



# MERCHANDISING TOOLS

Knowing the path to purchase of your customers allows you to strategically place additional displays and impulse racks to increase ticket average and suggest items to benefit the project. Very similar to a grocery store, impulse purchases take place at check-out or the contractor's desk.

## GOLDEN RULES

- Consider key areas of your store where these products accompany the project, such as building materials, contractor's desk, kitchen and bath, etc.
- Maintain a calendar of off-shelf displays that change on a periodic or seasonal basis (at least 4 times per year).
- Consider project based assortments, such as a caulk and wall repair display near the paint desk.

## KEY FACTS

- Use off-shelf displays to drive value, seasonality and innovation.
- Ways to measure success include incremental lift, increased ticket average and increased sales.



**ALEX PLUS®**  
#7079817524



**DYNAFLEX 230®**  
#7079817558



**KWIK SEAL®**  
White Squeeze Tube  
#7079817544



**DAP® 100% SILICONE**  
#7079817564

### CATEGORY HEADER CARDS



# CATEGORY MANAGEMENT PROGRAM



RETAIL GUIDE TO INCREASE PROFITABILITY & SHOPABILITY FOR YOUR CUSTOMERS

NOTE: Display offerings subject to change based on availability. Contact your DAP Sales Rep to learn more.



# DAP DELIVERS

## SPACE PLANNING & INSIGHTS

Space planning is an integral part of category management. It ensures that you have allocated shelf space based on sales to minimize out of stock and ensure that the products meet the needs of your consumers. At DAP, we review and understand market level trends and buying patterns.

### KEY FACTS

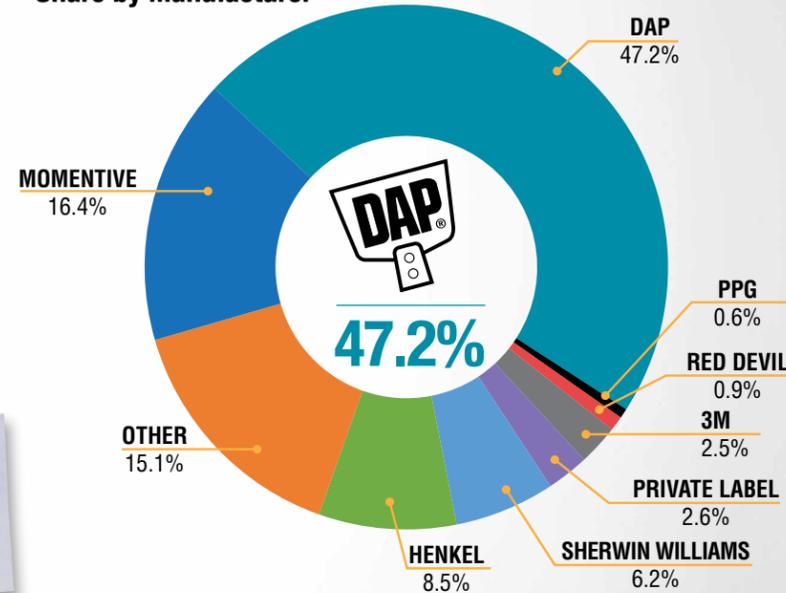
- Caulks & Sealants Retail Market ~\$1.0B
- DAP #1 with 47.2% share

SOURCE: Epicor/Activant 2017



## CAULKS & SEALANTS MARKET SHARE

Share by Manufacturer



Caulks & Sealants	Market Share
Window, Door & Siding	41%
Paint	9%
Kitchen & Bath	3%
Specialty	25%

