

# HUBERT®



*my experience...*

✓ TRUSTPILOT



"I'm always satisfied when I order from Hubert. Many times I'm not sure exactly what I want and they help me find the right items for my needs. Thanks for all you do to help me run my business!"

*-Les*



*the five elements of* VISUAL  
MERCHANDISING  
landscaping texture color décor communication



# the five elements of VISUAL MERCHANDISING

landscaping texture color décor communication

Are you providing the experience your customers are hungry for? Exceed their expectations by focusing on the five elements of visual merchandising. Designing effective displays in the deli, bakery and other departments can help shoppers discover new foods, find convenient solutions, and increase sales.

At Hubert, our experience is providing the right tools and techniques to help your business be more successful. With the proven concepts and innovative products on these pages, you can turn passive lookers into active buyers.

## VISUAL MERCHANDISING CHECKLIST

- LANDSCAPING**  
The shape, form and elevation of an area.
- TEXTURE**  
An item's physical structure with respect to size, shape, appearance and feel, actual or implied.
- COLOR**  
Used to attract attention, create associations and command emotional responses.
- DÉCOR**  
The enrichment of displays by the addition of elements that contribute style and interest.
- COMMUNICATION**  
Sharing information or knowledge through a common system of signs, symbols or photos within a display.



VISIT [www.HUBERT.com](http://www.HUBERT.com)  
FOR MORE MERCHANDISING CONCEPTS

# LANDSCAPING

Increase interest in your display by landscaping, or manipulating the shape, form and elevation. Using various heights and unique shapes, you can determine the focus and flow of the display.

LANDSCAPING

TEXTURE

COLOR

DÉCOR

COMMUNICATION



**Gourmet Board 3-Tier Stand**  
80248 \$231.00



**Bella Wire Basket Stand**  
54345 \$47.99



**HUBERT® Early American Wood Crate Set**  
37404 \$46.99



**3-Step Square Riser Set**  
57018 \$316.00



**Classic Sterling Risers™ Set**  
71302 \$99.89

## LANDSCAPING TOOLS

**STEP RISERS** are an excellent way to add elevation and cross merchandise related items.

**NESTING TABLES** provide flexibility in the ability to draw eyes upward.

**CRATES** can be stacked in ways that appear unbalanced, creating excitement.



**3-In-1 Display Fixture**  
16715\* \$675.00  
\*Truck Ship \*\*Additional shipping cost **OVERSIZED**



**Rubberwood Top for Slatted Riser**  
45163 \$34.99



**Slatted Riser**  
54246 \$76.99



# TEXTURE

Attract attention and create a "feel" to your display with various textures, or surface appearances.



**Honeycomb Mango Wood Serving Bowl**  
47151      \$41.99

**Honeycomb Mango Wood Salad Server**  
66651      \$15.99



**HUBERT BRAND**  
**HUBERT® Aluminum Display Griddle**  
57939      \$205.00



**Rustic Bread Basket**  
13116      \$19.39

**Poppy Red Display Napkins**  
18005      \$55.09

## SMOOTH & SHINY TEXTURE

- Reflects more light and feels cooler
- Makes an object feel lighter
- Looks more modern

## ROUGH OR COARSE TEXTURE

- Reflects less light and feels warmer
- Gives an object more weight
- Feels rustic



**Handled Stainless Steel Display Bowl**  
38103      \$14.89



**Specialty Case Liner**  
57630      \$49.99

# COLOR

Set the mood, attract attention or even make a strategic statement with color. When used correctly, it can be one of the most powerful elements of visual merchandising.

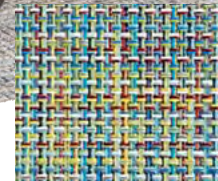


**Red Apple Replica**  
78816 \$18.29

**Green Apple Replica**  
84685 \$5.99



**Black Basket Pedestal**  
88485 \$49.99



**Mini Basketweave Chilewich Runner**  
29385 \$52.09



**Ivory Stainless Steel Bowl**  
40774 \$59.49



**Solid Cotton Display Cloth**  
16461 \$4.49



**Brown Wire Bread Basket**  
97463 \$16.79

## COLOR THEORY

### WARM COLORS

are energetic and enhance a display.

