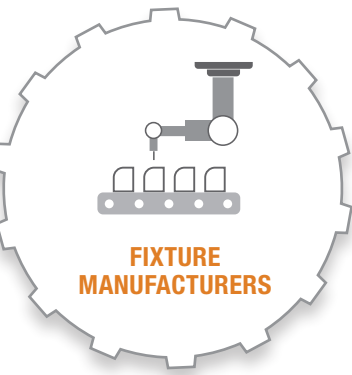




# SIMPLIFY

Your Fixture Coordination

## CUSTOM SOLUTIONS THAT DELIVER SAVINGS

Simplify and streamline your fixture process to save time and money. Highlighted below are challenges and impacts many companies face, and HRG's solutions to overcome these obstacles.

	Challenges	Impact	How can HRG help?
 <p><b>FIXTURE MANUFACTURERS</b></p>	<ul style="list-style-type: none"> <li>Unable to extract data from partner files</li> <li>Last minute changes to item specs</li> <li>Inaccurate data</li> <li>Simultaneous implementation at several retailers with multiple locations</li> </ul>	<ul style="list-style-type: none"> <li>Missed delivery deadlines or compromised timelines</li> <li>Pieces, parts, products, or graphics don't fit</li> <li>Incorrect counts</li> <li>Excessive time spent managing reorders</li> <li>Additional freight charges to fix inaccuracies</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Manage</b> fixture data from all partners involved</li> <li>✓ <b>Coordinate</b> communication across all parties</li> <li>✓ <b>Design and host</b> a customized website for easy reordering</li> <li>✓ <b>Create</b> custom kitting solutions that significantly reduce labor dollars and hours</li> </ul>
 <p><b>RETAILERS</b></p>	<ul style="list-style-type: none"> <li>Managing numerous fixture vendors, brands, and various parts, pieces, and graphics</li> <li>Incorporating fixture data from various sources for use in planograms</li> <li>Training store staff to order replacement fixtures</li> <li>Paying for and/or fixing redundant orders</li> </ul>	<ul style="list-style-type: none"> <li>Reduced profits from avoidable costs</li> <li>Lost sales while fixture components are broken or missing and products aren't displayed</li> <li>Wasted labor time at each retail location</li> <li>Unproductive corporate-level administrative time</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Normalize</b> disparate fixture data</li> <li>✓ <b>Coordinate</b> communication across all partners and parties</li> <li>✓ <b>Design and host</b> a customized website for easy reordering</li> <li>✓ <b>Store and manage</b> all fixture data and images</li> <li>✓ <b>Host</b> all merchandising materials including manuals, videos, and more</li> <li>✓ <b>Create</b> custom kitting solutions to significantly reduce labor hours and dollars per store, per reset</li> </ul>
 <p><b>CPG BRANDS</b></p>	<ul style="list-style-type: none"> <li>Space planning software unable to meet customer needs</li> <li>Managing the unique planogram requirements of each retailer and each size store</li> <li>Difficulty incorporating fixture data</li> <li>Lack of turnkey retail offering</li> <li>Communicating last minute changes to product specifications</li> </ul>	<ul style="list-style-type: none"> <li>Lost sales when products or entire trays do not fit in displays</li> <li>Unproductive, excessive time managing disparate data</li> <li>Not being viewed as a highly-valued partner</li> <li>Unable to win placement with retailers</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Create</b> fixture and/or product planograms for each retailer and each size store</li> <li>✓ <b>Capture and save</b> dimensions and images of all products and fixture pieces, parts, and graphics</li> <li>✓ <b>Extract and normalize</b> fixture data for easy ongoing use</li> <li>✓ <b>Develop</b> a variety of merchandising tools for every need</li> </ul>

# SIMPLIFY

Your Fixture Coordination

## CUSTOM SOLUTIONS THAT DELIVER SAVINGS

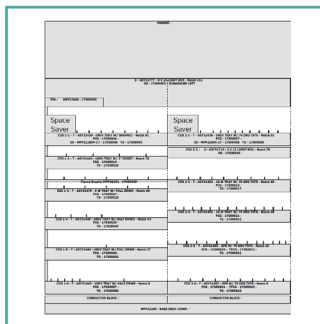


We collaborate with you to determine the solutions that will best solve your fixture challenges. Our detail-oriented team is proficient at handling the complexity of fixture resets to help retailers, fixture manufacturers, and brands all realize financial and productivity savings.

### SIMPLIFY & SAVE

- Helping create a memorable shopping experience
- Improving efficiencies and effectiveness
- Procedures to simplify and streamline
- Tools to improve productivity and reduce costs

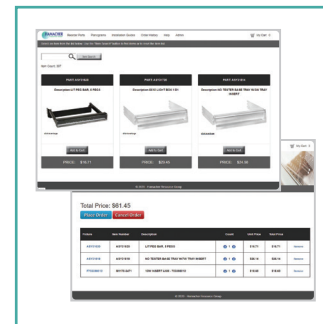
CONTACT US TO ASSIST YOU WITH ANY OF THESE FIXTURE COORDINATION SERVICES:



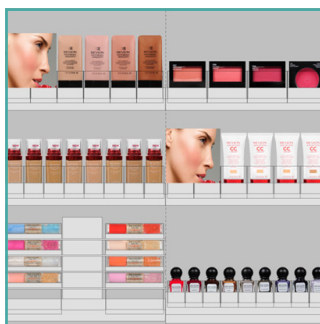
fixture planograms



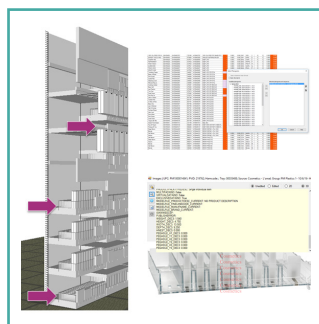
planogram booklets



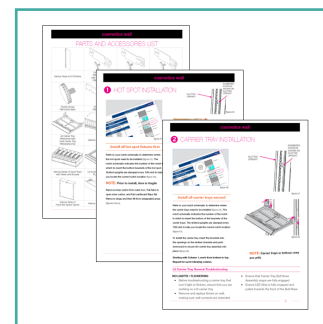
custom websites



custom product planograms



expert space planning



installation guides and videos



We focus on improving results across the retail supply chain by addressing dynamic needs such as assortment planning and placement, retail execution strategy, fixture coordination, item database management, brand marketing, analytics, and pharmaceutical track and trace compliance.

email: [domoretoday@hamacher.com](mailto:domoretoday@hamacher.com) or visit: [hamacher.com/solutions/fixture-coordination](http://hamacher.com/solutions/fixture-coordination)