



Deluxe Floor Display Assembly & Merchandising Instructions

Customer Support

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Before you begin, scan the QR code below to watch the Assembly Instructional Video for a quick overview of the entire process.

Before you begin, scan the QR code to the right to watch the Assembly Instructional Video for a quick overview of the entire process.



Deluxe Floor Display (18" W x 18" D x 64 H)

Personnel Needed – one person.

Tools – Flat-head Screwdriver, Phillips-head screwdriver, 11/32" NutDriver, and work table. (Not Supplied)

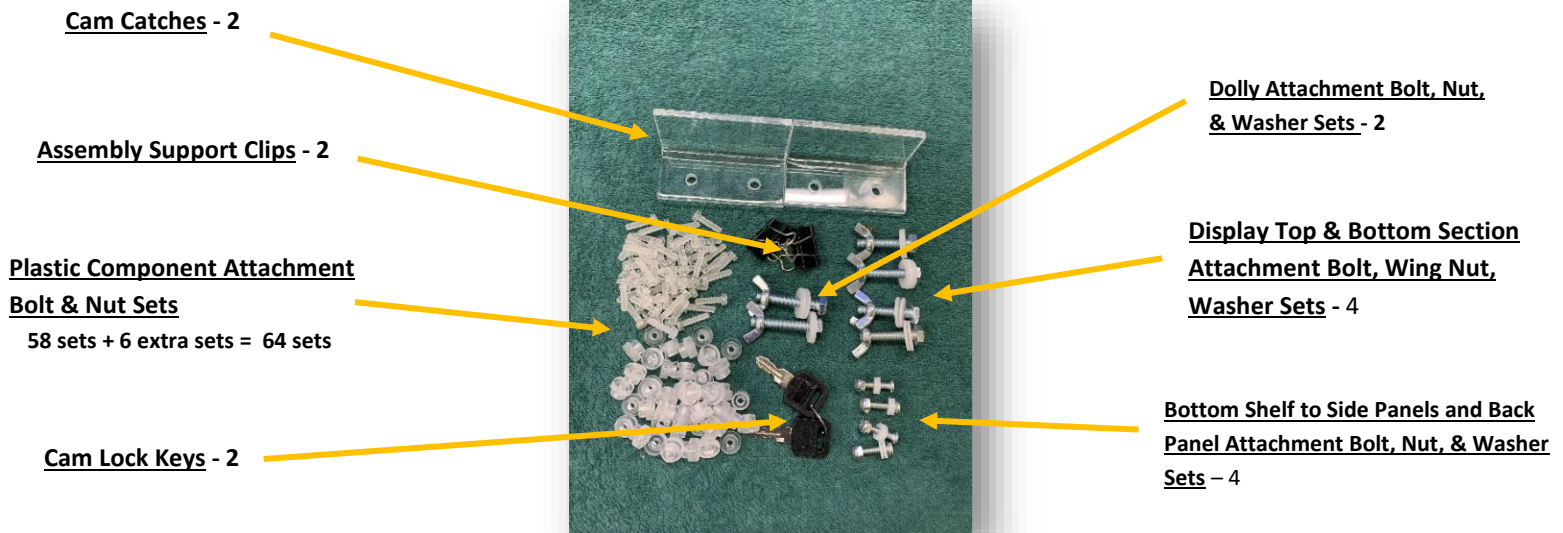
Assembly Time – Approximately thirty minutes.

TOP Display Section Shipping Box – promotional display knife, left side, right side, back, door, and five shelves.

BOTTOM Display Section Shipping Box – display assembly instructions, hardware bag, left side, right side, back, five shelves, and dolly.

PRODUCT Shipping Box(es) (if included in a Display Starter Bundle): Product, forty-five single easels, and two four-tiered easels.

Hardware Bag



IMPORTANT – ASSEMBLE WITH CARE

- **Fragile Material:** Acrylic can crack or scratch easily.
- **Cleaning:** Use ONLY paper towels and glass cleaner.
- **Plastic Fasteners and Nuts:** Only hand-tighten plastic screws and nuts to prevent breaking bolt heads and stripping threads.
- **Metal Bolt Sets with Lock Nuts:** Carefully tighten with a NutDriver and Phillips screwdriver — over-tightening may cause cracks.
- **Metal Bolts Sets, with Wing Nuts:** Only Hand-tighten plastic screws and nuts.

Basic Display Components

Promotional Display Knife

Attracts attention due to its size!

QR Code

Used by customers for monthly drawing entries and by both customers and staff to access product information online.

Top Display Section

Four Product Shelves, Door with lock.

Sign: Red Duck Knives & Logo

Promotes brand awareness.

Sign: Use & Touch Products at Your Own Risk. Minimizes liability issues.

Bottom Display Section

Three Product Shelves, Back Stock Storage Shelf, Door with Lock, and Dolly.

Back Stock Storage Shelf

Keeps backstock and supplies hidden, yet easy to access.

Display Dolly (Not Shown)

Provides mobility for fast, flexible merchandising layout changes.



The display revolutionizes your retail knife and self-defense impulse space, captivating customers and driving sales.

360° visibility — eye-catching from every angle. **Oversized promotional knife** — attracts attention instantly, like candy to kids.

Built-in security — protect valuable inventory. **Backstock storage** — keep extra product readily available.