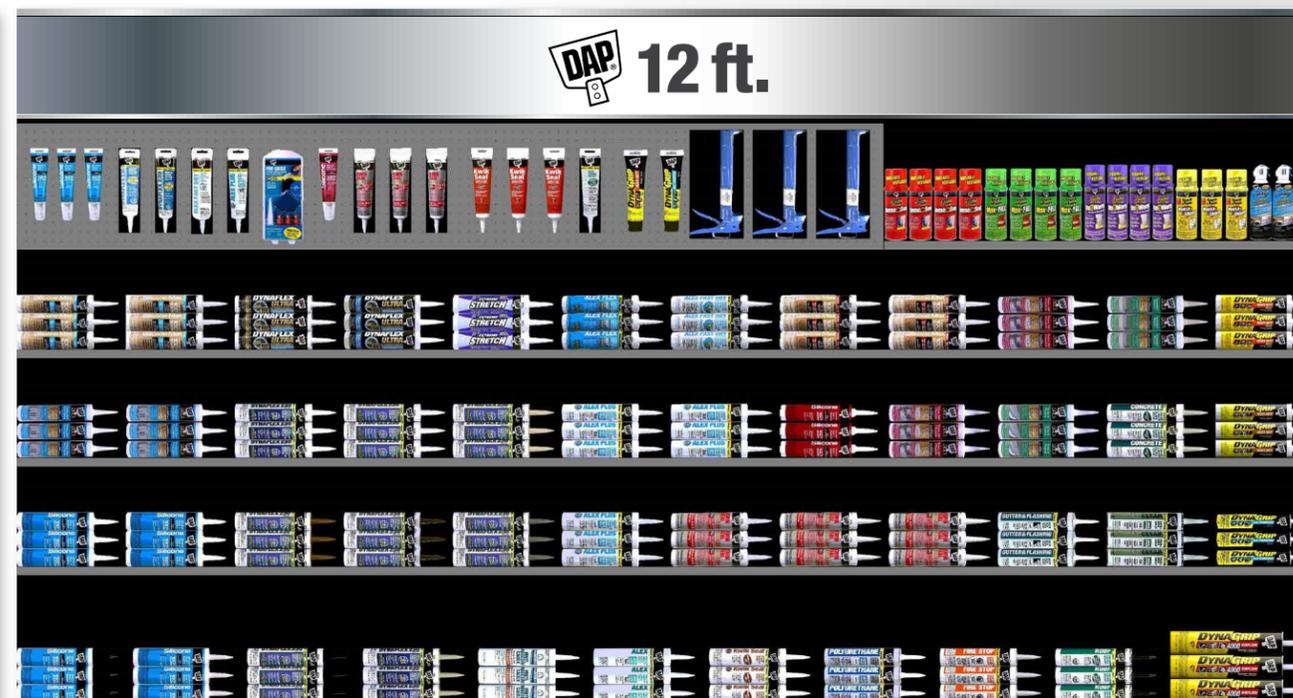
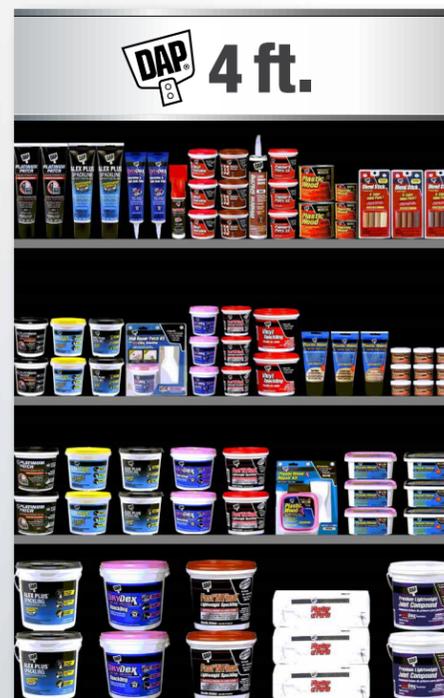
NOTE: The market level data above represents over 14,000 independent hardware locations point of sale data for 12 months captured through Epicor.

## PLANOGRAMS

Planograms provide the roadmap to ensure that it is easy for the customer to choose the product that meets their needs. Planograms also help employees with merchandising, managing inventory levels and re-ordering. Be sure to refresh your planogram annually to reflect changing market conditions, new product innovations, and buying patterns.

### GOLDEN RULES

- Place products based on project, type and price point. Going from highest price to lowest (left to right).
- Brand Blocking – place like SKU's from same brand together where possible. Offering a min of 3 SKU's within a brand or family of products, also called the rainbow effect.
- Place high margin items at eye level.
- Place contractor packs below cartridges to ensure that you have pack sizes to meet the needs of DIY-er to professional.



### KEY FACTS

- Consumer's path to purchase begins with the project then the surface then key attributes.
- Understanding the sales by segment and sub-segment allow you to determine the optimum space to sales ratio.