

# Stock Components For Custom Cookware Aisle Display

An  
Apparel  
Solution  
Provides a  
Unique Answer  
to Cookware  
Merchandising  
Needs.



## J-Hook Faceouts Mated to Bar Merchandiser

*Plug-in J-Hook Faceouts, combine with WonderBar+Plus Bar Merchandiser and retailer-specific gondola mount to create a low-cost, seemingly custom aisle environment for premium cookware.*

This project marries the J-hook of more-typical apparel faceouts applications to plug-in hook backplates and the infinitely-adjustable advantage of bar merchandisers. The "custom-from-stock" hook required employed standard dies and manufacturing fixtures. Since the chain-wide gondola type was predictable, a retailer-specific bar mount was employed saving cost over universal or traditional threaded mounts. Not only were costs reduced relative to a totally custom display, in this application the costs ran below the normally stocked standard display for the bar elements.

J-hook Faceouts gave a permanent home and eye-catching position to all stock. The near-infinite adjustability of bar merchandisers allowed planogram tailoring to the unique requirements and irregular shapes of cookware. Black powdercoating of all components was a green solution, more environmentally sound than chrome, and created a "store-within-store" look by matching the dark tones and blacks of the cookware lines. Standard label holders completed the installation. A whole aisle was converted to an eye-catching display for costs similar to less-targeted solutions. Planograms are more easily created and followed, and the J-hook allows easy disturbance-free facing capabilities.

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