

METROFLOR CORPORATION

Cascade Merchandising Display



MARCOM

Metroflor Corporation sells a variety of Luxury Vinyl Tile product lines through two-step distribution. Finding creative and cost-effective ways to merchandise product samples is a high priority – which is why Metroflor turned to Marketing Alternatives for help with a merchandising unit that could be used for multiple product lines.



CHALLENGE:

When Metroflor Corporation began planning for the launch of a new product line – Engage Flooring – the company partnered with MAI for assistance in developing a variety of support materials, including merchandising concepts. Specific criteria for the merchandising unit included:

- **Compact** – space is at a premium in retail flooring stores, so a small footprint was essential
- **Attractive** – merchandising has to attract and appeal to its target audience – in this case, consumers who are looking to beautify their homes
- **Versatile** – Metroflor was also looking for a merchandising concept that could be easily adapted for its other product lines
- **Economical** – Metroflor shares the cost of merchandising with distributors and retailers, so it was important to develop concepts that were functional and cost-effective
- **Durable** – the merchandiser needed to withstand the rigors of a retail environment and house up to 30 SKUs which are represented on 16” x 24” products boards weighing approximately 5 lbs. each

SOLUTION:

MAI worked with its structural design resources to develop a merchandising concept that would meet all of Metroflor’s requirements. The resulting unit is a streamlined wire rack system that presents 30 SKUs in less than seven square feet of floor space. The design also accommodates ample header and footer graphic space which allows Metroflor to romance its products and provide basic information for consumers. By tapping into its global vendor network, MAI was also able to deliver the unit at a price point that satisfied Metroflor’s needs. The merchandising unit has been a resounding success with Metroflor distributors and retailers alike. More than 4,000 units have been produced, as well as four different header/footer graphic variations to accommodate various product lines.