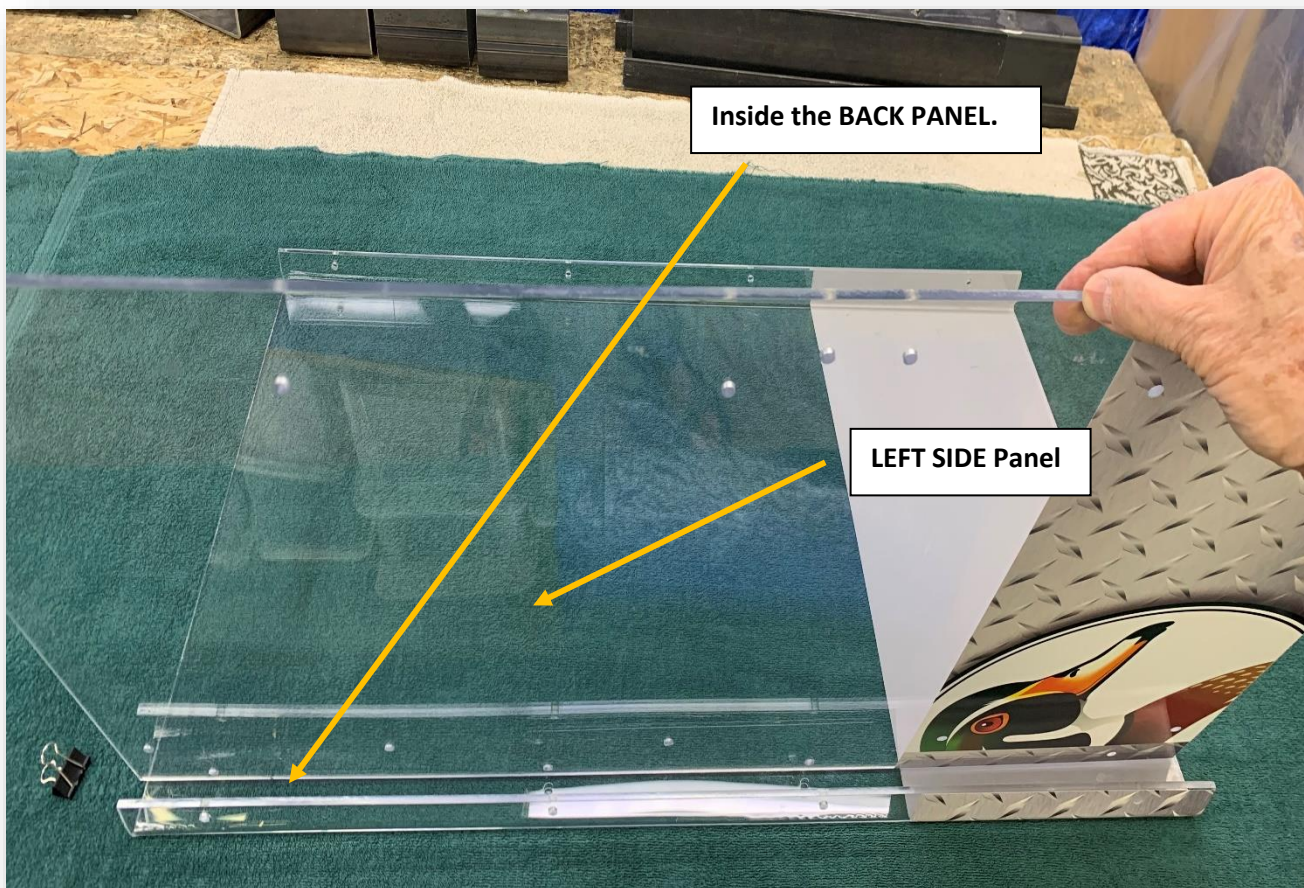
Mobility — easy to move and reposition in high-traffic zones. **Integrated marketing** — product details, promotions, and training materials accessible with a smartphone scan.

Customer & staff support — instant access to product information via smartphone scan, **expediting decision-making for customers and helping staff provide faster product assistance.**

