



# Treat Planet™

## MERCHANDISING CATALOG



We LOVE Our Retailers!

# Maximize Your Sales

## THROUGH MERCHANDISING CONCEPTS

Treat Planet knows that our success depends on the success of our retail partners. This simple philosophy has shaped our approach to provide world class merchandising. Treat Planet knows that award winning displays and the highest quality products are only part of the equation for retail growth.

### OUR MERCHANDISING CATALOG IS DESIGNED TO HELP RETAILERS WIN WITH:

<b>Greatest Retail Potential Per Square Foot</b> .....	<b>Pg 1</b>
<b>Maximizing Return from Consumer Flow Through Your Store</b> .....	<b>Pg 2</b>
<b>Understanding Power of Bundle Selling</b> .....	<b>Pg 3</b>
<b>Effective Use of Merchandising Displays</b> .....	<b>Pg 4-6</b>

Professional store layouts and effective merchandising solutions are not always available to retail stores. Treat Planet views our partnership with our retailers as something that goes way beyond products.

**We know the best success comes when our customers win!**



RETAIL DOLLARS  
**\$1125**  
PER 14 IN. LINEAR SPACE

*To help our retail partners maximize this critical matrix, we have added a simple tag to many of our award winning displays showing retail dollars per linear space.*



# Maximize Your Sales Per Square Foot

One of the largest impediments to growth for pet stores today is the fact that you cannot easily make your store bigger! So, maximizing retail dollars per linear space is a critical component of retail success. Treat Planet specializes in designing displays with this goal in mind!

### Do you know what your average retail per linear foot is in your store?

- Select products that maximize available dollars per square inch
- Countertops are prime real estate – maximize the potential
- Utilize multi-level displays to maximize dollars



# Understanding Customer Flow

Understanding how your customers move through your store can unlock incremental sales



Strategically place chews throughout store for incremental sales



Upsell in food section - consider a topper to spice up food!



Cash Register - **MOST** effective place to capture impulse sales - critical to maximize dollars per square inch!

Food buyers can be single focused.

**HOW DO YOU CATCH THEIR ATTENTION EN ROUTE TO FOOD?**

# Strength of Value Bundling

## PSYCHOLOGY OF ANCHORING

The **Anchoring Effect** is a cognitive bias that causes people to focus on the first available piece of information when making a decision, the 'anchor'. The first number you see changes your perception of any numbers that follow.

### EXAMPLES:

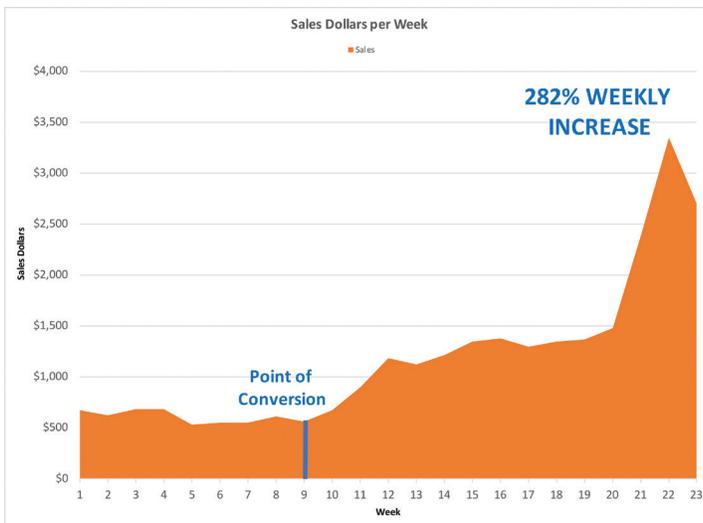
Studies show you can increase sales by an average of 40% when advertising a sale of 4 items for \$2 rather than \$0.50 per item.

Have you ever read a sign that says 'Limit 12 Items Per Customer'? Most people think this sign is only to prevent over-eager bargain hunters. However, a study done by Wansink, Kent, and Hock, when this sign was placed near a display of Campbell's soup cans, sales rose by 112%!

