

Shorten merchandise planogram execution with Lexmark's in-store color laser solution



Have you ever been drawn into a store just by what's displayed in the window? Or even found yourself pouring through a rack of shirts even though you went into the store to buy a new pair of shoes? It's no surprise. Store floorsets are strategically and meticulously arranged to draw in shoppers and drive sales up.

Placement of store merchandise is determined by a planogram that includes photographs and drawings of clothing and accessories to instruct store personnel precisely where and how to display items.

Typically merchandisers plan, photograph, layout and finalize planograms at company headquarters. Copies are printed and assembled, then distributed to stores using mail services or transportation companies. Once the plans arrive at the store locations, time is spent planning and executing the layouts.

This total process can take as long as two weeks to complete. And if changes are required because a style is late from the factory or because a store didn't receive a particular item, the process can take even longer. It's a costly and time-consuming process that lends itself to individual store interpretation and jeopardizes sales.

Color clearly illustrates product placement.

With Lexmark, the process is dramatically shortened by installing a Lexmark color laser printer at each store. Now planograms start out as digital photographs that are attached to e-mail messages and delivered to stores in just minutes, instead of weeks.

Now planning can occur in advance of merchandise arrival, and if changes are necessary, new planograms can be created at headquarters and implemented at the stores with virtually no delay.

With a solution from Lexmark, the total time is significantly reduced. Costs are slashed, delays are eliminated and display changes can occur more frequently.

www.lexmark.com

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Let's compare:

A slow process resulting in frustrated store personnel, high costs and inaccurate execution of merchandising campaigns?

Or one that saves money, speeds up the process, and helps increase sales?

Quote from Liz Claiborne:

"The biggest time savings we have seen is from design completion to the time the stores receive the floorset. What was a two to four day delay is now received immediately in email and takes just a short time to print on the premises."

Colleen Quinn
Manager, Store Operations
Liz Claiborne Inc.

RETAIL

In-store Color Merchandise Planogram Process

Reduces execution time by as much as 50%

EXISTING PROCESS

5 painful steps: 12 days

- 1   Merchandise planning and photography
2 days
- 2   Planogram layout designed and finalized
2 days
- 3   Planograms printed and assembled
2 days
- 4   Planograms distributed to stores
4 days
- 5   Planograms implemented in store
2 days

LEXMARK SOLUTION

4 easy steps: less than a week

- 1   Merchandise planning and photography
2 days
- 2   Planogram layout designed, finalized, emailed to stores
2 days
- 2   Color planograms printed at store
1 hour
- 2   Planograms implemented in store
2 days

POSITIVE BUSINESS IMPACT

- Merchandising campaigns effectively implemented
- Faster store resets and inventory turnover
- Support of store brand and merchandising campaigns
- Centralized printing and distribution costs eliminated