### COOL COLORS

create a calming and soothing environment.

**Geo-mates™ Expandable Riser Set**  
98726 \$27.99



**Azure Blue Glass Vase**  
69880 \$24.99

**Latex Succulent**  
12135 \$9.39

# DÉCOR

Elevate the effectiveness of your display with interesting décor. Crates, vases and other props can double as containers to increase the perceived value of your foods.



**Typhoon™ Tealight Holder**  
70250 \$15.69



**Wood and Metal Pedestal Set**  
68761 \$145.00



**Rustic Wood Message Boards**  
18482 \$29.99



**Extra Large Succulent**  
82454 \$33.99



**8" H Fuschia Peony in Glass Vase**  
22062 \$10.69



**Succulent Ball**  
89810 \$10.99

**Round Natural Wood Bowl**  
39924 \$80.89



**3-Piece Stacking Cylinder**  
46561 \$44.99

# BAKERY

**Zinc Letters** 64090 \$14.39

# COMMUNICATION

Communicate with the customer and guide them through a display with strategically placed signage. Select styles that support your theme or reinforce your brand, such as weathered, hand-written chalkboards for a rustic display.



EXPRESSLY HUBERT

Write-On/Wipe-Off T-Style Stakes  
60388 \$29.79



EXPRESSLY HUBERT

Curve Top Merchandising Tag with Border  
25983 \$21.69

## MENU LABELING 101

Americans consume one-third of their calories away from home, which is why the Food and Drug Administration is requiring nutrition labels on all prepared foods. Visit [blog.hubert.com](http://blog.hubert.com) for information and tips to stay compliant.



Wood-Framed Blackboard  
64054 \$76.29



EXPRESSLY HUBERT

Butcher Paper Sign Holder  
Sign Holder  
62385 \$292.00  
18"W Butcher Paper Roll  
68894 \$58.19



Marketplace Chalk™ Insert Set  
Two track with faux wood border. 366 Names. 5 1/2"L.  
95792 \$1,037.00



EXPRESSLY HUBERT

Square Write-On/Wipe-Off Sign  
60007 \$50.39

## VISUAL MERCHANDISING CHECKLIST

- ✓ LANDSCAPING
- ✓ TEXTURE
- ✓ COLOR
- ✓ DÉCOR
- ✓ COMMUNICATION

## elements in ACTION

We'll show you how the Five Elements of Visual Merchandising can be applied to various aspects of your business to create positive results. Turn to page 28 for a step-by-step guide to implement the elements for yourself.

## build excitement in the ENTRYWAY

Customers coming and going present a ripe opportunity for merchandising your seasonal products. Apply the elements of visual merchandising with interesting display fixtures and décor accents that grab attention.