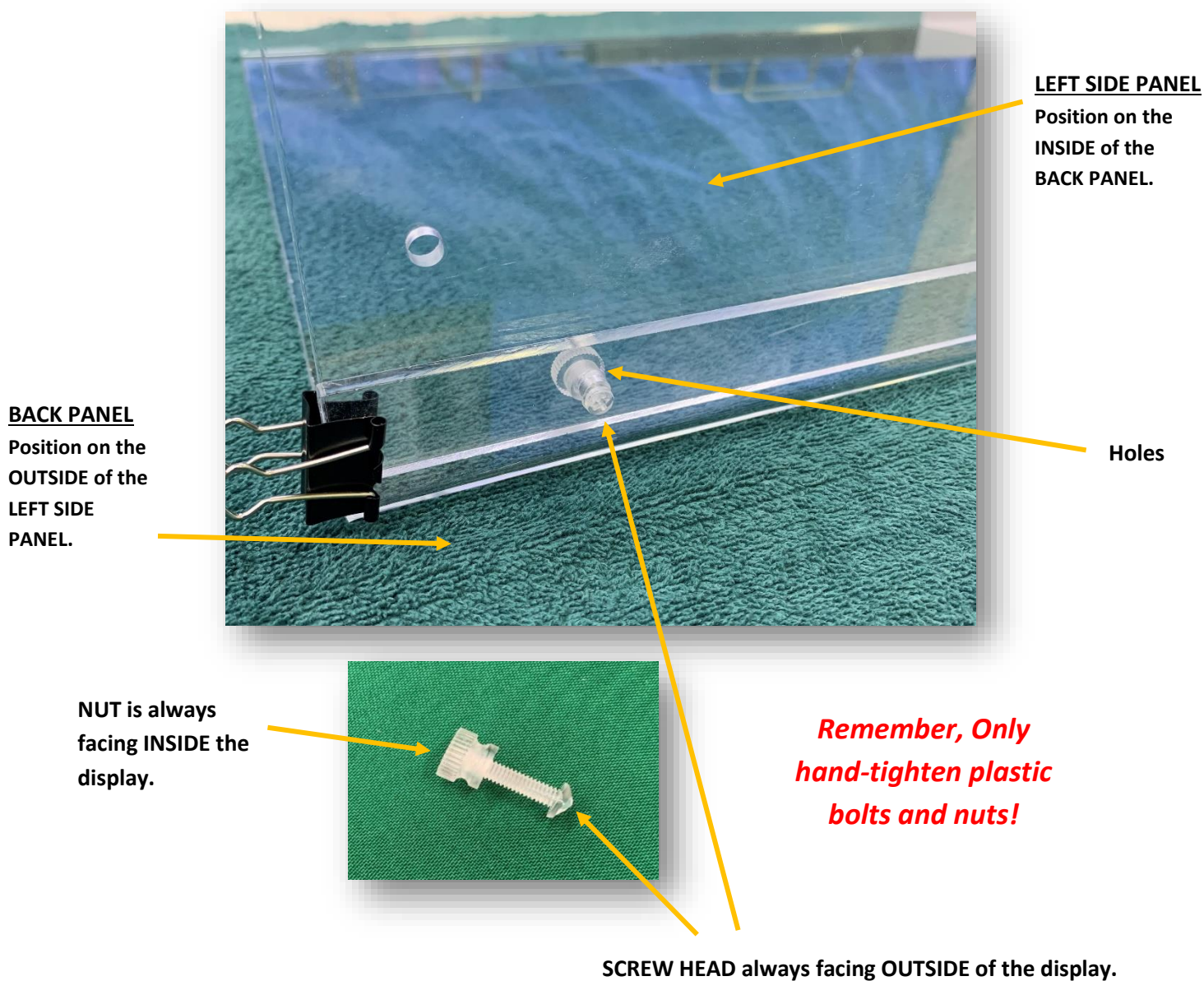
Assemble Bottom Display Section

Step 1 - Attach the LEFT SIDE PANEL to the BACK PANEL.

- A. Place a large piece of paper or cloth on a work table to prevent scratches to the plastic components during assembly.
- B. Open the "Bottom" Display Section Shipping Box and unpack all the components.
- C. Lay out the BACK PANEL on its back.
- D. Position the LEFT SIDE PANEL just "inside" of the 90° bend of the BACK PANEL.

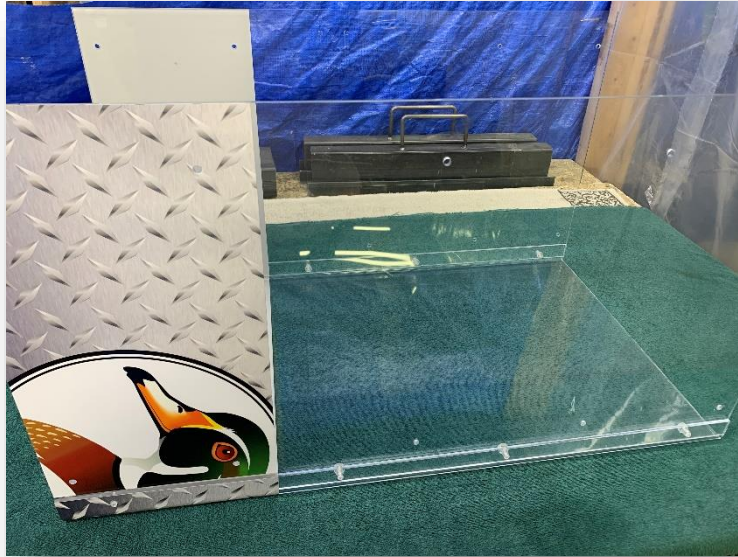


- E. Line up the holes and clamp the two panels together.
- F. Connect the LEFT SIDE Panel to the BACK Panel with four plastic screws and bolts.



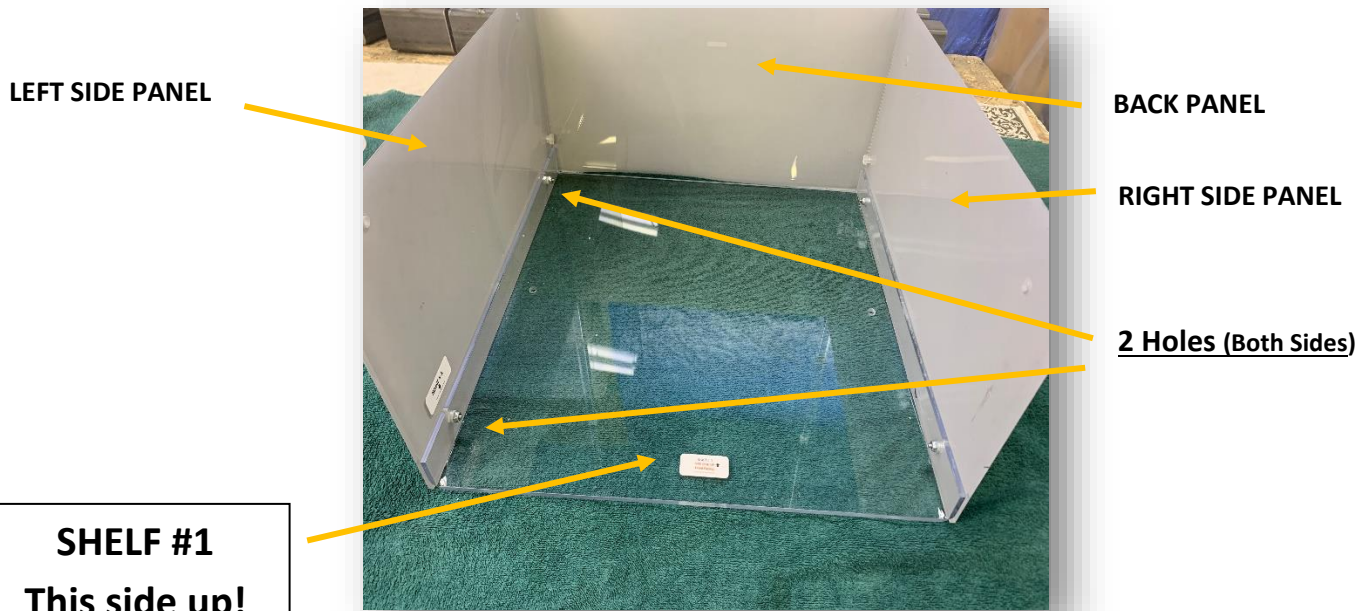
Step 2 - Attach the RIGHT SIDE PANEL to the BACK PANEL.

