of the product must first be removed. With the DL, if the product isn't too heavy, the items can stay on the shelf, and the shelf is dropped in its new position. DL may run as much as \$1 more per shelf, but it is money well spent.

This next idea is popular and involves removing product from the shelf. Consider purchasing a countertop display refrigerator with a swing glass door. Place the refrigerator either at your pick-up or drop-off counter. Install battery-operated clear holiday lights if needed. Display your probiotics in the refrigerator. Having it on your counter will start a conversation about probiotics with your customers. Give it a try.