



# PAINT ROLLER COVER DISPLAY



## BASIC PROGRAM PARAMETERS

- minimum 2-year life span
- approx. 60" high, 24"-36" wide/deep
- 360-degree shopability
- positioned near the paint desk
- dump bin style
- holds (60) 3-packs of Purdy White Dove roller covers
- optionally placement of roller frames on the display
- easy to set up and load product at store level
- budget of \$200 - \$300 per store at 350 - 400 displays
- might be a 2018 spend for 2019 launch

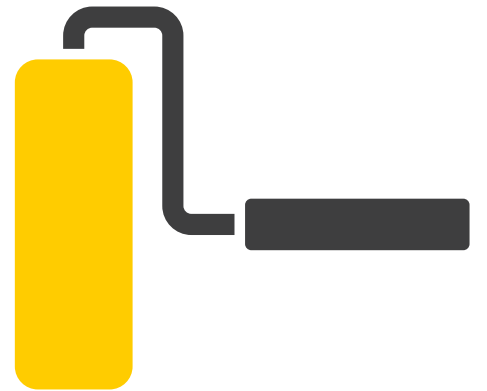


## DESIGN DISCUSSION

- possibly use giant roller cover shape in some way
- “portal-type” holes where a customer can access product
- incorporate nappy white tube (or portion of a tube)
- design needs to stay clean looking for longer store life
- concern about keeping the base clean; possibly updateable
- possibility of incorporating locking casters
- prominent Purdy branding (premium product in store)
- changeable graphics not necessary
- option for “on sale” graphics is a plus
- design should be tasteful and classic



