



THE 2022 RETAIL FIXTURE BUYING GUIDE

The insider-tips you need to
find the perfect retail fixture.

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FIXTURE & STORE DESIGN-BUILDERS.



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Buying retail fixtures is no simple decision.

After all, you have to balance budget with the fact that most retail fixtures have an expected lifespan of 5-7 years, with your brand, with your atmosphere.

And while we're at it, your brand and atmosphere need to be maintained, if not elevated.

With everything that goes into finding the perfect retail fixture for your store, you must make the most informed decision possible.

In this guide, we're going to break down what goes into sourcing or custom-building the right fixture for your brand and budget.



Bud Morris
President and Owner
Canada's Best Group of Companies

About Bud Morris – A true Canadian retail entrepreneur and pioneer, Bud is leading the charge in the North American design, manufacturing, installation and merchandising industries.

Bud's commitment to do whatever it takes, to do what's right for his clients, was developed early in his career and is now ingrained in the company's culture.

What's covered in this guide.

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SECTION 1

WHERE TO START?

“

REMEMBER, YOUR GOODS ARE
THE STAR OF THE SHOW,
NOT THE FIXTURES.

YOU'RE NOT SELLING FIXTURES.

WHERE TO START?

FOCUS ON BRAND



Whether the retail fixture is a part of a complete rebuild, a new program, or just a one-off, each new fixture brings with it an opportunity to evolve your environment and shopping experience.

This is where Pinterest or Google Image searches are great for checking what other retailers do.

Most people start by looking at their competitors. And while this can help for industry-specific retail fixtures, we don't recommend focusing too heavily on what your competitors are doing.

Building a unique brand and environment means that the best inspiration comes from further afield.

Look outside your industry (and even outside your geographies) for new ideas and inspiration.

WHERE TO START? GET EXCITED

At this point in the process, anything is possible! And that should be incredibly exciting.

As you look through the inspiration photos you've collected, take a deeper look at the design elements, styles, colours, or features that have caught your eye and ask yourself, "why?"

What is it about a particular style, this photo here, or that sample there that caught your eye? What draws you in? What are the most exciting elements?

Analyzing the deeper "why" behind your brand's design sense is critical in understanding what fundamental elements are essential to your brand (and what isn't)

This step will help you right-size the new fixture/build to your budget.



WHERE TO START?

MAKE THE MOST OF WHAT'S AROUND IT

Speaking of right-sizing the build and budget, remember that other fixtures or displays surround the new fixture.

So as you scope out the fixture, balance that investment with the other pieces surrounding it.

This is called value-engineering.

Val-ue En-gi-neer-ing



Value engineering is the systematic approach to improving the overall impact of a good or service by examining the function-to-investment ratio.

Value and impact can be manipulated by strategically investing more in some areas while reducing investments in others.

This process improves the overall impact and function while allowing investments to stretch further.

If, for example, your new retail fixture is a centre-piece, savings could come from surrounding it with economical design elements - offsetting the cost of the more expensive centre-piece.

If, however, this fixture is surrounded by higher-impact displays, the main fixture itself could be produced in a more economical way.

This is where value engineering the retail fixture to the entire space gives you more bang for your buck.

SECTION 2

WHAT'S IT FOR?



“THE #1 THING RETAILERS MUST UNDERSTAND IS “THE FUNCTION” OF A FIXTURE OR DISPLAY.

WHAT DO YOU NEED
OUT OF THIS FIXTURE?”

WHAT'S IT FOR?

PLAN FOR FUNCTION

Over the past few years, we’ve seen a considerable shift in retail design thinking: today, retailers expect to get more out of each fixture.

