



noon news

COMPANY NEWS FOR HALLMARKERS | Read more at <http://home.hallmark.com>

Use of fully stocked displays is growing

An innovative merchandising method continues to grow and help Hallmark more efficiently set up displays in stores.

The QuickSet™ process, which is based out of the Leavenworth Production Center, speeds up the installation of Hallmark products and displays by fully stocking the fixtures with cards and other products before they are shipped to retailers.

Hallmark has created a unique competitive advantage by offering this level of convenience to the retailers, says Carmen Jarvis, integrated merchandising supply manager.

"We literally do it all for them ahead of time," she says. "The fixtures and the products are sent to us in Leavenworth. Then, we build, assemble and merchandise the entire display before sending it to the individual store. All the field installation crew has to do is cut the shrink-wrap off, lock the fixtures together and the majority of the display is done."

The program began in 1993 as a way to minimize disruptions for retailers when Hallmark took over space from other suppliers in stores.

It now has expanded to include more corrugate outposted displays, which typically feature cards, gift wrap and gift items. Carmen says corrugate outpost displays can provide a more versatile way to attract a consumer.

"They have the advantage of capturing the consumer wherever they shop in the store and give us an avenue to spotlight new innovative products, such as Recordable Storybooks," she says.

Small team, big results

The Leavenworth QuickSet team is relatively small. It is staffed with five full-time employees and sometimes enlists the help of temporary staffing or loaned staff from other facilities if the workload requires it.

Carmen says quick turnarounds are essential to the team's success, and team members frequently adapt to the retailer's needs.

"Flexibility is absolutely critical," she says. "Issues with product order amounts and display dates can change on a dime. We really have to be able to roll with the punches and do whatever we need to get it done."

Although the team is small, it produces a large number



QuickSet team members in Leavenworth include (left to right) Carmen Jarvis, Randy Watson, Rita Swann, Elaine McClure and Carol Felder.

of corrugate displays. This year, it is on track to build and distribute between 15,000 and 16,000 corrugate displays.

This marks an increase from just a few years ago when it was producing between 7,000 and 10,000 displays. Carmen attributes this to Walmart's increased preference for the corrugate pallet displays in its stores.

While most of the QuickSet corrugate displays are destined for Walmart stores and other retailers offering Expressions From Hallmark or Ambassador lines, the Quickset process is also being used for prototype stores at Kroger and Walgreens.

Building relationships

Another advantage gained through the QuickSet process is more time for Hallmark's field employees to spend with each of their contacts in mass-channel stores.

"We think the reduction in time needed to install displays can free up field personnel to have more time to interact with the retail contact at each store," Carmen...

Read more at <http://home.hallmark.com>