*Creative Concepts*





36"W x 36"D x 60"H





36"W x 36"D x 60"H







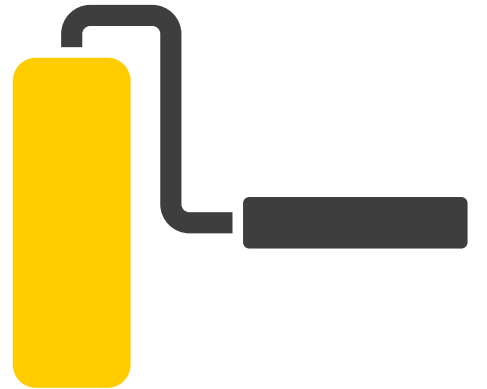




40"W x 28"D x 60"H



*Store Photos*



Menards

**Purdy**  
PROFESSIONAL PAINTING TOOLS



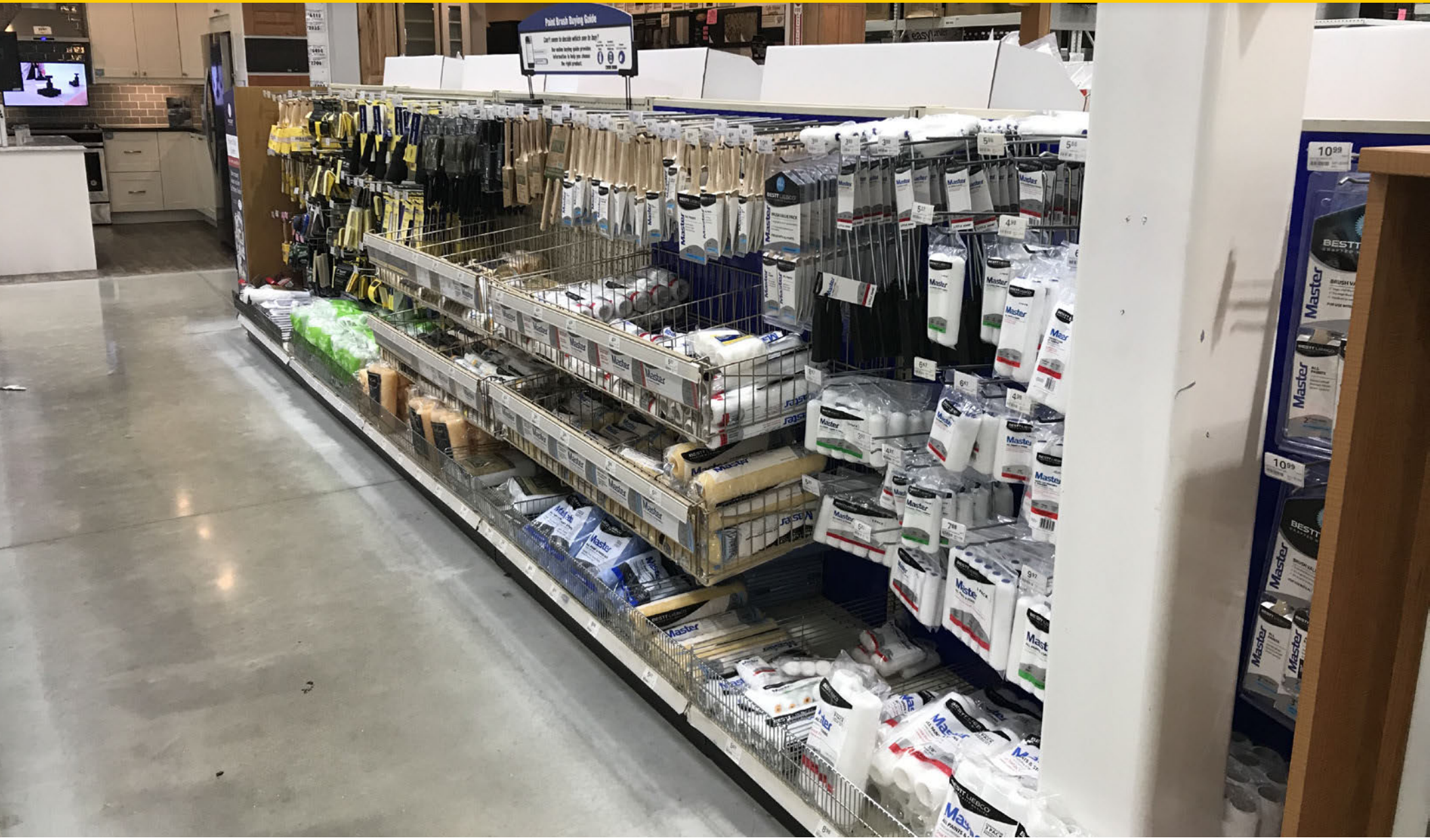
OCTOBER 2018

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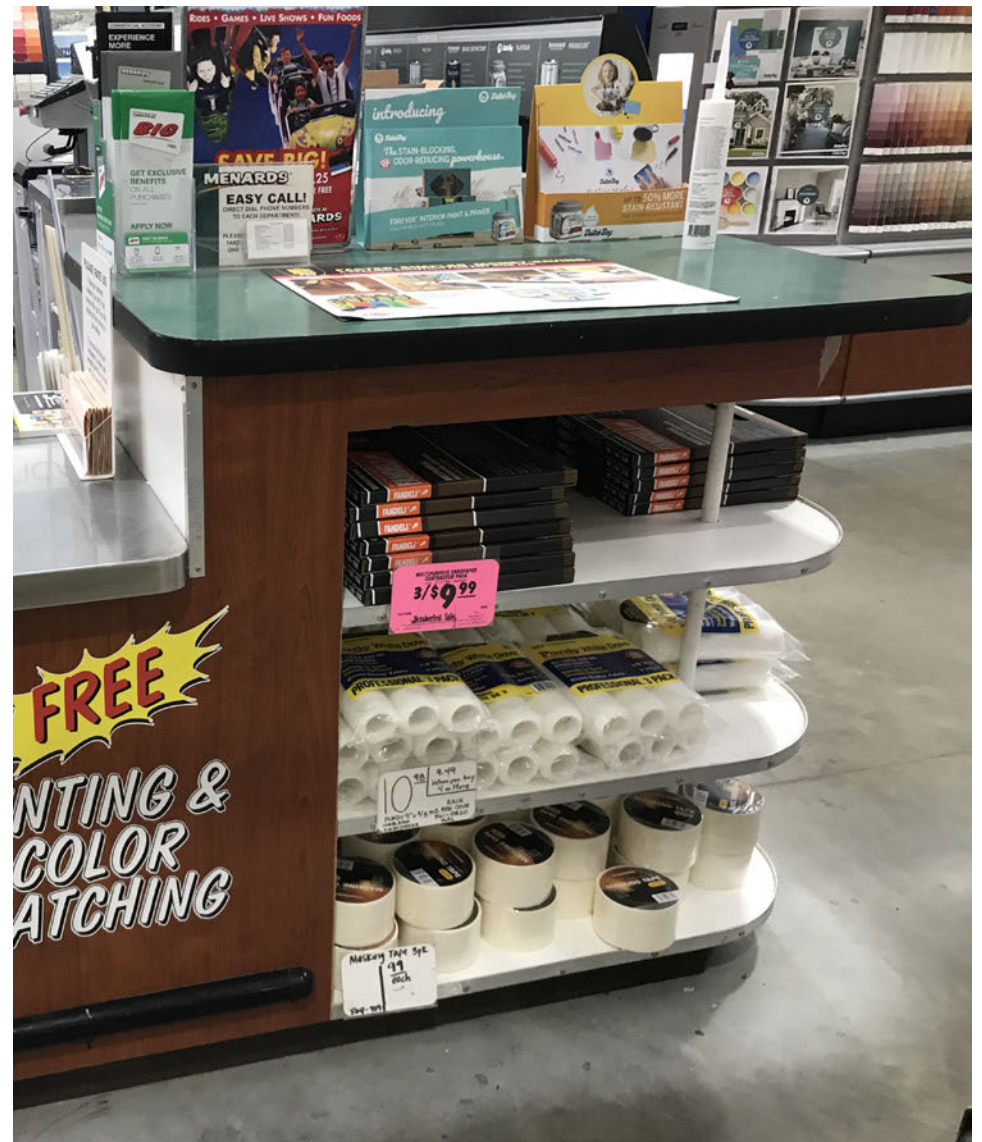


















# THANK YOU!

Let's create a better shopping experience together.

