

Mount Laurel Library Merchandising Tips

MARKETPLACE GONDOLAS



WHAT

The Marketplace showcases new books published in the last one-two years.



Separate gondolas (freestanding book shelves) showcase the following collections:

- ✓ Easy Picture Books and Juvenile Fiction/Non Fiction
- ✓ Books for Young Adults (*Fiction, Mystery and Science Fiction are interfiled, followed by Nonfiction, including Graphic Novels*)
- ✓ Large Print (*Nonfiction first, then Biography, followed by Fiction, Mysteries, Science Fiction and Westerns interfiled together*)
- ✓ Adult Biographies
- ✓ Adult Mysteries
- ✓ Adult Fiction (*Fiction, Science Fiction and Westerns are interfiled*)
- ✓ Adult Non Fiction (*keep in Dewey order, except for Oversize on top shelf*)

WHY

Having all new books in one place makes it easier for customers to browse and borrow. Showcasing books from the past two years gives customers a "critical mass" of titles to choose and keeps the shelves looking full.

WHO/WHEN

All trained staff and volunteers can merchandise.

- ✓ Merchandise every day, throughout the day.
- ✓ Full time staff: plan to merchandise at least 30 minutes each day (*exclusive of merchandising while being a Greeter*).
- ✓ Part-time staff should merchandise proportionally.
- ✓ If customer service is not interrupted, pay special attention...
during the first open hour, to present full shelves that day
during the last open hour, to present full shelves the next day



HOW

MIX IT UP

- ✓ Fill each gondola with a mix of cover out and spine out books.
- ✓ If gondola is empty fill in with "new books" from shelving carts.
- ✓ If a gondola has looked the same for a while, change it.

Remember: Mess = Success
It shows customers have been here.

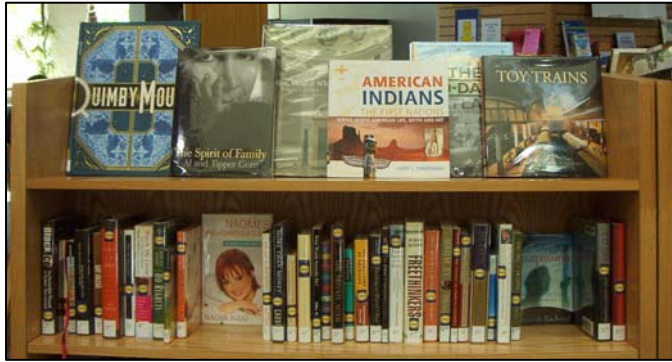
COVER OUT ON SHELVES

- ✓ Try not to have more than 18 books, or 18 inches, without a cover facing out.
- ✓ Choose **colorful, attractive** books for cover out displays. Show a **variety** of ethnic/cultural/political views.
- ✓ If you only have room for one cover out, put it in near middle.
- ✓ Books may need to be redistributed so each shelf has about the same number of books.
- ✓ With adult books, do not stack different titles in a cover out shelf display.
(*It makes it hard for customers/staff to know that there is a different book behind the one showing on top.*)

MULTIPLE COPIES OF SAME TITLE

- ✓ Choose titles with more than one copy for cover out display. (*When a copy is taken, it's still looks full.*)
- ✓ Choose different sets of titles for cover out display if a gondola hasn't changed recently.

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OVERSIZE on Nonfiction Gondola

- ✓ The top shelves on the nonfiction gondolas are good for displaying oversize books.
- ✓ It's OK to stack different titles if they are many sizes so it is obvious there are several titles (larger in back, smaller in front)
- ✓ Show a variety of political viewpoints.

END CAPS ON GONDOLAS

- ✓ Keep the end caps full. Use *at least* 8 holders per side.
- ✓ Choose colorful, eye-catching covers to display
- ✓ Stack different titles in front of each other, since titles are easier to see. *(When a copy is taken, it's still looks full.)*
- ✓ End caps in the marketplace do not need a theme.
- ✓ If an end cap has looked the same for a week, change it.

SHELF READING

- ✓ The gondolas do need to be shelf read periodically.
- ✓ It's easiest to turn all books spine out. Make sure they are in shelf order, then evenly turn some covers out.



CHILDREN'S PICTURE BOOKS and YOUTH SERIES ARE DIFFERENT

- ✓ Children's picture books are placed cover out on the top three shelves.
- ✓ Put books spine out on bottom shelf for a quick supply to merchandise.
- ✓ Displays and end caps can be 2-6 books deep. *(It is easier here to flip through the stack.)*
- ✓ Juvenile and YA series may be stacked, like graphic novel titles

FANNING

- ✓ Do not fan the books. Why not?
 - The spine can be read only from one angle
 - The covers are obscured.
 - It's hard to put a book back, so it makes customers more reluctant to pull things off the shelf.



SHELVES TOO TIGHT FOR COVER OUT?

- ✓ Increase the number of books on the end caps. *(Spare acrylic holders are in the periodicals room.)*
- ✓ Shift the number of books per shelf to evenly distribute books on the gondola shelves.
- ✓ Off load duplicate copies to a book cart in the Marketplace, or leave the "to be shelved" cart there still full.
- ✓ Technical Services staff continually weeds older books from the Marketplace, usually Monday-Friday in the morning. *(If really overcrowded, leave the Head of Technical Services and Systems a signed, dated note in her mailbox telling her which gondola(s) need weeding.)*