



## How To Spruce Up Your Store

By Joanna Felder, from Pet Age Magazine

EYE-CATCHING STORE DESIGN and visual merchandising can give you a major advantage over your competition. You may not have deep pockets (who does these days?), but creativity and initiative and a sense of humor don't carry a price tag. The experts at Chute Gerdeman Retail (Columbus, Ohio) offer the following tips:

- Cross-merchandise items that make sense together and go together. Convince the customers that they need all the products even though they may not. For example, food plus dish plus waterproof mat equals more sales.
- Look for interesting pieces that can act as fixtures while adding personality to your space.
- Bring residential fixtures or furniture into the store. Baker's racks, picnic tables, rocking chairs all work to help your customer feel comfortable.
- Go vintage-check out tag sales to find clever and inexpensive ways to display merchandise. An old doghouse or birdcage could be fun and add visual interest. Even using ladders to hang dog leashes on is unexpected.
- Try spot lighting to emphasize new or promotional merchandise.

Focus the spot lights on the product and crisscross the beams of light so that lighting hits the merchandise evenly. Make sure that the lights are not aimed to shine in anyone's eyes.

- Feature a prominent calendar. For example, hang a large black-board calendar on the wall and populate it with timely tips ("time to groom your dog for summer heat", or "obedience classes begin"). Of course, what better area to display grooming implements or training aids tied to your calendar items.
- Give customers space. Make the circulation route easy to follow and as expansive as the space will allow.
- Appeal to all the senses. Enhance the mood with music and scent. Add TVs and keep them tuned in to Animal Planet or other pet-related programs.
- Accommodate the customer's nonshopping companion. Give them a place to hang out. This could be as simple as a comfortable seating area for the customer's spouse, child, parent or friend. Make it homey and residential.
- Don't take it all too seriously. Have fun, and let it show in your stores displays.

## Antal's Pet Memorial Set



Antal Products, Pet Memorial Set is designed to help the family through the grieving process. Offering them an affordable, yet traditional way to lay their beloved pet to rest.

The Memorial Set includes everything you need to perform your own ceremony and pet burial.

- Double walled corrugated Casket with a decorated lid
- Stainless Steel Grave Marker
- Bereavement Certificate
- Ceremony Booklet

The Pet Memorial set comes in a handy six pack for easy re-stocking.

### Fun Facts About Pets.

- Dogs only sweat from the bottoms of their feet, the only way they can discharge heat is by panting.
  - Contrary to popular belief, dogs aren't color blind; they can see shades of blue, yellow, green and gray. The color red registers on a grayscale in a dog's vision.
  - A cat can jump as much as seven times its height.
  - Cats have five toes on each front paw, but only four toes on each back paw.
  - To survive, every bird must eat at least half its own weight in food each day.
  - A bird's heart beats 400 times per minute while they are resting.
  - Iguanas are able to hold their breath for up to 30 minutes.
  - A garter snake can give birth to 85 babies.
  - A goldfish can live up to 40 years.
- from VPI Pet Insurance  
[www.petinsurance.com](http://www.petinsurance.com)



## Hydrant Happenings

### American College of Veterinary Internal Medicine Forum

June 9-12, 2010

Anaheim, CA

[www.ACVIMforum.org](http://www.ACVIMforum.org)

### Pet Bereavement Start Up Kits

We at Antal Products are excited about the launch of two new Pet Bereavement Start Up Kits with new lower prices. They are individually geared toward Cremation and Funeral needs.

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