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Learn how San José Public Library displays browsing collections

- ◆ Decrease workload while increasing customer satisfaction
- ◆ Needs no additional signage; let the material “talk”
- ◆ Identify appropriate order; rough, fine or no order for easy shelving
- ◆ It’s an All-Staff thing
- ◆ Celebrate the library as an exciting destination rather than an assignment

Learn how to make it fun using appropriate merchandising furniture and techniques shown in this manual.

INTRODUCTION

The principles aligned with providing inviting, exciting materials for the customers of San Jose Public Library have been established as an integral part of our service model for several years. We have long acknowledged that the thoughtful display and arrangement of those materials is one of the elements of success that our customers most appreciate and utilize.

This manual updates and refines the principles and practices that support the display of our highly desirable and in-demand collections. These merchandising techniques form the foundation of our service delivery model. They emphasize our focus on delivering the best customer experience possible.

Acknowledgement of their important role goes to the members of the committee who developed and recorded the techniques included here. They are:

Ruth Phebus, *Libraries the San Jose Way* Manager
Sandra Stewart, Evergreen Branch Manager
Lisa Semorad, Pearl Avenue Branch Library Assistant
Jeanne Nix, Collection Development Specialist
Doris Krahn, West Valley Branch Library Assistant
Carol daSilva, Berryessa Branch Librarian

It is our hope that this manual will

- ◆ inform and support staff as they implement *Libraries~ the San Jose Way* principles and change the way our libraries do business
- ◆ provide techniques for promoting collections carefully crafted for their appeal and desirability
- ◆ streamline materials handling for improved customer access to featured high use items

***The result will surprise and delight our customers.
Enjoy!***

Why

Meet customer expectations

- Convenience
- Fast in and out transactions
- Familiar retail experience i.e. Blockbuster, Barnes & Noble, Target etc.
- ESL friendly/Kid friendly
- Visually exciting/inviting

Merchandising the collection is essentially displaying the collection. The old business adage, "The right product at the right time at the right price displayed well" holds true in the library. If we select the right material at the right time and make it easy and attractive to find we are successful.

—Merchant Librarian

Encourages self-service

- Empowers customer to help themselves
- Affords privacy and anonymity (eliminates embarrassment of having to ask questions)
- Better utilization of staff (staff free to merchandise or assist customer with more involved transactions)
- Merchandising answers 80% of common customer questions freeing staff to assist the 20% of customers with their more involved transactions

Promotes the library as a fun destination for all

- "Market Place" displays most popular collections in colorful and easy to browse layouts.
- Eye catching, colorful and abundant displays (lots of face out materials)
- Library is a desired destination not a "have to go to the library" errand
- Showcases most requested, popular collections just inside door

How

Provide easy to navigate layout and organization

- Intuitive library layout
- Zones customer needs:
 - Function – Self check machines, reserves, accounts desk for new customers, pay fines, etc
 - Popular collections – in Market Place, such as DVDs, videos, CDs, new books, etc.
 - Research – Internet, non-fiction, biographies collections, etc.
 - Study areas – customers needing a quiet place to study
- Minimal and Necessary Signage Only
- Collection identification by "Face Out" displays instead of signage

Build customer-centered collections

- Consists of: heavily requested items, new books for all ages, media
- Collection Development is more in alignment with the bulk of customer requests

Create attractive collection displays

- Creates a lush, abundant look with multiple copies of items.
- Customer feels comfortable taking an item, they won't ruin the display
- Encouraged to handle the collection while browsing
- Easy to maintain – items are in general order not specific, big stacks of books deplete less rapidly

San Jose Way principles include innovative design/layout and continuous, improvement and revision when necessary or as resources allow.

IMPORTANT PRINCIPLES

Order

(depends on collection)

No Order displays are not in alpha or Dewey order but displayed by size, shape, symmetry etc.

Rough Order displays "As" together or "700s" together with an eye to batching size and shape for displays.

Fine Order is traditional shelving practices using alpha or Dewey order and it is rarely found in merchandised collections or displays.