**HUBERT**  
BRAND

**A** **HUBERT® Industrial Iron & Wood Crank Table**  
12024\* \$399.00  
\*Truck Ship

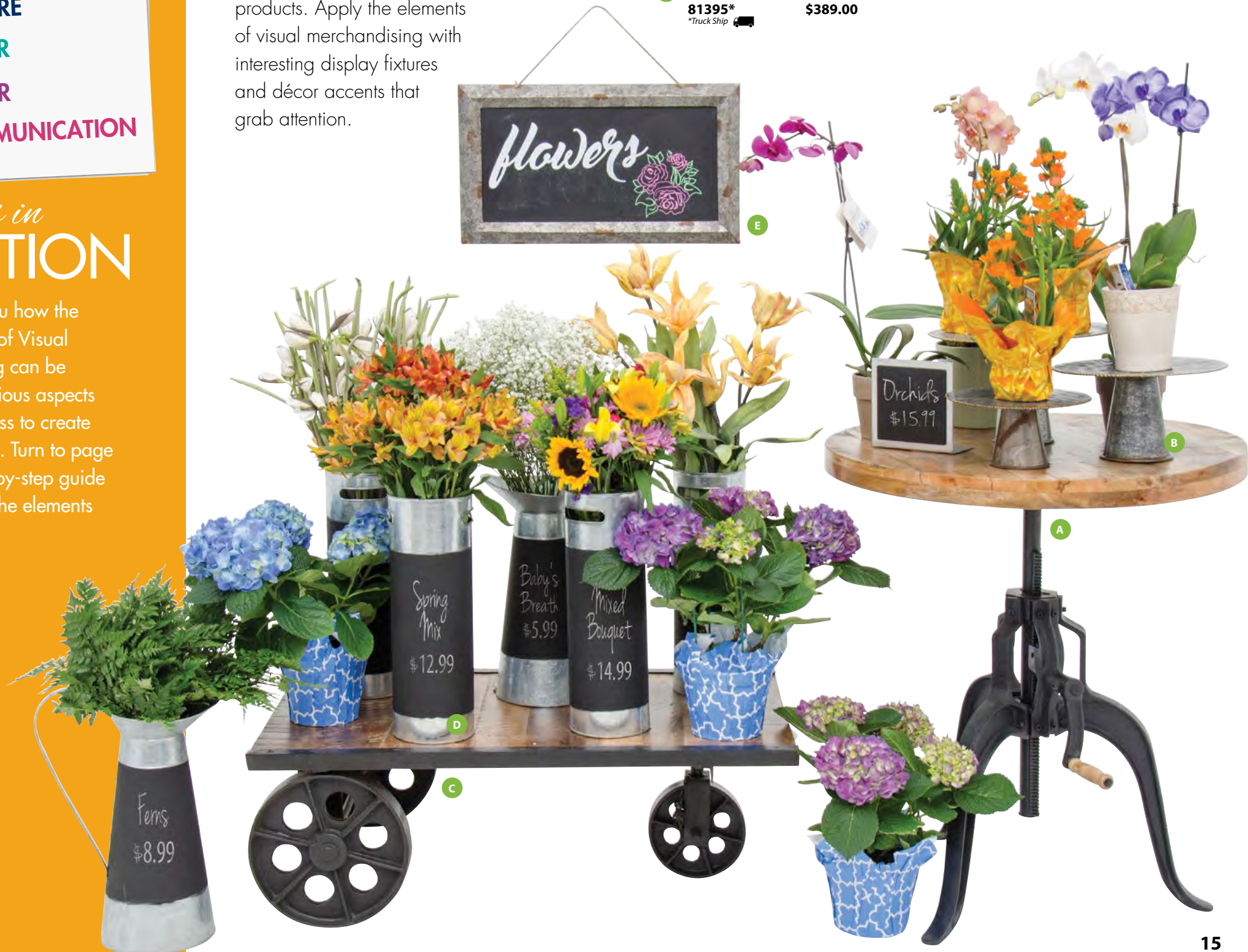
**B** **Galvanized Display Stand Set**  
28800 \$110.00

**EXPRESSLY**  
**HUBERT**

**C** **Mobile Industrial Platform Display**  
81395\* \$389.00  
\*Truck Ship

**D** **Metal Floral Vase With Chalkboard**  
32483 \$34.99

**E** **Tin-Framed Chalkboard**  
34095 \$54.99





*cater to*  
**CONVENIENCE**

Make it easy for the busy lunch crowd to quickly scan the selection and see the freshness and value available. The landscaping pattern in this sandwich case creates a path for eyes while cross-merchandising beverages and other items.



**A** Orange Botanica Flower  
 75266 \$16.99

**B** Medium Charleston Pitcher  
 96266 \$14.99

**C** Small Charleston Pitcher  
 86528 \$9.99

**D** Wood Look Menu Board  
 90365 \$88.39

**E** Washable Wicker Mat  
 24809 \$52.99

**F** Solid Wood Nesting Display  
 50764 \$175.00

**G** Rustic Brown Chicken Wire Basket  
 96804 \$36.99

*showcase your*  
**FRESH SELECTION**

A variety of crates and baskets create visual interest for this produce display. The styles also support an authentic feel and allow the vibrant food colors to stand out.