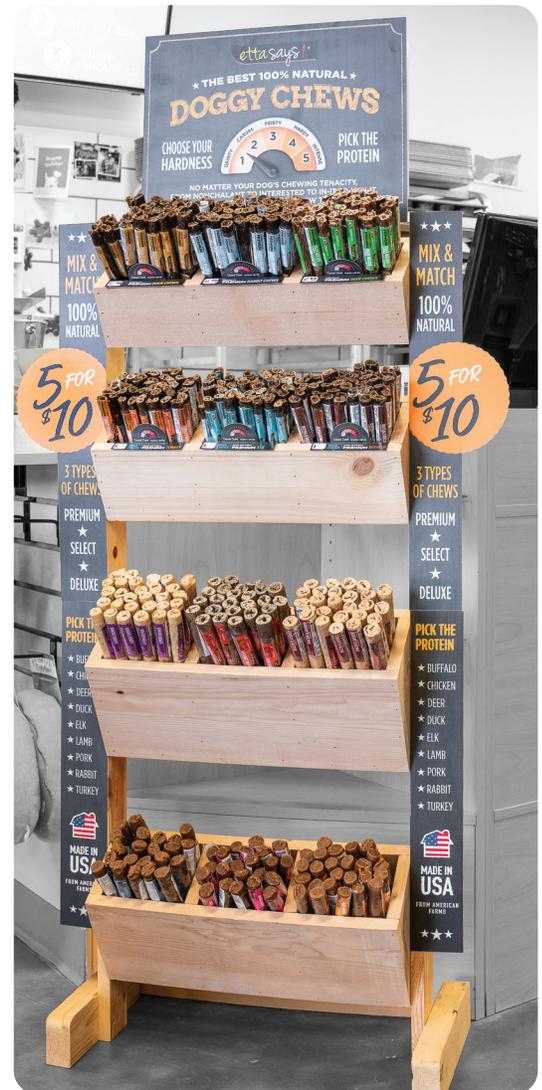


## ASK ABOUT UPDATING YOUR DISPLAYS

5 for \$10 promotions invoke our mind's tendency to 'anchor' to a number and make a different conclusion, than if we were to promote a single item price. We utilize this concept in many of our display offerings!



Actual results from over 100 retail locations after conversion to 5 for \$10



- Multi Unit Sales Promotions outperform Single Unit Sales by over 40%
- 5 for \$10 sales significantly outperform buy 4 get 1 FREE promotions
- Properly executed 5 for \$10 conversions have shown increases in excess of 250% in weekly sales



CREATE CUSTOMER

# Focal Points

WITH AWARD WINNING DISPLAYS

RETAIL DOLLARS  
**\$747**  
PER 18 IN. LINEAR SPACE

**DOGGY CHEWS**  
etta says!  
CHOOSE THE CRUNCH PICK THE PROTEIN  
NO MATTER YOUR DOG'S CHEWING TENACITY, FROM NONCHALANT TO INTERESTED TO IN-IT-TO-WIN-IT, WE'VE GOT THE BEST 100% NATURAL CHEW THAT'S JUST RIGHT!  
\* BUFFALO  
\* CHICKEN  
\* DEER  
\* DUCK  
\* ELK  
\* LAMB  
\* PORK  
\* RABBIT  
\* TURKEY  
(Many More!)