Materials

Clean no rips, no tape, no dirt, cover intact

Attractive bright colors, appealing subject, recognizable arrangement or placement

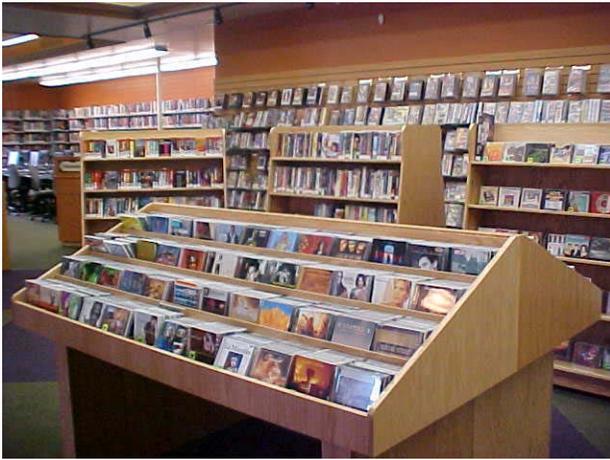
DVD & Video Wall



Slat wall primarily displaying movies with *non-fiction* video/DVD if there is room

- ◆ Top row face out only
- ◆ Other rows are mixed face out and spine out
- ◆ Rough Order

CD Browser



Face-Out music CD display

- ◆ Items are displayed face out with clean lines
- ◆ Used as permanent shelving
- ◆ Small and Medium Libraries use no additional signage beyond discreet basic genre label placed on the bin. Large branches may make use of discreet dividers behind. Face-outs must be in full view.
- ◆ Shelve in genre order Only, i.e. Jazz, Pop, Rock

Endcap



Slat wall affixed to end of traditional shelving and used with acrylic shelves

◆ Endcaps must have something in common – tight theme

◆ Ideal: all same size or look

◆ All same author, series, subject, title

◆ Clean lines

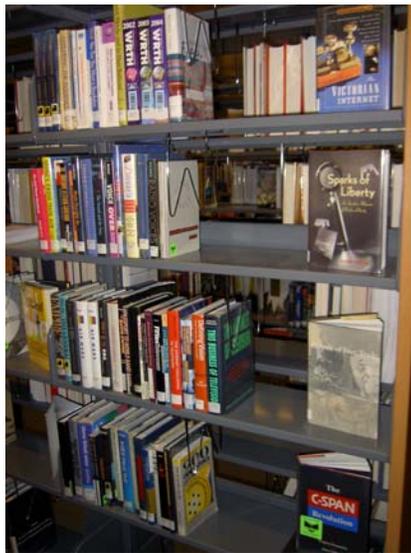
◆ Multiple books on each acrylic when possible to minimize refill

◆ Items displayed in proximity to shelving location

◆ All clean, and attractive

◆ No Order

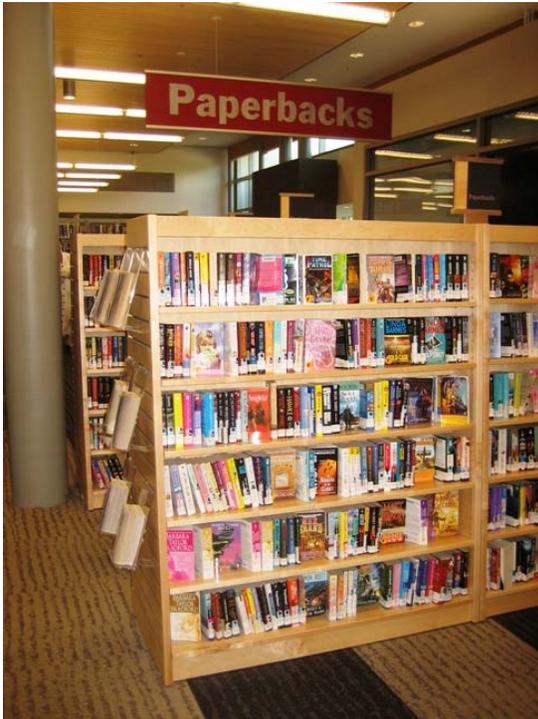
End of shelf



Display within traditional shelving

- ◆ Popular multiples in stacks when shelf is less than 2/3 full and place cocked book atop
- ◆ Clean lines
- ◆ All clean, attractive
- ◆ Temporary display
- ◆ Items displayed in proximity to shelving location
- ◆ Space filler
- ◆ No Order

Gondola



Small modular display shelving, often two-sided

- ◆ Face front evenly spaced with groups of spine out titles
- ◆ Ends of rows consist of spine outs
- ◆ Face outs are lined up across shelves
- ◆ No book ends on merchandising furniture
- ◆ Order depends on collection

--Examples: Series books in Rough Order by series title.
Adult New Non-Fiction in Rough Order

On Top of Low Shelf



**Dense collections
where 50% is
displayed above it**

◆ Consists of neat stacks of picture books with a cocked book placed on top if no slat wall available

◆ As cocked book is chosen by customer, pull the next on the stack to display cocked

