



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:

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

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



Upsale 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:

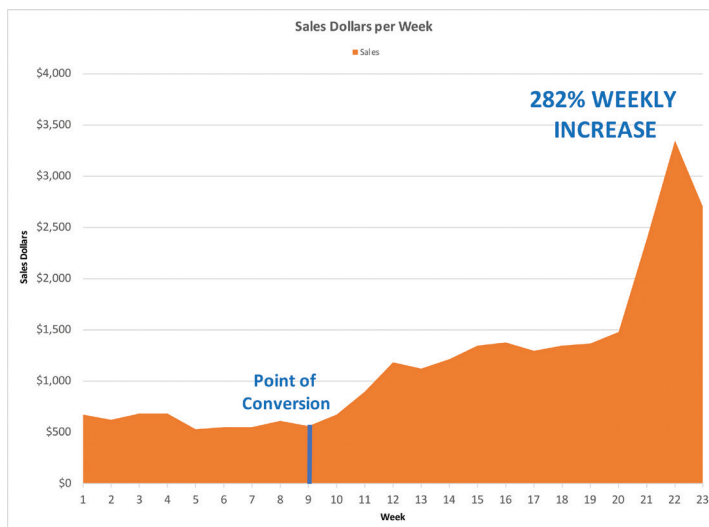
Studies show you can increase sales by an average of 40% when advertising a sale of 4 items for \$2 rather than \$0.50 per item.

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

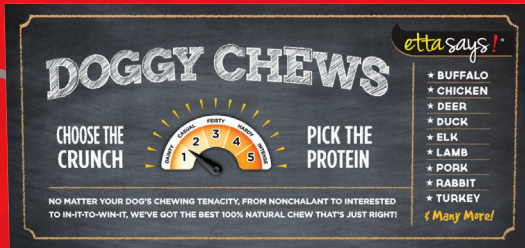
Focal Points

WITH AWARD WINNING
DISPLAYS

DESIGNED FOR
MAXIMUM IMPACT

FOCAL POINTS GENERATE 229% RETAIL LIFT

RETAIL DOLLARS
\$747
PER 18 IN. LINEAR SPACE



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

SUCCESS FACT

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

RETAIL DOLLARS
\$431
PER 8 IN. LINEAR SPACE



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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Visit treatplanetretailers.com
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From Our Family to Yours