DESIGNED FOR  
MAXIMUM IMPACT

FOCAL POINTS GENERATE 229% RETAIL LIFT

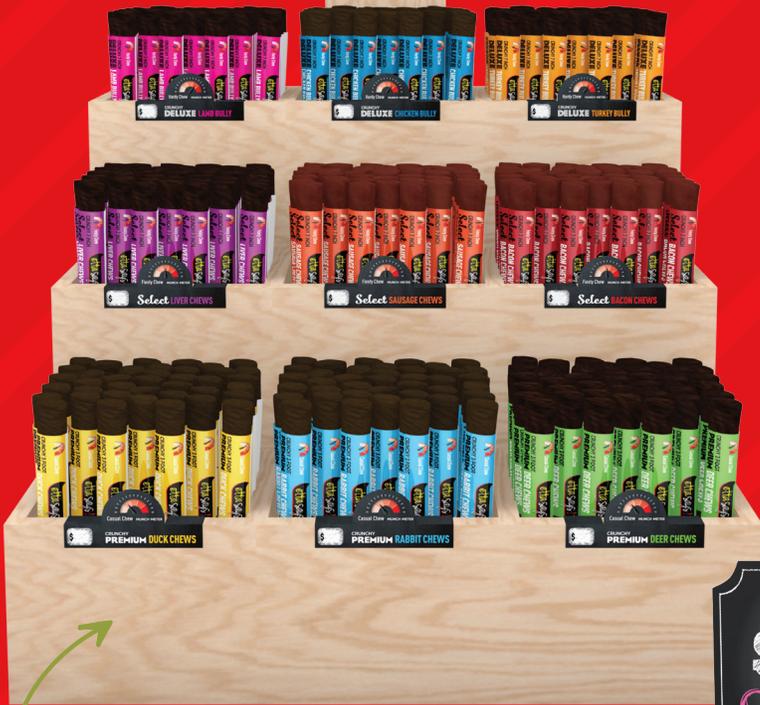
## Rule of 3

Simply putting items in groups of 3...

Draws Customer Attention

Creates Off-Balance in Mind to Focus on Each Item

People Tend to Remember Groups of Three



### RULE OF THREE in Treat Planet Displays

- Three levels of 'hardness'
- Three proteins per level of 'hardness'
- Three levels of pricing

RETAIL DOLLARS  
**\$561**  
PER 18 IN. LINEAR SPACE

**DOGGY SNACK BAR**  
Treat Planet.  
Mix & Match  
**5 for \$10**  
\* BUFFALO  
\* CHICKEN  
\* DEER  
\* DUCK  
\* ELK  
\* LAMB  
\* PORK  
\* RABBIT  
\* TURKEY  
\* BUFFALO  
\* CHICKEN  
\* DEER  
\* DUCK  
\* ELK  
\* LAMB  
\* PORK  
\* RABBIT  
\* TURKEY  
\* BUFFALO  
\* CHICKEN  
\* DEER  
\* DUCK  
\* ELK  
\* LAMB  
\* PORK  
\* RABBIT  
\* TURKEY

RETAIL DOLLARS  
**\$431**  
PER 8 IN. LINEAR SPACE



### SUCCESS FACT

Sales per week decreases for displays less than 25% full!

# AWARD WINNING MERCHANDISING SOLUTIONS



**3 FOOT CHEW BAR PLANOGRAM**  
576 selling units



**4 FOOT CHEW BAR PLANOGRAM**  
636 selling units

- Impulse items from \$1.99 to \$7.99
- Features our family of chews with proprietary MunchMeter™ - 3 levels of hardness
- Single ingredient Rabbit Jerky
- Soft and chewy, limited ingredient Yumm Sticks
- 'Anchor' 5 for \$10 concept dramatically increases basket value
- \$100+ Value in Display and POP included with purchase



# PUT YOUR BEST FOOT FORWARD



## 3 FOOT CHEW BAG PLANOGRAM 72 selling units

### 12 different bag types

- **Go Wild!** Single Protein Jerky, Glycerin Free
- **Eat Simple!** 1 Ingredient, No Hormones or Antibiotics
- **Chew!** Crunchy Chews — doing what we do best!
- **SIT!** Limited ingredient training treats, No Wheat, Corn or Soy

## 4 FOOT BAG & CHEW COMBO PLANOGRAM 564 selling units

- Perfect Combo - Top Selling Bag and Chew Line!
- 16 different proteins





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# *From Our Family to Yours*

