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MONTHLY WALLCOVERINGS UPDATE

PRESENTED BY THE WALLCOVERINGS ASSOCIATION (WA)

Five Secrets Successful Wallcoverings Retailers Know... And How You Can Implement Them in Your Store

In May, the Wallcoverings Association updated *Paint & Decorating Retailer* readers about the more than 1.4 billion wallcoverings-related consumer media impressions recorded since 2006—and that was before the Oprah Winfrey Show featured a wallcoverings segment in April. This month, WA reveals the secrets successful retailers use to leverage increased publicity to maximize sales.

Secret #1: Adopt a 'Show-n-Sell' Attitude

Successful retailers use displays, wallboards and samples to help customers visualize the possibilities. Collecting room sets to inspire customers or posting magazine articles that highlight wallcoverings can significantly increase sales. Retailers who remember to open their customers' eyes to the possibilities wallcoverings bring will realize results.

Secret #2: Give Customers Confidence

More than just showing options, retailers should give customers the confidence to purchase. As Darlene MacKenzie, Manager of C&T Paint & Wallpaper, puts it: "With myriad options available today, customers want someone to help them select papers, provide options and then tell them

things look great. Giving customers' confidence that their selections look good and represent them gives customers the confidence to buy."

Secret #3: Use the Tools Available

Wallcoverings manufacturers offer a wide variety of retailer programs — from store display contests to subsi-

ditional resources such as local manufacturer representatives and interior designers have a winning formula for building sales. Creating a home décor event allows you to display offerings and provide real value to the consumer. Events give customers another reason to go to a retail facility, integrate multiple categories and vendors, and make up-selling and complementary sales easier.

Learn More Wallcovering Facts

Visit www.wallcoverings.org for a variety of wallcoverings information, including a "Wallpaper How To" section designed to help you look like a wallcoverings pro. In just a few minutes, you can find answers to questions such as:

- How do I estimate how much paper I need?
- What are the differences between the various types of wallcoverings?
- What tools do I need to hang my own wallpaper?

dized sample programs and free promotional materials. It is no surprise that retailers who take advantage of manufacturer-provided promotional programs are typically the ones with the highest category sales. In business for more than 20 years, Mill Design Center knows the benefits of manufacturers programs. Cindi Silverman, who owns Mill Design Center with her husband Rick, says: "We take full advantage of all the co-operatives and programs offered. The support these programs bring to our operation has been part of our growth and success."

Secret #4: Create Events

Showcasing multiple home décor items is another success secret. Retailers who create events by pulling in ad-

Secret #5: Provide Superior Service

Providing superior service is essential to maximizing wallcoverings sales. "It is our commitment to service, both during and after the sale, that inspires customers to continue to purchase wallcoverings from our store," Silverman says. Retailers dedicated to providing, as Silverman calls it, "service, service and more service" make sales. Successful retailers know that servicing the customer directly influences the bottom line.

When it comes to cashing in on wallcoverings, adapting these secrets into your location will help you differentiate from your competition. More than ever, wallcoverings are the backdrops of choice in magazines and newspapers, on television and in advertisements. There is no better time to invest in your stores wallcoverings line. Just make sure you do it before your competition does. ■

Keep Up With the Media

Stay ahead of your customers and prepare yourself to answer questions they have about trends in wallcoverings — receive a monthly update of what consumers are seeing in the media. To subscribe to FREE e-mail updates of *On A Roll – Highlights of Wallcoverings' Latest and Greatest Consumer Press*, e-mail lwaggoner@smithbucklin.com.



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