

Display Rack by SRC Laura Bechstein, Original idea from Diane Ashton

Below are Diane's original designs. She used the wire cubes that many of us already have. She used a rolling plant stand as the base, and Closetmaid Pocket Pals on the outside to display more product. I love the fact that it only takes up about 2' of floor space! I used her concept and made a few alterations below.



I started with her original concept, but wanted a way to display my sticker packs, combo packs, and paper. Instead of the Pocket Pals, I mounted pegboard on the outer 3 sides. I used 1/2" pegboard hooks and self adhesive plastic hang tabs to hang the products. The hooks are moveable so when corporate releases more products (in various sizes) you can adapt it easily. I also didn't use the rolling stand, but chose to do a "lazy susan" so it was easy to spin to view all sides.



It is light-weight (when empty) and only cost about \$50-\$70 to make. I leave it up when at home and take it to my larger crops. My last large crop went from 10 people with \$400 in sales to 16 people with \$1100 in sales. Not to mention, since it just inside my front door, everyone that comes over sees most of my product.

Instructions

Supplies: Everything except wire cubes and hang tabs was available at Home Depot.

- Wire cube system (your choice of color). I used a 4 cube design. I think mine were from Meijers or Walmart
- Pegboard (1 piece at 2' x 4' and 2 pieces at 1' x 4') . It maybe less expensive to buy entire 4' x 8' and cut your own pieces.
- Wire Ties/Zip Ties: about 50
- 2 -24" diameter circles of particle board. These were precut already
- Lazy Susan mechanism. I used a heavy duty one. I think a 1000 lbs load!
- Spray paint: if you want to coordinator colors. My cubes were black so I did all that color. I think white is brighter and show off product more, but personal preference.
- ½" Pegboard hooks-depends on how much product you have. I think I used 95-100 hooks
- Plastic hang tabs (www.do-it.com or 1-800-426-4822)
- Drill, screwdriver to assemble lazy susan

1. Spray paint any pieces that are in need of covering. I did the base and the pegboards
2. Assemble the wire cubes into a single tall tower.
3. Wire-tie each cube junction. This will greatly increase the stability.
4. Assemble the lazy susan base between the particle board circles, directions are included with the part.
5. Cut pegboard if necessary to fit on the sides of your cube tower. I had two pieces at 1' x 4' (originally a 2'x4' piece). The back pegboard I decided to leave whole. It hung over on the sides, but that gave me more surface area to hang product. Also the part that overhung gave me surface area on the back side also. See the pictures where I hung the longer sticker packs. On opposite side I hung the die cut packs



6. I mounted the pegboard with wire ties also. I only used about one on each corner. Also note, when I mounted pegboard, I made the top of the pegboard about 8-9" ABOVE the top of wire cube tower. This did three things. One, it made product a little more at eye level, easier on the customer. Two, it allowed me to hang hooks on the bottom row of holes and still have room for product to hang below it. Three, it made a 5th "cube" for additional storage on the top of the cube. This is nice for larger, lighter bulkier items as there is no top.
7. Simply set the cube tower centered on the lazy susan. I did not mount it down in any way. The cube is heavy enough with product that it didn't move, and spun nicely. Leave enough floor space for the display to spin. Find final location prior to loading all with product. It will be very heavy.
8. Place hooks where ever you would like. I used ½" hooks with keepers (or locks). These are the plastic pieces

that hold the hooks in place. It is nice when you want to transport the rack. I removed product, but the hooks stay in place for fast replacement of product. You can see one on the volleyball sticker pack above.

9. I allowed most of my product to overlap each other, while still showing the titles to show. In the case of the paper packs, I mounted so that the sample colors were all visible instead of the package name. The combos I mounted so back side was facing out so you can see the product.
10. The set up I used for location of product is: on one side is studio stickers and block stickers, the back is combo packs and paper packs, the other side is remaining sticker packs with Great Lengths. In the cubes I placed: Bottom is premiere albums (Sentiments if I have too much on top), second from bottom is all 12 x 12 specialty pages, specialty albums and 8.5 x 11 supplies. The 3rd cube up is all 12 x 12 pages and protectors. The 4th up is Cutting System components, square/ circle makers, trimmers. The very top is the misc. Page patterns, MM cases, templates, File mates and folders, Fridge frames, Sentiments albums. I store all of my products on this rack except for adhesives, pens, corner rounders, 7 x 7 pages, snap packs. I use a rolling 3 drawer cart for these smaller items. I also have individual paper and stickers in separate location.
11. I have all of my product priced. I find that it does help customers and that is one less question I have to answer when I am trying to help others. After my last big crop, I decided to make name tags and used the same plastic hang tags to hang behind product. That way when the item is sold out, I know what it was. I didn't want to mount directly on the board in case I decide to change the layout. With corporate releasing more stickers, I may have to!
12. Some people place cardboard under the products on the shelves to prevent indentations. I haven't had any problems with that so I don't use it. Your choice.

If you make this up and find a good way to hold some specialty items, let me know (mlbech@wcnet.org). I know they have holders for screwdrivers and such. This maybe perfect for the new scissors. Heck, I may just stick a hang tab on them too! Good luck. Hope this helps you as much as it has helped me!