- A. Turn the BACK PANEL and LEFT SIDE PANEL on the work table to make the assembly process of the RIGHT SIDE PANEL easy.
- B. Repeat Steps D thru F in Step 1 for the RIGHT SIDE PANEL.



STEP 3 - Attach the Bottom SHELF #1 to the BACK and SIDE PANELS.

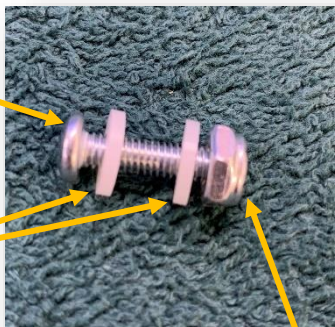
- A. Position the SIDES and BACK in the upright position.
- B. Place SHELF #1 in the position as follows:
- C. Line up the holes and clamp SHELF #1 to the LEFT and RIGHT SIDE PANELS.



- D. Connect SHELF #1 to the LEFT and RIGHT SIDES with METAL screws and lock nuts using a Phillips-head screwdriver, 11/32" NutDriver.**

SCREW HEAD
always facing
OUTSIDE of the
display.

Place a plastic
washer next to
the screw head
and the nut to
protect from
cracking.



NUT is always facing INSIDE the display.

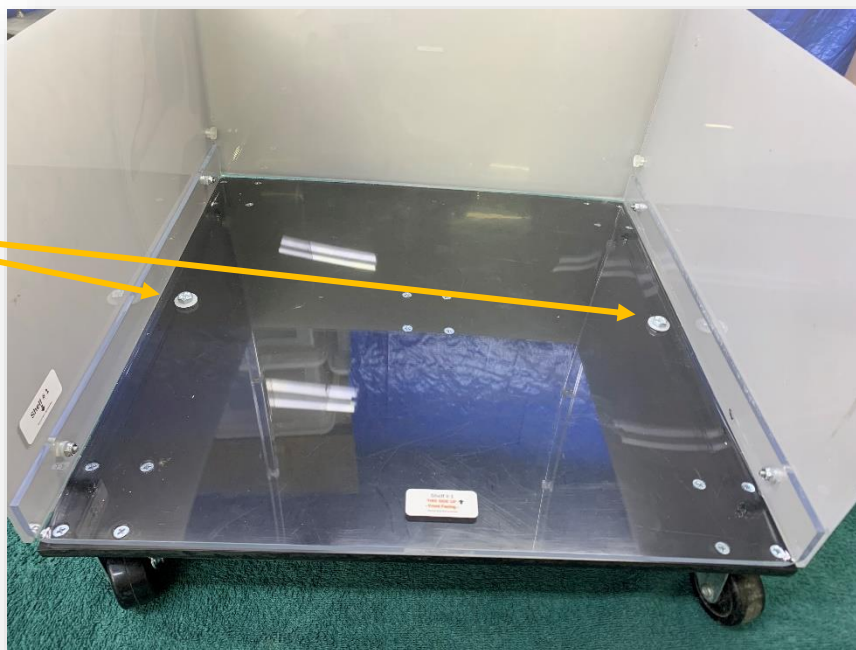


*Carefully tighten
with a NutDriver
and Phillips
screwdriver.
Over-tightening
will cause the
plastic to crack.*

STEP 4 - Attach the DOLLY to the bottom SHELF.

- A. Place the dolly on the work table.**
B. Place the bottom section of the display onto the dolly.

NUTs always
facing INSIDE of
the display.



- C. Ensure the "fronts" of both the bottom section of the display and the dolly line up and remove the dolly label.**
D. Ensure the two holes on the "bottom" shelf line up with the two holes on the dolly.

- E. Insert the bolts with washers through each hole and use another washer and wingnut to tighten the display to the dolly. *(Do NOT overtighten to prevent damage.)*



View of Bolt and Washer from the **INSIDE** the display.



View of Wingnut and Washer underneath the dolly.

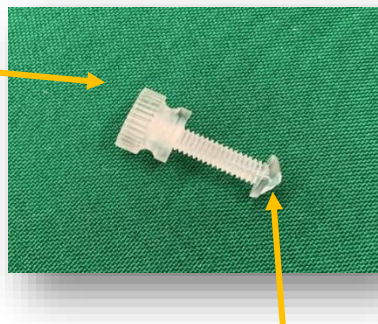
STEP 5 - Attach SHELVES #2, 3, 4, and 5 to the BACK and SIDE PANELS.

- A. Position the SHELF #2.



- B. Line up the holes and clamp SHELF #2 to the LEFT and RIGHT SIDE PANELS.
C. Connect the LEFT SIDE Panel to the BACK Panel with plastic screws and bolts.

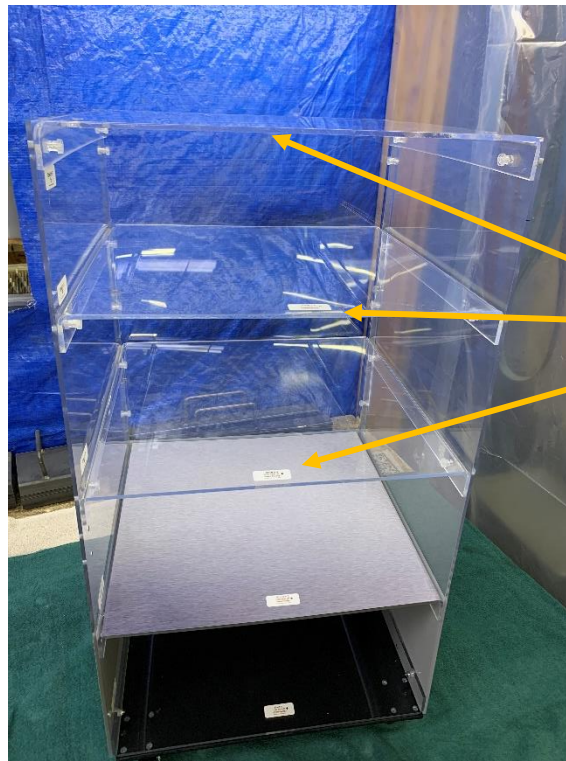
NUT is always facing **INSIDE** the display.



