Mount Laurel Library Merchandising Tips
HOME & GARDEN GONDOLAS

HOW
Home and Garden books tend to be large and heavy, so we use different techniques.

TOP TWO SHELVES ARE COVER OUT
✓ Put colorful, attractive and oversized books on the top two shelves.
✓ Keep books in stacks so it’s easy to “flip through” the titles.

BOTTOM TWO SHELVES ARE SPINE OUT
✓ Books on the bottom shelves are all spine out
✓ WHY? These shelves are reinforced and can take the weight.
✓ To keep the books upright, use one item cover out as a book end.

END CAPS ON GONDOLAS
✓ Focus on seasonal themes, such as spring bulbs or home decor.
✓ Keep the end caps full.
✓ Use at least 5-8 holders per side.
✓ Choose colorful covers to display.
✓ Stack titles two deep if possible. When one book is taken, the display still looks full.

OVERLAPPING BOOKS
✓ Don’t overlap books on display.
✓ DO keep books in stacks so it’s easy to “flip through” the titles.

WHAT/WHY
The Home and Garden Gondolas bring together titles into one easy-to-browse location from the following nonfiction Dewey ranges:

- 621.319 Electrical wiring
- 630-635 Gardening
- 640 Home economics
- 643 Housing/household equipment
- 645 Household furnishings
- 684 Furnishings & home workshops
- 690-699 Buildings
- 712.6,15-17 Landscaping
- 745 Decorative arts
- 747 Interior decoration

Home and Garden items are designated by a clear green label on the call number.

Signs are located in the nonfiction stacks to direct customers to the Home and Garden Gondolas.

Remember: Mess = Success
It shows customers have been here.
DEVELOP YOUR MERCHANDISING EYE IN HOME & GARDEN

What works and what doesn’t in these pictures? What could you do to improve the display?

1. 
2. 
3. 
4. 


shared/staff training/merchandising/tip sheets/4 Home and Garden 0306.doc
# SAMPLE ANSWERS TO…
## DEVELOP YOUR MERCHANDISING EYE IN HOME & GARDEN

<table>
<thead>
<tr>
<th>What works</th>
<th>What doesn’t</th>
<th>To improve the display</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Not much</td>
<td>No theme selection of items on display</td>
<td>✓ Select a theme and choose a group of books from the Home &amp; Garden section that relate to the theme</td>
</tr>
<tr>
<td></td>
<td>Display looks messy</td>
<td>✓ Arrange the display holders and books into visually a pleasing pattern</td>
</tr>
<tr>
<td>2. Not much</td>
<td>Top shelf has books overlapping</td>
<td>✓ Arrange books in stacks for “easy flipping”</td>
</tr>
<tr>
<td></td>
<td>Second shelf has “holes” in display</td>
<td>✓ Arrange books attractively on second shelf</td>
</tr>
<tr>
<td>3. Books in stacks on display for easy flipping</td>
<td>Spine out third shelf looks messy Books flop over</td>
<td>✓ Place one book cover out on third shelf to act as a book holder</td>
</tr>
<tr>
<td>4. Nice theme: “Spring bulbs”</td>
<td>Arrangement looks messy</td>
<td>✓ Arrange the display holders and books into visually a pleasing pattern</td>
</tr>
</tbody>
</table>

**Remember …**

✓ Merchandising in libraries is a visual and highly subjective process.

✓ What looks good to one staff member might not look great to another.

✓ The sign of a good display is that people want to browse and borrow items. Good displays deteriorate almost immediately.

✓ Merchandising takes constant attention … every day, all day.

✓ Enjoy yourself!