



DISPLAYS MATTER

Customers can't buy
what's not there

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Checkpoint Systems White Paper

RFID and in-store displays

No matter what changes in the world of retail, some things remain the same. While trends change, like how we shop, it is still about having the right products, in the right place, at the right time.

Physical stores still have their part to play in the future of retail. For instance, most (85%) shoppers in the US prefer to touch and feel a product before making a decision¹.

Stores remain one of the most visible parts of a retailer's business and provide a direct point of contact between brand and customer.

That's why the design and layout of a store is so important to brands. Like all brands, retailers want to get their brand message across to shoppers, and they do this through store design and display compliance.

76%
...of purchasing decisions are made in-store²

58%

...of the time, stores are not executing displays as planned³

Display difficulties

Displays matter. Over three quarters (76%) of purchasing decisions are made in store², so how a retailer displays the products they are selling is vital.

Many retailers allow individual store managers discretion on how and where they display certain items. Others send basic planograms instructing what should be on display. There is no guarantee that a store manager will do this well. Research from 2016 shows that over half (58%) of the time stores are failing to execute displays as planned³.

It's only natural that during the course of a typical day, displays get disrupted by customers. Items get picked up, tried on, put back in the wrong place and bought. It's then up to the shopfloor assistants to spot that the display has been altered and take action to return it back to normal. Retail is an industry that has been defined by technology in the past 20 years, particularly with the advent of online shopping. So why are retailers not utilising technology to assist with the in-store shopping experience?

Common display mistakes⁴



1 Displays are disorganised - retailers only have eight seconds to get a customer's attention but many waste this time with random and unfocused displays.

Incohesive design plans - people seek out patterns and conformity, mismatched displays will only put them off buying.

2



3 Variety and accessibility of products - how a product is displayed tells the customer about it, too many items indicate a lack of variety. Too many options can overwhelm a shopper.

Displays overlook a product's strength - displays should complement the traits of the product. An elegant, expensive product needs a display to match.

4



What's the solution?

Checkpoint are big believers in RFID. We use it to help our customers improve their operations across their entire supply chain and all the way into their stores.

One of the most straightforward applications for RFID, and fastest ways to get ROI from it, is using RFID for display compliance. It can give retailers the ability to instantly scan a display and compare it to the corporate planogram/guidelines. Not only does display compliance go up, but the effort and time spent ensuring it goes down.

It's this aspect of RFID to be able to locate any item of stock and guide a store assistant towards it that makes it so valuable to retailers. No one person can be expected to know where everything is, or how much is in the storeroom. RFID takes the guesswork out of in-store inventory management, freeing up employee time to concentrate on customer experience and satisfaction.

Using RFID for display compliance with Checkpoint couldn't be easier. All you need to get

started is a roll of self applying tags and a hand-held scanner.

Store workers apply the tags to the desired items, use the scanner to encode the tags, and then that scanner can be used to instantly measure display compliance

In fact, the set up is so straightforward that you can do it within a day. It doesn't require any long-term commitment, or upfront capital investment. Using RFID for display compliance can be the perfect way for a retailer to introduce RFID to their organisation.

1% = \$3bn

Improving display compliance by 1% could increase revenues by \$3bn per year in the retail industry⁵

Why do retailers need technology like RFID?

Retail is a complex and competitive industry, so anything that a retailer can do to give them a competitive advantage has its merits.

Many retailers today operate multi-nationally. Tracking stock as it travels up the supply chain has become next to impossible without a technology like RFID. It's giving retailers back the visibility that they thought they lost years ago.

It can also help a retailer look to the future. A key trend that emerged in 2020 was the rise of omnichannel shopping⁶. When shoppers were unable to visit stores in person during lockdown, they started visiting online instead. RFID is a technology that can help retailers manage this change in shopper behaviour, allowing them to turn each individual store into mini omnichannel fulfilment centres through more effective and accurate inventory management.

After a tough year in 2020, getting the most out of helpful technologies like RFID is likely to be of maximum importance for retailers in 2021 as they look to bounce back and encourage shoppers to return.

Getting more out of RFID

There are so many ways that a retailer can use RFID to their benefit.

It can track stock throughout the supply chain, giving store managers complete visibility over where their stock is and when it will arrive.

It can unlock the potential of omnichannel, by giving stores the inventory accuracy that they need and enabling consistency across channels.

And it can maximise the customer experience in-store and build brand loyalty by helping them buy what they want, when they want it.

Where you go next with RFID?

1 Improve inventory accuracy

2 Enable omnichannel

3 Increase customer satisfaction

1 Insider Trends, [Why does physical space matter in retail](#), July 2016

2 Shop Association, [A display is a terrible thing to waste](#), 2016

3 Retail Leader, [Execution is key to effective displays](#), Feb 2016

4 Creative Displays Now, [Common mistakes in retail display designs and how to avoid them](#), Dec 2020

5 Retail Leader, [Execution is key to effective displays](#), Feb 2016

6 Forbes, [More customers are shopping online now than at height of pandemic](#), Jul 2020



About Checkpoint Systems, Inc.

Checkpoint Systems is a vertically integrated RF/RFID solution provider for retail. With consumer demands accelerating at an extraordinary rate driven by technology, Checkpoint delivers intelligent solutions – bringing clarity and efficiency into the retail environment anytime, anywhere. Through a unique offering of software, hardware, labels, tags and connected cloud-based solutions, Checkpoint optimizes retail operations and efficiencies with real-time intuitive data delivered throughout the supply chain and in-store resulting in improved profitability and an enriched

consumer experience. Checkpoint's intelligent retail solutions are built upon 50 years of radio frequency technology expertise, innovative high-theft and loss prevention solutions, market-leading software, RFID hardware and comprehensive labeling capabilities to brand, secure and track merchandise from source to shelf.

Corporate Headquarters,
101 Wolf Drive, Thorofare,
NJ 08086, USA
www.checkpointsystems.com

About CCL Industries

CCL Industries Inc, a world leader in specialty label and packaging solutions for global corporations, small businesses and consumers, employs approximately 21,000 + people & operates 180 production facilities on 5 continents with corporate offices in Toronto, Canada and Framingham, Massachusetts.