Remember, Only hand-tighten plastic bolts and nuts!

SCREW HEAD always facing **OUTSIDE** of the display.

D. Repeat steps A through C for SHELVES #3 thru #5.



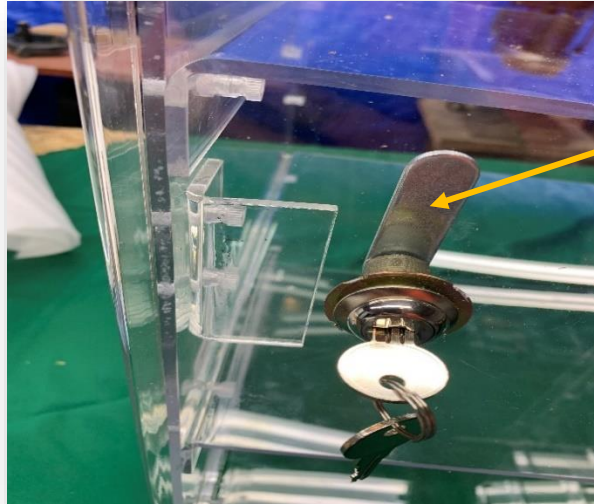
Make sure that ALL shelves are in "This Side Up" position!

STEP 6 - Attach the DOOR to the BOTTOM display section.

A. Position the DOOR on the table in front of the BOTTOM section of the display.



B. Make sure the door's cam lock latch is in the unlock position.

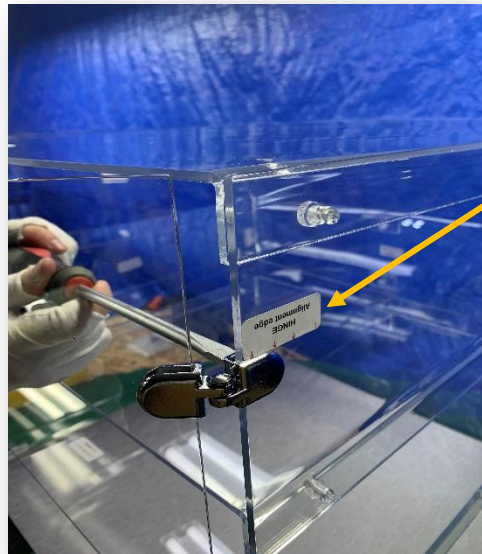


Latch

Put in the upright
positon like this.

C. Untighten the plastic screw on each hinge that will attach to the RIGHT SIDE PANEL.

D. Align the top hinge to the RIGHT SIDE PANEL of the display using the "hinge alignment label."



- E. Secure the DOOR to the RIGHT SIDE by tightening the screws from the inside.
(First, tighten the top hinge, then the bottom hinge, and then the hinges in the middle.)



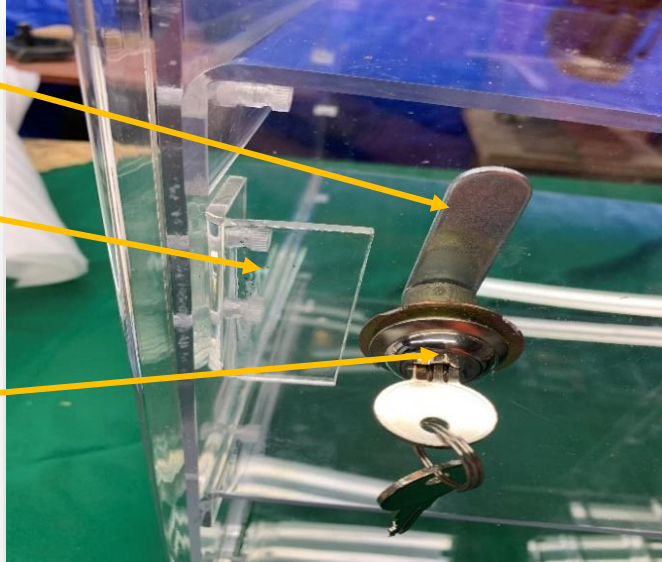
STEP 7 - Attach Cam Catch to the LEFT SIDE PANEL.

- A. Install the Cam Catch for the Cam Lock.

Cam Latch

Cam Catch

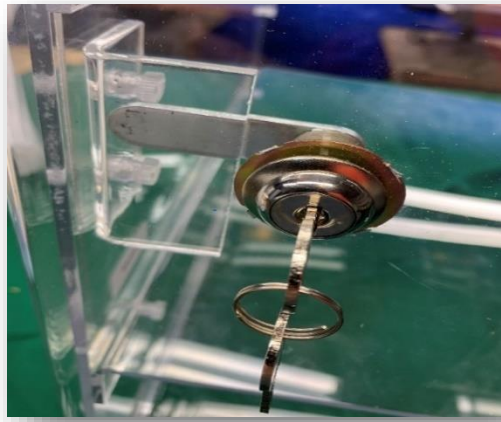
Cam Lock



The cam catch consists of an L-shaped piece of plastic with two holes on one side to attach to the left side of the display. To attach the cam catch, do the following steps:

1. Position the “plain side” of the catch towards the door opening.
2. Put on the two screws and nuts to “loosely” secure the catch to the left display side wall. (***Make sure the nuts are on the inside.***)
3. Pull the cam catch towards the door opening and retighten the nuts. This will allow the cam to fit properly behind the cam catch.