◆ *Display reflects the collection directly below*

◆ Multiple books by the same author work best

Pyramid



Four-sided display unit used with acrylic shelving

- ◆ Must have something in common – tight theme, author, NEW
- ◆ Items should be displayed symmetrically
- ◆ Clean lines
- ◆ Used as permanent shelving
- ◆ Multiple books on each acrylic
- ◆ No Order

Slat Walls



Large expanse of wall used to display one collection for impact

- ◆ Multiple rows of books displayed on slat wall using individual acrylics
- ◆ Stack in piles of 3-6 when possible
- ◆ Books spaced evenly and at least 1" apart to make "flip" browsing easy
- ◆ Each row is consistent in book size
- ◆ Balance slat wall display with larger books on the bottom
- ◆ Paperback series clumped together, i.e. Clifford, Dora
- ◆ Parents & staff can reach top shelves to assist customers. Don't worry about placing materials up, they are meant to catch the eye.
- ◆ No Order other than size

Waterfall



Acrylic display shelving designed for magazines

- ◆ Current issues only
- ◆ Items should be clean and un-torn
- ◆ Transparent acrylics eliminate need for signage
- ◆ Archived issues below in neat stacks

Wedding Cake



Square or Octagonal table with layers of display opportunities

- ◆ One theme table, i.e. New Books
- ◆ Each row must have multiple copies
- ◆ stack and sculpt i.e. low higher highest higher low
- ◆ Display stacks with balance and symmetry
- ◆ All same author, series, subject, title
- ◆ Clean lines
- ◆ Material clean, and attractive
- ◆ Rough Order

Glossary

Merchandising Magic Manual San José Public Library

Acrylic fixtures

Can be clear plastic shelving of weight and durability that "hook" into slat wall.



Anchoring

Placing a handful of items spine out on both ends of the shelf and in between the face-out items on that shelf.



Cocking

Displaying a book in a face out position with the spine upright and the book opened slightly.



Endcaps

Display space on slat wall at the end of a shelving range, pyramid or gondola.



Face Out

Placing an item front-cover forward.



Fanning Out

Placing a series or number of items face-out but overlapping slightly.



Feeling of Plenty

Displays that are bountiful, lush, and abundant that encourage browsing and are easier to maintain.



Hot Topic

Issues of current interest.



Like Item

Same size, shape, title, format.



Line

Balancing materials along a central line, either vertically or horizontally.



Popular

Not *your* favorite, nor your favorite "shelf sitters"! It's all about what the customer wants.



Size

Same size and shape items used in a display.



Slat wall

Wood surface with horizontal grooves for acrylic fixtures. The object is to cover the slat wall with display.



Spine Out

Showing the backbone of the book that has the shelf location noted.



Stacking

Identifying multiple copies or titles the same size and shape by one author preferably and laying them face up and spine out to the customer.



Symmetry

Balance or correspondence between various parts of an object.



Tight Theme

Displays have a coherent specific subject -large cats, Seuss, extreme sports, gardening



Zip

This is having the fun and excitement show in the selection and layout of materials.



Guidelines

To ensure a consistent and attractive presentation of Marketplace materials throughout the system, and keeping cost in mind, we suggest the following:

- ◆ Continue to use “NEW” labels on Marketplace materials for the first 3-6 months using the red “NEW” labels already on hand.
- ◆ The Merchandising Team will explore the feasibility of creating a readable date printed as part of the spine label to use in lieu of an additional label.

- ◆ Materials receiving “NEW” labels include:
 - **New and popular** hardback fiction Adult, Juvenile, Young Adult
 - New Language as needed with consideration to durability
 - Selected new and popular Adult, Juvenile and YA hardback non fiction that is exciting and eye-catching.
 - *EXCLUDE:* New material that belongs to a special collection which is already labeled *and merchandised* at your unit (Computer, Home and Garden, Parenting, Career), paperback fiction of any level, popular series displayed elsewhere (Dummies), assignment materials, reprints, test books, media, or kits.

- ◆ The time period an item retains the “NEW” label is determined by the amount of materials required to provide a look of abundance in the Marketplace at that unit.

Expected Results

- ◆ More appropriate, attractive material displayed in the Marketplace.
- ◆ More space to showcase new titles in the Marketplace in units where needed.
- ◆ More staff flexibility to choose materials to be featured by extending “NEW” to include “popular”.
- ◆ Less staff time involved in label adding and removing.
- ◆ More newly published materials to merchandise in Special Collections.
- ◆ Less money needed to purchase expensive labels.