ENDCAP.

Product Display Guide

WAVENET ROADMAP FOR ENDCAP OR GONDOLA MERCHANDISING PRODUCT DISPLAY

What is an Endcap or Gondola Merchandising Product Display?

An Endcap or Gondola Merchandising Product Display system is for displaying products, signage and branding at the point of purchase (POP) or point of sale (POS) in stores or distribution locations in order to increase sales.

It is the process by which sellers of products and services capitalize on the opportunities within the available selling space. A smart, well-organized display or merchandising plan can dramatically increase customer purchases and encourage sales, while a poorly designed display area will discourage additional purchases.

What are the benefits of an Endcap or Gondola Merchandising Product Display?

Effective Endcap or Gondola Product Display will:

- ✓ Showcase products
- ✓ Attract attention and generate excitement
- ✓ Communicate product and usage information
- ✓ Steer customers to special offers or core products
- ✓ Identify the Wavenet brand name
- ✓ Increase sales
- ✓ Retain customers
- ✓ Differentiate Wavenet Connectivity & Cable Management offerings
- ✓ Display literature: Product Line cards and Cable Product Guides

Winning Strategies with Merchandising Product Display

- ✓ Avoid overcrowding aisles
- ✓ Use Endcaps or Gondolas to develop aisles and departments by product categories
- ✓ Once placed, organize them with a mix of shelves, pegboards/hooks (optional)
- ✓ Group directly related products together
- ✓ Place the most profitable and top-selling products at eye level

What Merchandising Product Display method do distributors need?

The following are the basic paths for driving sales at the walk-in, will-call or retail store level. They form the foundation for a coordinated use of space and the visibility of products and brand name.

Type of Product	Description	Use
ENDCAP OR GONDOLA	CONSISTS OF A BASE, FRAME, HEADER AND AN AREA FOR MERCHANDISING CORE PRODUCTS	DISPLAYING PRODUCTS AT EYE LEVEL, IN AN OPTIMUM LOCATION

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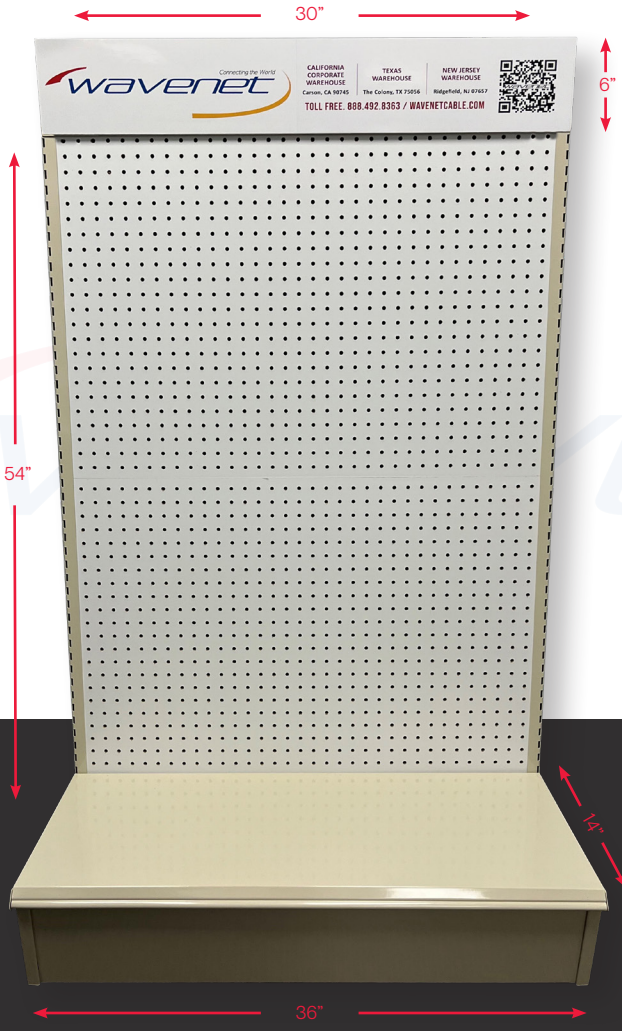



Endcap Display *Instruction guide*

No.	Name	Part Number	Quantity
1	FACEPLATE 1	FP01PWH	12
2	FACEPLATE 2	FP02PWH	12
3	CAT6 SDJ SERIES	6EKSJWH	12
4	CAT6 SDJ SERIES	6EKSJBL	12
5	MOUNTING BOX	SMB-1WH	12
6	MOUNTING BOX	SMB-2WH	12
7	FACEPLATE	FPW2PWH	12
8	FACEPLATE	FP04PXX	12
9	CAT6 HDJ SERIES	HD-6EKSJWH	12
10	CAT6 HDJ SERIES	HD-6EKSJBL	12
11	F-TYPE CONNECTOR	FTK-3GHZGP-WH	12

No.	Name	Part Number	Quantity
12	F-TYPE CONNECTOR	FTK-3GHZNP-WH	12
13	CAT6 HDJ 25-PACK	HD-6EKSJWH-25PK	5
14	CAT6 HDJ 25-PACK	HD-6EKSJBL-25PK	5
15	F-TYPE CONNECTOR	FTK-3GHZGP-WH-25PK	5
16	CAT6 SDJ 25-PACK	6EKSJWH-25PK	5
17	CAT6 SDJ 25-PACK	6EKSJBL-25PK	5
18	PUNCH DOWN TOOL	TOOLPD-11066	5
19	WIRE CUTTER	T5021	5
20	CABLE MANAGER	PDH-DS-2U	2
21	PATCH PANEL	6EPP24	2
22	PATCH PANEL	6EPP12V	2

No.	Name	Part Number	Quantity
23	WM J-HOOK	JHWM34-C	2
24	BATWING J-HOOK	JHMF34-C	2
25	CM J-HOOK	JHCM34-C	2
26	25-PACK FACEPLATE	*SEE PAGE 3*	2
27	CAT5E PASSTHRU	CAT5ERJ45-EZPASS	4
28	CAT6 PASS-THRU	CAT6RJ45-EZPASS	4
29	EZPASS TOOL	TOOL-EZPASS	3
30	JACK4PAIR TOOL	TOOL-JACK4PAIR	3
31	4-PAIR TOOL	T1104PR-PP	3
32	BLANK PATCH PANEL	BPPWM-24	1
33	BLANK PATCH PANEL	BPPWM-48	1

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Tips on Stocking

- ✔ Keep endcaps or gondolas well stocked with reorder tags consisting of part numbers and quantity per full 6" or longer peg hook.
- ✔ Display related products together as a system. Place heavy, large, and bulky products on the bottom shelf.

Durable Hanging Hooks

This display set comes with 25 Hanging Hooks, providing ample space to showcase items with ease and organization.

Steel Base Setup

Crafted for durability and reliability, the steel base offers robust support for a variety of applications, ensuring stability and longevity.

MDF Pegboard Panel

The board has 9/32"-diameter holes spaced 1" apart and assembles in minutes.



Endcap Display Instruction guide

No.	Name	Number	Quantity
(26)	25-PACK FACEPLATE	FP02PWH-25PK	1
(26)	25-PACK FACEPLATE	FPW2PWH-25	1
(26)	25-PACK FACEPLATE	FP04PWH- 25PK	1
(26)	25-PACK FACEPLATE	FP01PWH-25	1

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