STEP 8 - Test the door Catch by locking the display.



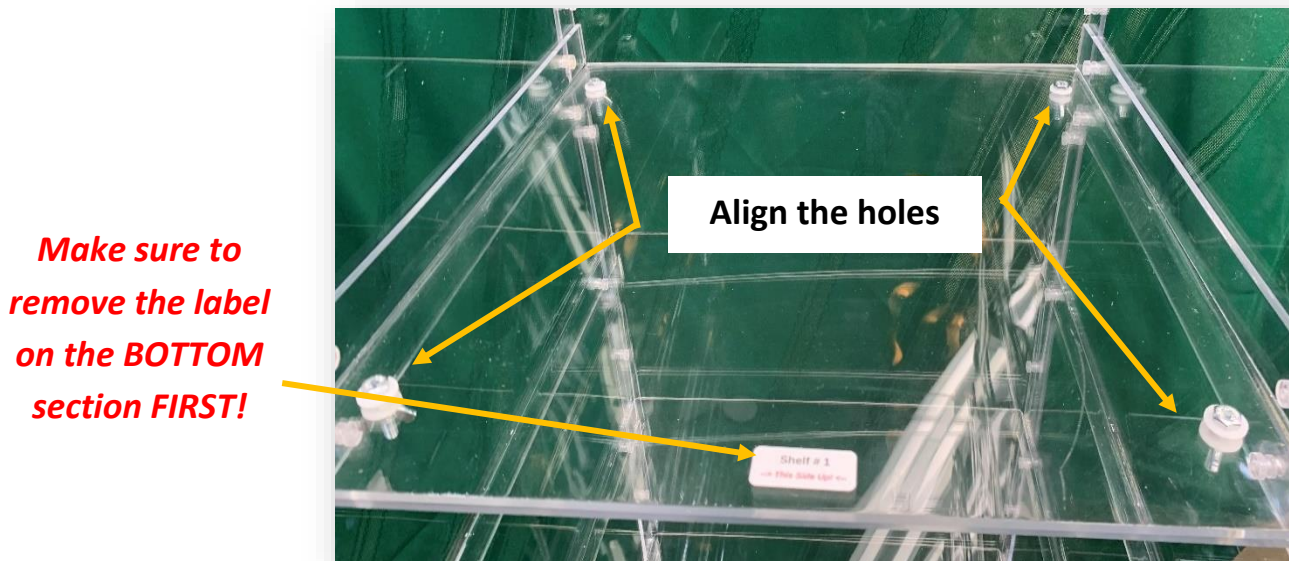
If the lock's cam latch does not fit behind the cam catch, loosen the two nuts, pull the cam catch towards the door opening as far as possible, and retighten the nuts. This will allow the cam latch to fit properly behind the cam catch.

Assemble Top Display Section

1. Open the “Top” Display Section Shipping Box and unpack all the components.
2. Repeat the assembly steps for the TOP Display Section as you did for the BOTTOM Display Section. (Please note: The components for the Top Display Section are the same except for their lack of certain graphics and the absence of a dolly.)

Assemble the TOP and BOTTOM Display Sections

1. Place the TOP display section on top of the BOTTOM display section.

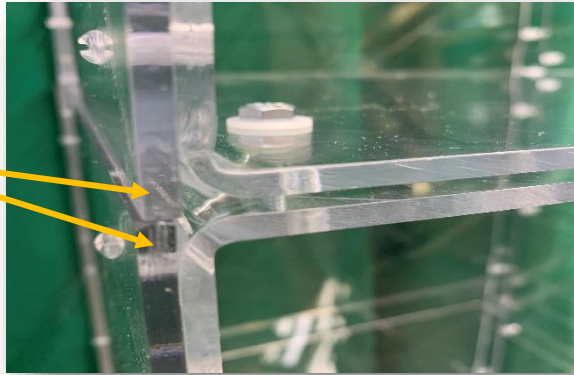


- A. Make sure the holes for securing the TOP section to the BOTTOM section are in alignment and then insert a bolt with one washer from the top into each hole.

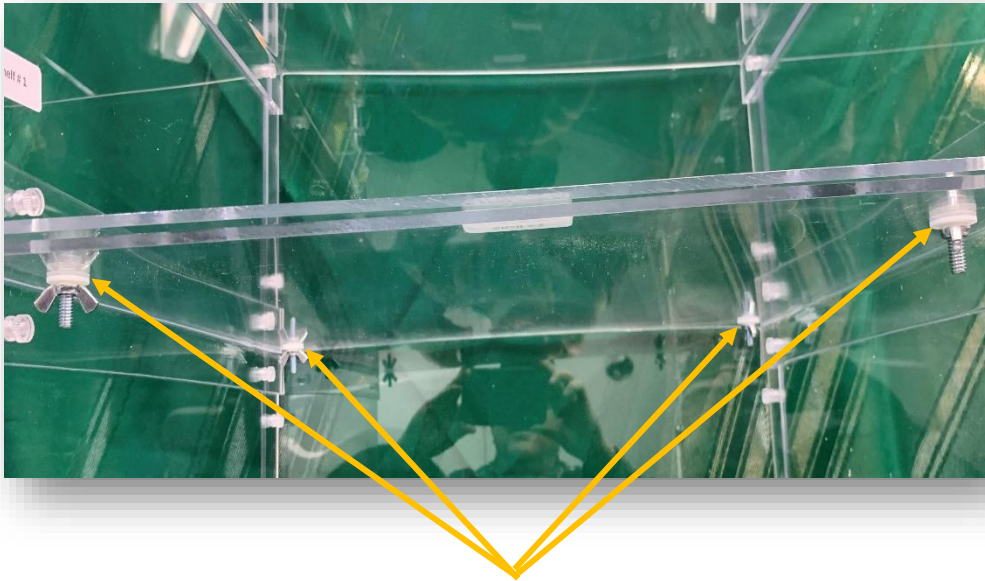


B. Align the outside edges of the SIDEs and BACKs.

**Align these
Panel Edges.**



C. Place a washer and wingnut on each bolt from below and hand-tighten the set so both display sections are securely attached.