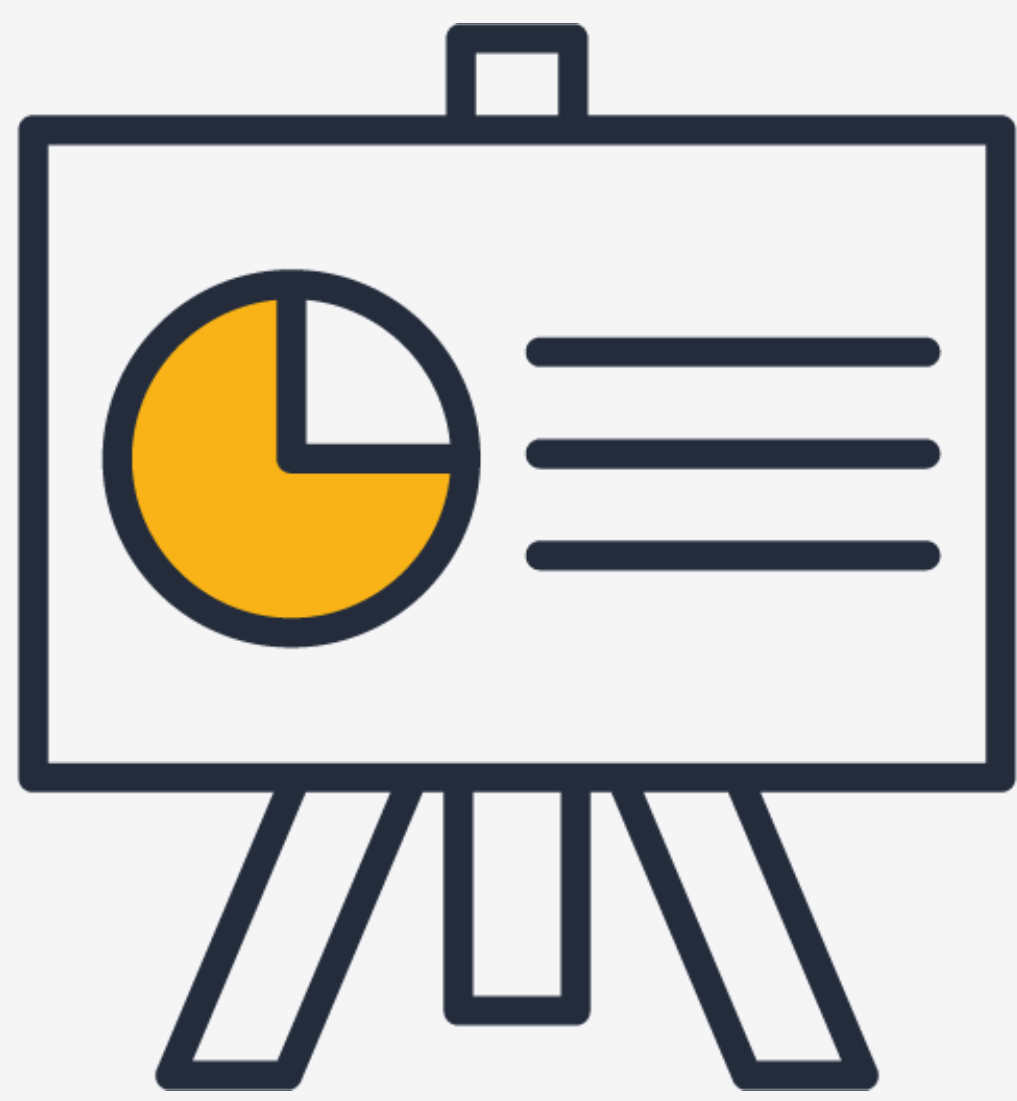
And it only makes sense. If you could have a single fixture work for 10–15 different types of product, parts of your store, or setups – having a universal, Meccano-style fixture gives your future business more options.

So, what's the problem?

Well, there's a trade-off. The more "universal" a retail fixture becomes, the higher the upfront costs.

So while this thinking is efficient, if these higher-cost "universal" fixtures are never actually used as universal fixtures, meaning you don't change setups often enough, it makes it hard to justify their higher costs.

Decide if it's more important to...



- Have a more cost-effective fixture that excels in 2–3 areas but may not work for potential future setups that may never actually happen; or...
- Have a universal fixture that is pretty much future-proof, but may not excel at any 1 or 2 things, and at a higher cost.

WHAT'S IT FOR?

