

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

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.

This material was developed during the 2003-2004 Trading Spaces: Merchandising the Collection joint project funded by the New Jersey State Library, the South Jersey Regional Library Cooperative and Mount Laurel Library. For information see www.srlc.org/tradingspaces. This may be adapted by libraries for their own use, but may not be used for publication without permission. © 2006, Mount Laurel Library, www.mtlaurel.lib.nj.us

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

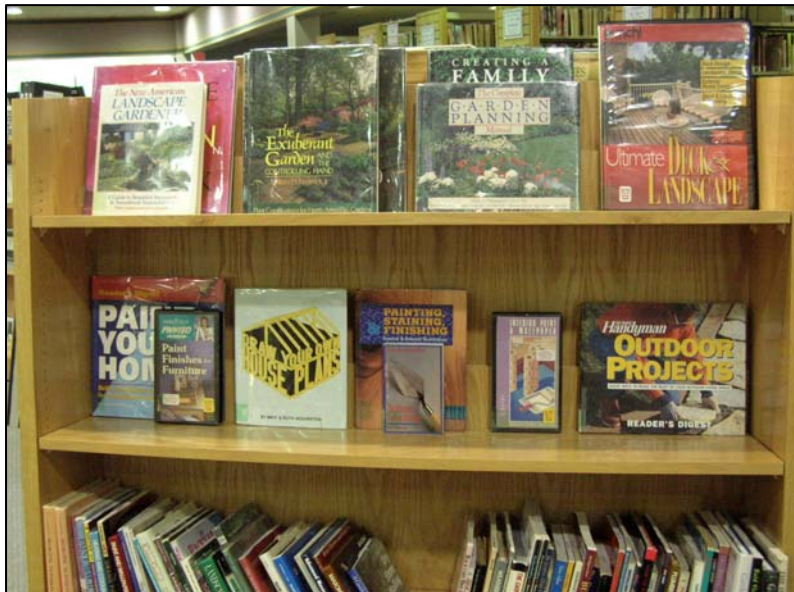


②



④

③



SAMPLE ANSWERS TO...

DEVELOP YOUR MERCHANDISING EYE IN HOME & GARDEN

	What works	What doesn't	To improve the display
①	Not much	No theme selection of items on display Display looks messy	<ul style="list-style-type: none"> ✓ Select a theme and choose a group of books from the Home & Garden section that relate to the theme ✓ Arrange the display holders and books into visually a pleasing pattern
②	Not much	Top shelf has books overlapping Second shelf has "holes" in display	<ul style="list-style-type: none"> ✓ Arrange books in stacks for "easy flipping" ✓ Arrange books attractively on second shelf
③	Books in stacks on display for easy flipping	Spine out third shelf looks messy Books flop over	<ul style="list-style-type: none"> ✓ Place one book cover out on third shelf to act as a book holder
④	Nice theme: "Spring bulbs"	Arrangement looks messy	<ul style="list-style-type: none"> ✓ Arrange the display holders and books into visually a pleasing pattern

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!