Washers and Wingnuts

Mounting the Promotional Display Knife

1. Take the promotional “display” knife out of the PRODUCT box and unwrap it.

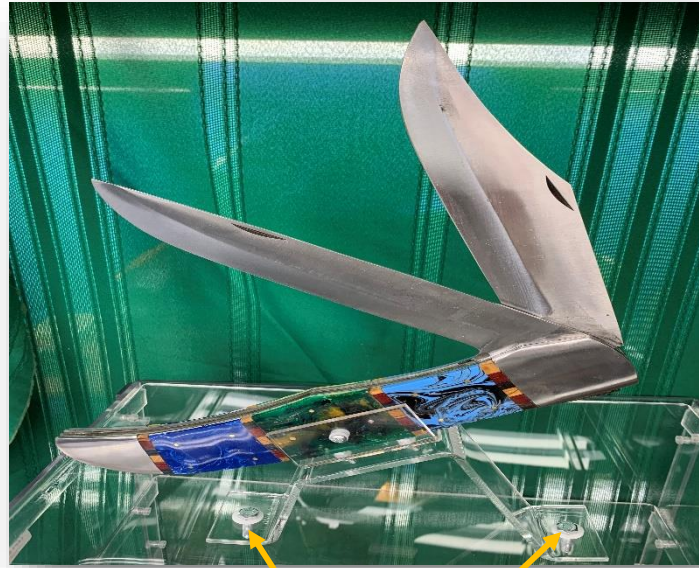


2. Untighten the wingnut and bolts from the promotional knife assembly.
3. Open up the main blade to a 90-degree position and the secondary blade to a 45-degree position.



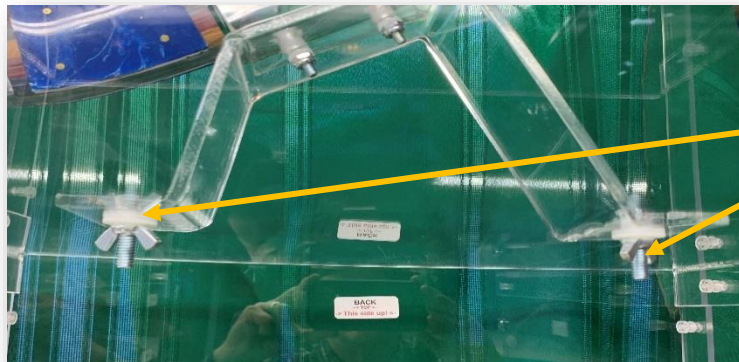
(If the blades are too hard to open by hand, use a pair of pliers to open them.)

4. Place the promotional knife assembly over the two holes on the top section of the display and place a bolt with a washer inside each hole.



Bolts with washers (Outside the display.)

5. Place a washer and wingnut on the end of each bolt and hand-tighten.



Washers & Wingnuts
(Inside the display.)

Placement for Maximum Sales & ROI

Place the display where it sells. Put the display in a **high-traffic, front-of-store zone**—ideally **adjacent to checkout** or a major “power aisle.” These are your highest-impulse areas and deliver the best return.

- **Target zones:** next to checkout, endcaps on main aisles, front entry “decompression” path.
- **Face the value:** price labels toward shopper flow; blades visible to spark interest.
- **Staff proximity:** keep the display within easy reach of associates to speed answers and close sales.

Why it matters: Independent studies indicate **that ~95% of knife purchases are made impulsively**. Location is leverage—**high-impulse placement = higher conversion and ROI**.



Quick Placement Checklist

- ☐ **High-traffic** front-end location secured
- ☐ **Near checkout** or power aisle (impulse zone)
- ☐ **Doors face traffic** for fast assistance
- ☐ **Face price labels and blades toward the door** for instant clarity and faster decisions.
- ☐ **Casters locked;** display stable



ROI Boosters

- **Test & measure:** Track weekly sales by location; keep the winner.
- **Seasonal pivots:** Slide the display to holiday/feature aisles to ride traffic spikes.
- **Keep it fresh:** Clean regularly and rotate products to keep customers engaged and buying.

Moving the Display

- **Use the built-in Display Dolly** to relocate the unit. If relocating while fully stocked, move slowly and proceed with extreme care.
- If needed, use a **flatbed cart** when moving the empty display a long distance.
- **Do NOT use a regular hand dolly**—it can crack or scratch acrylic panels.



Display Dolly

YES!



Flatbed Cart

YES!



Hand Dolly

NO!

- **Move slowly:** Guide the display from the center, keep your hands off the doors, watch thresholds and tight turns, and **lock the casters** once in place.

Place smart, move safely, and let the display do the selling.

Cleaning and Maintenance

Quick Cleaning Routines

- **Weekly:** Remove visible smudges and dust. (steps below).
- **Monthly:** Fully clean the **exterior** (cleaning steps below) and **perform a hardware check** (doors, locks, casters, easels).
- **Bi-Annually:** Fully clean the **exterior and interior** (cleaning steps below) and **perform a hardware check** (doors, locks, casters, easels).

Step-by-step cleaning

- Dust off the display.
- Spray **glass cleaner onto a soft paper towel or cloth** (don't spray directly on the panel).
- Wipe panels, doors, and shelves in long, gentle strokes until clean and dry.



