

Purchasing Fixtures

People often ask about fixture manufacturers. Listed below are a few for your consideration. Since these are manufactures, and not distributors, you will need to search for a distributor after you decide on a particular manufacturer or the combination of manufactures. Nearly all of the companies listed will offer free store drawings. These free drawings may include excessive shelving and excessive fixtures, leaving little room for customers and heavy suggestions for costly customizing. More fixtures do not equate to more sales.

Fixture Manufacturer	Website
Lozier	www.lozier.com
Madix	www.madixinc.com
Handy Store Fixtures	www.handystorefixtures.com
Streater LLC	www.streater.com
Uniweb, Inc.	www.uniwebinc.com/accessories.php

Purchase Tips:

- Look for DL shelving, also known as drop in shelving. Spend the extra dollars for a DL shelf and stay away from shelves that need to be tilted in to be position.
- Fixtures are like razors for shaving. The fixture (razor) is fairly inexpensive. It's the shelves (blades) that will run up your bill. Extra shelves are a hidden expense and eat up storage space.
- Slat-wall boarding for **gondola** fixtures is expensive and not needed. In many cases they can hinder your ability to properly merchandise peg items. Slat-wall boarding can be used for an accent look on end-caps and works well with walls. Slat-wall boarding does not ship well, damages easily and is very heavy. If you chose slat-wall you will want to purchase special fixtures that will accommodate the thickness of slat-wall and possibly purchase the slat-wall locally.
- Wood counter tops are difficult to ship, are extremely heavy, and many times delivered with some amount of damage. Consider purchasing a counter top installation kit from a distributor and look into purchasing the actual counter top locally.
- I strongly suggest that you stay away from combination slat-wall/peg board backing for fixtures. This is extremely costly and has no merchandising advantage over peg board or slat-wall. Do not buy slat-wall/ peg combos.

- Good heights for gondola fixtures are typically between 54" to 60" high.
- Optimum widths for gondolas are 24" to 30" wide. Stay away from 36" wide gondolas.
- A good depth for gondola shelves is 12" or 13". You may want to consider buying 10" deep shelves to be used for the top position.
- It is **33% more expensive** to purchase a 12ft fixture in 3ft sections than it is in 4ft sections.
- Most planograms are designed for 4ft long shelves.
- A good height for wall fixtures starts between 72" to 84" high.
- Depth of base shelving for wall fixtures can be anywhere between 15" to 18".
- Consider contoured shelving with rounded corners for end-caps.
- I highly recommend that you **do not purchase lighted** canopies for your wall fixtures.
- Standard colors for fixtures are the least expensive and can be shipped in a timely manner.

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