

Retail Opportunities + Insights brought to you by Hamacher Resource Group, Inc.

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RETAIL **OPPORTUNITIES** + **INSIGHTS** FOR MANUFACTURERS

Volume 4 Issue 3



Emerging Brands

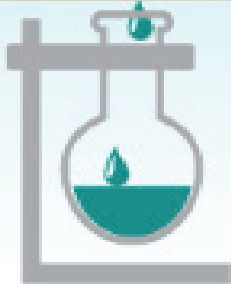
The 2017 Emerging Brands that HRG selected for *Drug Store News*' special report are largely from well-established brand portfolios. When developing a new-to-market product, start with a consumer need and then consider options within and outside your category, market segment, and channels to narrow down the direction you take.

2017 Emerging Brands Positioned for Success

INNOVATE INNOVATE INNOVATE



with an Ingredient



An ingredient that has been effective and become popular in certain products may be applied to items in other categories or added to different forms for a win at shelf.



by Finding Whitespace

Either uncover an unmet consumer need or identify a market segment with little competition where your brand equity could spell success.



with Form or Flavor

You can draw more consumers by providing additional form and flavor options to boost sales, especially if it is a form or flavor your competitors are not offering.

See all 50 Emerging Brands!

Minimizing touchpoints can save you time and reduce expenses

by Dave Wendland, vice president, strategic relations

The speed of today's economy demands increased productivity and efficiency. To achieve this, the concept of reduced touch points must extend into all facets of business, including the supply chain. My work across the retail supply chain within the healthcare distribution industry has provided a bird's-eye view and firsthand opportunity to witness the compression of margins, rising costs associated with product handling, and mounting pressures from emerging competitors. From these experiences, I have gained a deep understanding of how important minimizing touch points can be for a company.

Take the retail industry. E-commerce and consumer demand have forever disrupted traditional supply chains. For product manufacturers, distributors and retailers, that means there are multiple paths consumer packaged goods (CPGs) may take across the retail supply chain, requiring new thinking and innovative approaches...[Read more](#)

HRG receives two local awards



HRG recently won two local awards. First, for the second year in a row, we were named one of the Milwaukee Journal Sentinel's 2018 Top Workplaces, awarded to the best places to work in southeastern Wisconsin. We moved up from the 25th position last year to the 11th position in 2018...[Read more](#)

Second, we received an I.Q. Award for innovation for a project we completed for a local small chain of independent pharmacies. Several of their locations had very limited front-end space and we developed ShelfPic, a large-format, wall-mounted planogram that customers can shop and request products that are kept behind the pharmacy counter...[Read more](#)

Events

JUL
8-12 McKesson ideaShare

JUL
16-17 CHPA Marketing Conference

JUL
26-28 Smith Drug Company CE & Trade Show

AUG
6 -10 ECRM Health Care EPPS

Popular posts

[Stop advertising your features and benefits and start telling your story.](#)

[So many certifications...](#)

[Resolution: Eliminate two items from my product line](#)

The Omnichannel Experience

More than ever, product images need to be of the highest quality to protect brand integrity in every channel consumers may find them.



Your image is your **IMAGE**

Earlier this year, HRG published [Be Sure Your Images Make an Impact](#), an e-book to help manufacturers, distributors, and retailers recognize the importance of using high-quality images. In today's retail environment where consumers may come across a product and/or its likeness in any number of online or in-store venues, having superior product images consistently appear wherever the omnichannel shopper may happen upon them will positively influence brand integrity and sales. [Contact us](#) to learn more!



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