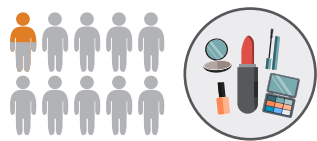
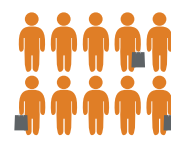


FINANCIAL IMPACTS OF A BROKEN OR MISSING FIXTURE DISPLAY

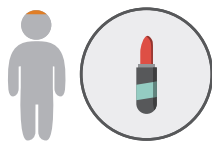
If your chain of stores is unable to display a single lipstick due to a broken or missing fixture display part, the effect could be profound...



30 OF THE 600 ARE SHOPPING FOR COSMETICS



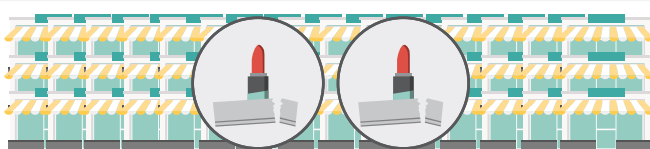
600 SHOPPERS ENTER A SINGLE STORE IN A DAY



1 OF THE 30 WANT X BRAND LIPSTICK



X BRAND IS PRICED \$7, A 35% PROFIT MARGIN, OR \$2.45 PROFIT EACH



CHAIN OF 500 STORES
EACH STORE HAS 2 BROKEN FIXTURES EACH YEAR =

\$49,000 LOST SALES & \$17,150 LOST PROFIT



THE X BRAND LIPSTICK FIXTURE IS BROKEN AND TAKES 1 WEEK TO REPLACE, RESULTING IN \$49 LOST SALES & \$17.15 IN LOST PROFIT IN A SINGLE STORE

CONTACT HRG TO SIMPLIFY AND SAVE