

Product Shelf Merchandising and Back Stocking

Place products on the shelves with the supplied acrylic easels.

Important: Knives sell best when customers can clearly see the blades. Make sure each product label is visible to reduce questions about knife names and prices.

Acrylic Easel

Knives sell 100% better when their blades are showing and facing forward.



Face the LABEL towards the door opening.

The sheath can be displayed behind the knife or kept inside the product box on the back stock shelf.



Product Merchandising Dos – to Maximize Sales and Customer Experience!

- Face price labels toward the door — ensures customers see pricing and product names immediately.

- **Display knives with or without sheaths** — If using sheaths, place them **behind the knife**. If not displaying with sheaths, **store them in product boxes on the backstock shelf** to keep everything organized.
- **Store extra stock and sheaths in product boxes on the backstock shelf** — keeps shelves neat and organized.
- **Use single or 4-tier mini easels** — keeps knives upright and eye-catching.
- **Keep shelves neat, clean, and organized** — avoid dirty shelves and product clutter or overcrowding.
- **Rotate stock regularly** — maintains a fresh look and keeps customers engaged every time they come to your store.
- **Check labels and alignment weekly** — ensures a professional appearance.



Display Merchandising Don'ts – to Protect Sales and Keep Customers Satisfied!

- **Don't overfill shelves** — crowded shelves reduce sales.
- **Don't place product boxes on shelves** – keep them in the back stock shelf.

- **Don't block price labels** — Show prices and product names to deliver instant clarity and faster decisions.
- **Don't leave dust or fingerprints** — dirty displays turn customers away.
- **Don't store sheaths in front of knives** — keep them behind for complete knife visibility. Customers should see the knife first, then the sheath.
- **Don't ignore product alignment** — messy product shelf arrangements look unprofessional.
- **Don't let empty spaces linger** — refill from backstock to keep displays looking full.