Dos and Don'ts

- **Do:** Remove dust first (don't grind it in).
- **Do:** Use soft paper towels or soft clothes.
- **Do:** Use **Novus No.1 Plastic Clean & Shine**, **Brilliance Plastic**, **Plexus Plastic Cleaner**, **Protectant & Polish** – aerosol; widely used on plexiglass/Lexan, or **Mild dish soap + lukewarm water** – a few drops in a quart of water works great.
- **Do:** **Spray the cloth, not the panel**; wipe gently in straight strokes.
- **Do:** **Rinse or wipe with a clean, damp cloth**, then dry with a clean cloth.
- **Don't:** Use abrasive pads or rough rags.
- **Don't:** Use Cleaners with **ammonia** (NH₃), **Alcohols** (isopropyl/ethanol) and alcohol-based sprays, **Acetone**, MEK, or other strong solvents, **Abrasive** powders/cream cleansers, **Vinegar**/acidic cleaners

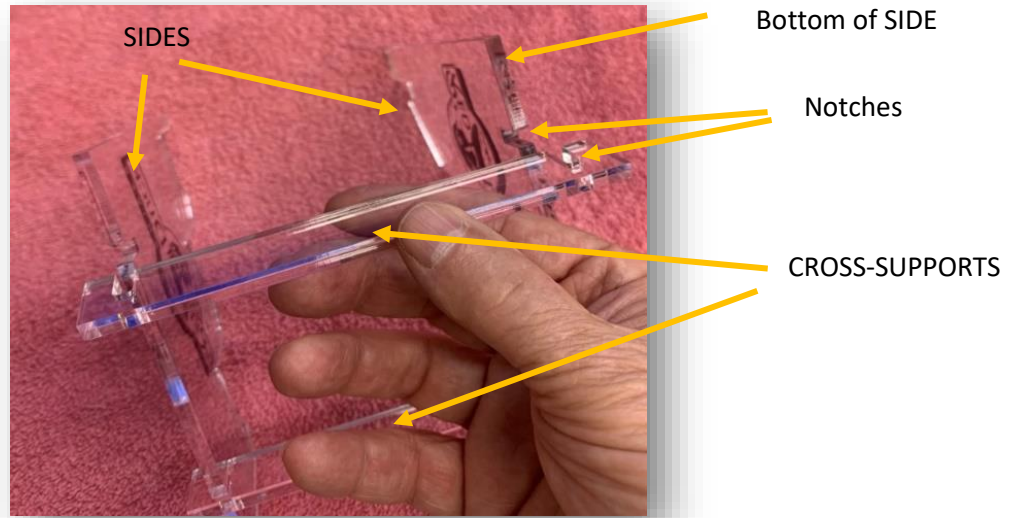
Keep it looking and running like new

- **Free replacement parts—just pay shipping.**
(Excludes knife presentation easels and the display knife.)

Four-Tiered Mini Knife Displays Assembly and Use

Assembly Instructions

1. Take the parts out of the plastic bags.
2. Turn a "side" piece upside down.
3. Insert a "cross-support" piece fully into the side piece, notch to notch.
4. Repeat steps 2 and 3 for the other side piece.
5. Repeat steps 2 and 4 for the other "cross-support" piece.
6. Turn the 4-tiered Knife display upright and ensure it lays flat on the table.



Use

1. Load with like-style knives OR Load with different style knives of roughly the same size.
2. Position these displays on the shelves to maximize the number of displayed knives without making the shelf look overcrowded.



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.

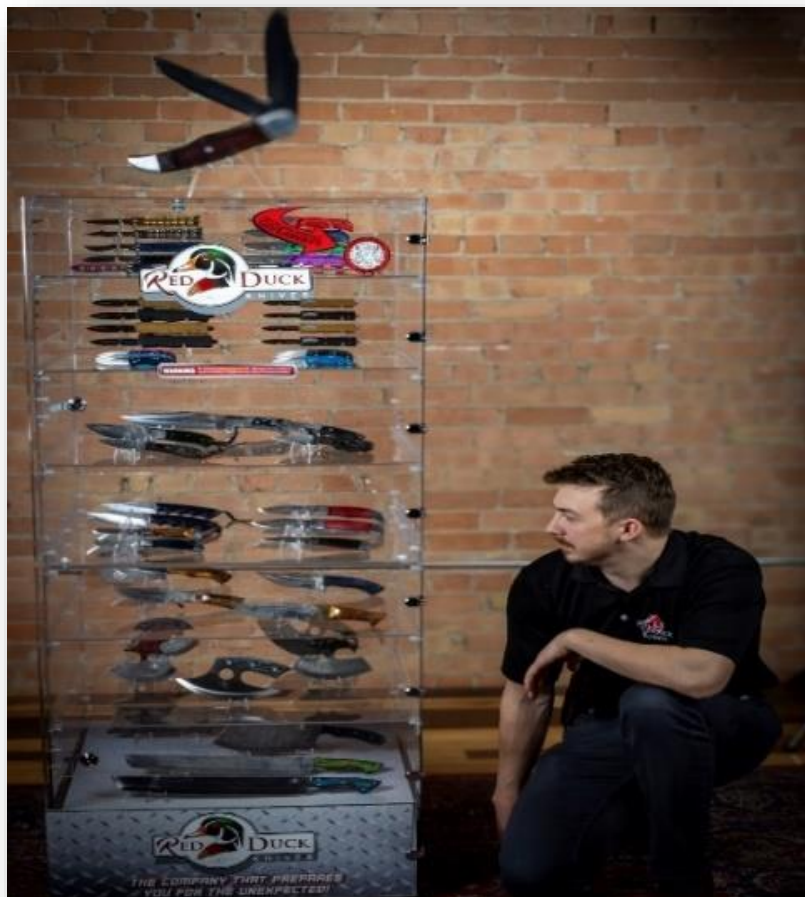
Acrylic Easel

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.