KNOW ALL THE DETAILS



Quite simply, what's the retail fixture going to shelve, store, display, or promote?

This is where all of those details come into account. They inform the fixture's design and the build, materials, and costs.

So note down all the details including:

- The different types of goods the fixture is expected to hold or display.
- Dimensions, weight, and number of items.
- How the goods are packaged, from case pack, to individual, to hung.
- Capacity requirements of the fixture including the number of items, volume of product, and re-stock rates.
- How you're planning to "sign" the product, be it for pricing, sales, or promotions.

WHAT'S IT FOR?

ASK, "WHAT ELSE CAN IT DO?"

The way we see it, a fixture is never just a fixture.

So depending on...the size of your store, amount of onsite storage, lighting conditions, or even how "fixed" your section setups are; all must be considered.

- Does your store have a lot of storage? If not, then your fixtures could store extra stock.
- Do your products require additional lighting? If so, then shelf-level or custom lighting can be incorporated into the fixture.
- Is the fixture temporary or semi-permanent? If so, then the disassemble/rebuild/disassemble/rebuild/etc. process takes a toll on the connection points and fasteners. We can account for this by building to the specs required – keeping you from replacing parts prematurely.



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SECTION 3

HOW TO PRICE & BUILD?



DEMAND, MARKET CONDITIONS,
QUANTITY, AVAILABILITY, AND
EXCHANGE RATES AFFECT
MATERIAL COSTS ON THE
WHOLESALE MARKET.

WE'RE CONSTANTLY SOURCING
THE RIGHT SOLUTION FOR OUR
CLIENT'S NEEDS.

HOW TO PRICE & BUILD?

DON'T GET STUCK ON THE MATERIALS



Knowing the type of materials you would like to use is a crucial decision. Obviously, a solid wood fixture is different from glass, or metal, or acrylic – in terms of design and function.

So, while knowing the type of material you want directionally, try not to prescribe the exact material. Or, if you specify everything down to the last detail, be prepared to have a conversation and be open to recommendations from the pros.

This is because the material choice can dramatically affect the price.

For example, a metal fixture that's spec'd with a stainless steel finish *could* be constructed out of stainless (a costly and labour-intensive material) or a more cost-effective steel with an applied finish. In this example, if you didn't need stainless' strength and structural benefits and are just chasing the look, the more cost-effective solution may be right for you.

HOW TO PRICE & BUILD?

BUILD TO THE RIGHT SPEC

This is where all of the questions we asked earlier come into play.

Drawing on everything from the design and inspiration phase and the critical details from the function and use phase, your job is to rank and prioritize what's truly important to you.

From this information, your fixture can be sourced or built in the most cost-effective method while still meeting your criteria.

This is the only way to ensure your fixture will stand up to wear and tear, represent your brand, and last for the projected lifespan - all at a cost that works for your business.

HOW IT WILL GET TO YOU?

Lastly, consider how the heck the fixture is going to ship and install.

Keep in mind that these factors also affect how a fixture is sourced, designed, built and priced.

Can (and should) the fixture be knocked down and shipped flat-packed? Or should it be fully assembled? Flat-packed keeps shipping costs down but requires more onsite assembly.

Are there any special load-in and installation challenges? For example, do you only have street access? Escalator access? Tight corners for carry-in require additional considerations during construction.

Do you have installation and merchandising services in-house? Or do you need help?

Are there geographical considerations? Do you need a national partner or a high-skilled team in remote areas?

Make sure to flag any of these challenges upfront.

Our recommendations are simple.

Having delivered for over 10,000 locations and 200 million+ sq ft of retail space, we know everything there is to know about retail fixtures.

What works. What doesn't work. And the most cost-effective and strategic way to get you exactly what you need. This is all we do.

Our knowledge and decades of experience is what saves many clients from regretting their decisions or making costly mistakes.

This buyer's guide will make you a more informed retailer and a smarter buyer – but if you're ready to scope your next fixture, display, or retail environment, give our design team a call and we'll take care of all of the details for you.

CONTACT CANADA'S BEST STORE FIXTURES

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