

There's a Right Way and There's a...

If you're like most of the NAPA AUTO PARTS stores which have converted to the Pipeline Graphics, you've heard the positive comments made by your customers and have seen an increase in store traffic. There's no denying that the Pipeline look is attractive and, more importantly, effective. However, like most things in this life, there's a right way to do things and

then there's a not so right way to do things.

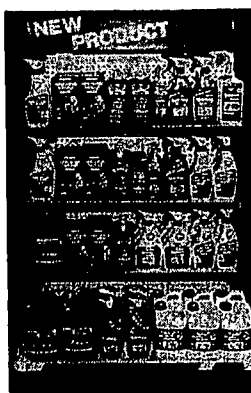
So it is with both the interior and exterior elements of the Pipeline Graphics. Take a look at some of the concerns NAPA AUTO PARTS stores have had with the Pipeline program and then see what can be done to make those concerns something you can stop worrying about.

ITEM	CONCERN	SOLUTION
The Pipeline	Fading	Any change in color means the material has been installed with the wrong side out. To correct, order extra push darts, remove the panels and re-install with glossy side out.
	Buckling or popping out of channel	Long runs of the material require more expansion room. Try: • installing an expansion joint (item #11) for every 40' used. • spacing the expansion joints evenly along the length of the material. • checking the end caps, corners and expansion joints to make sure the flanged ends overlap the aluminum rail. • checking that push pins are installed correctly. Use metal screws or pop rivets only on the end caps and corners.
	Push pins shear or drop off	More expansion room is needed.
Banners	Space between banners	For corners where banners meet, hang side panels slightly behind the front panels. Across the front, feed the poles of the first banner into the pocket of second banner. Then loosen the second banner (approx. 1/2") and pull it gently over the first banner. Continue this process until extra spacing is gone.
	Poles protrude from banner	Use hacksaw to cut off protruding ends.
	Express checkout banners look out of place	Express banners should be hung to form a box. Gaps between banners can be avoided by adjusting side panels so they hang slightly inside of the front and back panels.
Signage	Plastic breaks	This is caused by folding the plastic, most often around channels on end caps. Do not fold plastic. Instead cut signage to 36". It can be used elsewhere with a blank blue sign behind it.
	Empty channels	Fill all channels with signage. Additional signage is available from NAPA manufacturers, eleven product information panels for example. Also try using store messages ("Over 100,000 Parts Available," for instance) where product category signs are not available.

Delivery for those items you need can be made in two to three weeks after ordering. But, should you need it sooner, special arrangements can be made. Just call your Distribution Center or the NAPA Store Design Group at (404) 435-4522 to order or if you have any questions.

Putting Your Best Face Forward

Here's a nice way to feature chemicals and utilize end cap displays. There is not much product but the display appears full. By facing the product towards the edge of the shelf, displays appear fuller — allowing you to merchandise perhaps one case of product as compared to two cases.



Also note the custom header sign. These custom messages can be ordered through the NAPA Store Design Program. By utilizing special messages such as "New Product" you will alert your customers to featured products throughout the store.

One Thing Leads to Another

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filter. Your employee is going to be able to surmise that this individual is planning on doing an oil change. Now is the time for the employee to suggest, "If you're going to change your oil, you really ought to get an oil filter wrench." Or "Did you want to purchase an air filter since you're going to change your oil?" Or "A mat will really save you a lot of time in cleaning up. Did you see those over there near the oil?" Got the idea?

But don't stop with oil. Merchandise other related products together as well and the same principles apply. Batteries may be placed on the same gondola as battery cables, battery terminals, battery terminal cleaner, wire brushes, terminal pullers and fuses. Again, you've reminded the customer of items he has forgotten or didn't even know he could use.

Your employees can repeat the same type of questions mentioned above, but of course as it relates to batteries. This gives them the opportunity to suggest booster cables, screwdrivers, wrenches and a battery tester in addition to the products suggested for your battery gondola.

Also, keep in mind the sign channels which are a part of the Pipeline interior graphics. Placed on top on the gondolas, they can direct customers to the products they've come into your store to purchase and make your efforts to merchandise related products together really pay off!