

MOVING

SMALL MERCHANDISING TWEAKS THAT HELP YOU MAKE BIGGER SALES.

Build Little Stories

Examples: Morning Survival, Cat Lover Corner, Book Nerd Gifts, Smart Gifts.

Keep the Family Together

Merchandise by theme instead of by product type.

Stack, Don't Spread

Create fuller displays rather than spreading products across too much space.



**SEND US
A PHOTO
OF YOUR
DISPLAY!**

We'll send back personalized merchandising suggestions for your store and the products you've purchased.

Send an email to **wholesale@philosophersguild.com** that includes:

- a photo of your display
- your store name (or order number)

Face Items Forward

Customers should be able to read products immediately.

Add Height

Use risers, crates, books, and display boxes to create levels and visual interest.

Keep Displays Full

Full displays are enticing and encourage buying.

Put Color to Work

Use color blocks to draw attention.

Meet People Where They Wait

Checkout, coffee counter, book displays, museum exits, greeting card sections.

Cross-Merchandise

Place products next to related books, coffee, art supplies, kitchenware, etc.

Celebrate the Weird

Our most unusual products start conversations — and conversations become purchases.