

MERCHANDISING 101: OVERVIEW



WHAT

Merchandising encourages the use of library materials through attractive visual display. It's a **different approach** to displaying library collections:

	Library Shelving	Merchandising
Scale	Large	✓ <i>Small</i>
Quantity	Lots of books	✓ <i>Many as attractive</i>
Selection	Everything	✓ <i>Highlighted collections</i>
Approach	Linear: Spine out	✓ <i>Organic: Spine/covers</i>
Encourages	Finding specifics	✓ <i>Browsing</i>
Goal	Orderly	✓ <i>Attractive & orderly</i>

WHY

Merchandising of collections supports our Library Strategic Plan (*see www.mtlaurel.lib.nj.us/plan.pdf*)

Our Mission:

The Mount Laurel Library provides a real and virtual center where residents gather as a community for learning, for leisure, for life.

Goal One: The Library Experience

Mount Laurel Library users will encounter welcoming, flexible and inviting library space and customer-focused staff that support the library's service program and meet community needs.

WHO/WHEN/WHERE

Who: Every one

When: Every day (*Minimum: 30 minutes per full-time staff per day, part-timers adjust accordingly*)

- ✓ Do it as your work day begins
- ✓ Divide into several shorter segments
- ✓ Merchandise when you don't have time to start a new task
- ✓ Do it as a break in your work
- ✓ Merchandise as you walk from here to there in the library
- ✓ Merchandise at the end of your workday

Where: Start in one area, then move on. Choose different areas ...it helps us learn the collection.

HOW

The key to successful merchandising is to **keep displays looking full**

- ✓ 15 books per shelf (minimum)
- ✓ Mix of spine and cover out
- ✓ No empty slat wall

Gondola Merchandising 1-2-3's

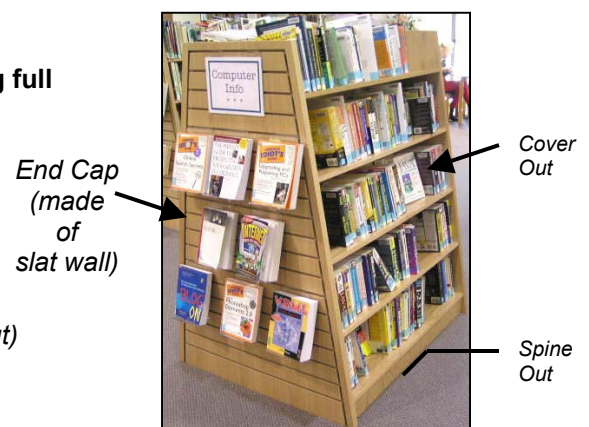
1. Tidy First

*Put books in order (it may be easier to do this all spine out)
Distribute evenly on shelves*

2. Turn covers out

*Use attractive and colorful covers
Find a balance, for example: 4 spine out to 1 cover out
Be sensitive to showing a variety of cultures, genres, viewpoints*

3. Fill in gaps on slat wall



Gondola

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.sjrlc.org/tradingspaces. This may be adapted by libraries for their own use, but not for publication without permission. © 2004, Mount Laurel Library, www.mtlaurel.lib.nj.us