

How to Make Your Teen Area P.O.P.

Using merchandising techniques to help teens find what they didn't know they wanted!

Visual merchandising: the efforts to make a library attractive and effective in its presentation of materials and services, as a means to increase circulation

Display: exposure to library materials so that patrons can see, handle, and ultimately, borrow the items

Locations for visual merchandising

- tables
- floor
- shelves
- ledges
- ends of aisles
- walls
- windows
- ceiling
- end panels of shelving
- partitions
- counter tops

Fixtures for visual merchandising

- bulletin boards
- acrylic literature racks
- easels or A-Frames
- slatwall paneling
- grid shelving and panels
- zigzag shelving
- showcases
- spinner racks or rotor islands
- Dewey category signs
- acrylic wall pockets
- floor stands
- wire book holders/supports
- corrugated cardboard dumps
- bins or wire baskets
- wall cases
- corner fillers
- periodical racks
- grid panel cubes
- shelf talkers
- plastic milk crates
- kiosks
- folding screens
- cubes (varying heights)
- book racks
- slant shelves
- mobiles
- pedestals
- decorative props
- signs and sign holders

Types of merchandising

- cross-marketing
- POP or point-of-purchase displays
- end-aisle displays
- floor stands
- table displays
- island displays (or gondolas)
- window presentations
- counter displays
- overheads (e.g., mobiles, banners)
- end of shelf displays
- step displays
- return carts

Resources:

Samson, Harland, and Wayne Little. *Visual Merchandising: Planning and Techniques*. Second edition. Cincinnati: South-Western Publishing Co., 1985.

Rosenberg, Jerry. *Dictionary of Retailing & Merchandising*. New York: John Wiley & Sons, 1995.

Nichols, Mary Anne. *Merchandising Library Materials to Young Adults*. Libraries Unlimited, 2002.