

SPRING 2018

Spring volumes are ever increasing while the square footage of our garden centers is fixed. The 4-for-4 Vertical Merchandising Program is a solution to increase Lowe's holding capacity while improving the shopping experience for our customers. The process is efficient and productive, allowing more time for us to serve customers.

Configure racks into retail displays with 4 tiers to create space, keep plants healthy and increase profit margin. Test Markets have proven it takes only 4 minutes to rack and stack, stock and refresh.

Think tables for merchandising and racks for volume.



Young's
PLANT FARM

The 4-for-4 Vertical Merchandising Program information can be found in your local garden center training documents or online anytime at youngplantsfarm.com/4for4.

The 4-for-4 Vertical Merchandising design:

Smartly handles volume to keep reduction down and sales up

Uses existing racks to create much more retail space in same footprint

Is easier to water, creates shade, and improves aeration

Creates better customer experience to shop shelves

...and takes only
4 minutes to create or restock
4 tiers per rack

4 for 4

VERTICAL MERCHANDISING PROGRAM

Introducing an easier, efficient way to create and refresh retail shelves in

4 minutes to produce:

- ✓ Higher sales
- ✓ Better margins
- ✓ Less shrink
- ✓ Healthier plants

CREATE A RETAIL-READY VERTICAL MERCHANDISING SHELF SYSTEM

SHELF #
36

3 SHELVES
PLACED
TOGETHER

SHELF #
26

1 SHELF

SHELF #
16

1 SHELF

SHELF #
6

1 SHELF

SHADE

GRAVY

MEAT+POTATOES

DESSERT

The Rack Tiers

For setup, use the metal shelves and numbered slots to create the 4 "Tiers." We've named them to make it easy to remember each tier's purpose: Shade, Gravy, Meat + Potatoes, and Dessert.

Make sure the top bar is at the back. Set the shelves at 6, 16, and 26. Put the extra shelves at the top to create filtered shade. These shelves do not move.



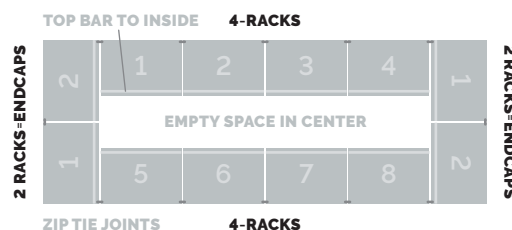
**4-for-4
TIP**

For more speed and efficiency, consider stocking the same plant material top to bottom.

Joining the Racks

Once the racks are created, you can build a semi-permanent shelf system of endcaps and shelves. Join racks side-by-side and back-to-back in various numbers to fit space available.

This configuration shows 2 endcaps + 8 racks + 2 endcaps, creating a 12-rack shelf system.



Zip It In Place!

Place a 16" zip tie at the top and bottom of sides where racks join. Your semi-permanent shelf system is now complete!

Rack Placement

The vertical merchandising location will be pre-determined by the Merchandising Manager and Market Director before spring season begins.

Restock + Refresh

Once the racks are in place, constantly pull plants from top (Gravy) and bottom (Dessert) to keep the high-sales tier (Meat + Potatoes) full and fresh. When new racks roll in from the plant farm, pull distressed product from tables and racks. Condense product at Meat + Potatoes tier, and restock Dessert and Gravy.

Constantly pulling from these areas to re-rack the middle keeps plants from drying out and improves aeration.

By expanding vertically, we can get more product customer-facing per square foot. We increase our inventory — and our sales.

VERTICAL MERCHANDISING RACK

43" WIDTH x 30" DEPTH x 75" HEIGHT

8'x8' TABLE