**A** Natural Wood Cone  
 78124 \$34.99

**B** Grass Bush With Berries  
 68645 \$5.99

**C** Grass Bundle  
 37702 \$4.89

**EXPRESSLY HUBERT**  
**D** Tri-Cord Tapered Washable Wicker Basket  
 63723 \$12.29




**EXPRESSLY HUBERT**  
**E** Brown Modular Basket  
 98774 \$27.99

**EXPRESSLY HUBERT**  
**F** Washable Market Basket With Handles  
 30709 \$39.99

**EXPRESSLY HUBERT**  
**G** Large Pine Crate With Fresh Logo  
 18844 \$20.99

# create CUSTOMIZED EXPERIENCES

Olive bars and made-to-order stations allow customers to craft their own food experience and discover new flavors. Labels and serving suggestions help them share their delicious discoveries with friends.

- A** Olive Tree in Pot 14581 \$34.49
- B** Contemporary Potted Plant 60658 \$68.89
- C** Natural Wood Bowl 40663 \$52.39
- D**  Silver Circle Merchandising Tag 22153 \$21.69
- E**  Clear 2-Way Sign Holder 14886 \$21.99
- F**  Straight-Sided Melamine Pans With Rounded Corners  
6L x 6<sup>2</sup>/<sub>3</sub>W x 6H  
79416 \$36.09  
6<sup>15</sup>/<sub>16</sub>L x 4<sup>1</sup>/<sub>4</sub>W x 6H  
61984 \$17.29



warm up the

# HOT FOOD CASE

Colorful displayware and décor will draw attention to your hot food case and entice customers to try your convenient take-home meals.



**A** Glass Knoll Terrarium  
47885 \$39.99

**B** EXPRESSLY HUBERT NSF  
Colorscape 5-Ply Round Pan  
86584 \$79.99

EXPRESSLY HUBERT NSF  
**C** Colorscape 5-Ply Rectangular Pan  
29281 \$109.00

HUBERT BRAND  
**D** HUBERT® Full Size Stainless Steel Tile  
70139 \$129.00

EXPRESSLY HUBERT  
**E** Plain White Merchandising Tags  
20306 \$21.69

EXPRESSLY HUBERT  
**F** Folded Steel Sign Holder  
12493 \$26.99






EXPRESSLY HUBERT NSF  
**G** Colorscape Single Ply Sauce Pan  
13557 \$54.99

do justice to  
**YOUR  
BAKERY**

Give your decadent dessert case the display it deserves. The sleek risers used in this bakery case provide interesting contrasts that will attract interest.



- A** Light Orange Botanica Flower 57796 \$24.99
- B** Polished Silver Aluminum Urn 67316 \$54.99
- C** Modern Sterling Risers™ Set 71312 \$99.89

- D** Turquoise Chlewich Runner 42689 \$52.09
- E**  Stainless Steel Curved Riser Set 48125 \$350.00
- F**  Circle Laser-Cut Square Riser 44129 \$24.99
- G**  Hammered 18/8 Stainless Steel Riser 73365 \$94.99
- H**  Black Curve Top Merchandising Tags 54719 \$21.69
- I**  Solid Rod Sign Holder 18945 \$31.69













*unlimited designs for the*  
**DELI CASE**

The Five Elements can be applied to the same deli case in many ways, using different merchandising components. Create your own combination by choosing displayware, décor and signage that supports your theme.



- A**  **Wide Rustic Wood Step Riser**  
47273 \$185.00
- B**  **HUBERT® Double Wall Inclined Bowl**  
42335 \$44.99
- C**  **Shallow Melamine Bowl**  
83454 \$23.39
- D**  **Galvanized Pedestal**  
24394 \$22.99
- E** **Potted Mint Herb**  
30788 \$8.99

- F**  **Spiral Base Countertop Sign Holder**  
16530 \$5.99
- G**  **Vintij Display Bowl**  
60852 \$58.99
- H**  **Modular Frame and Tile Riser**  
Wood Frame 16772 \$89.99  
Tile 79747 \$63.79
- I** **Faux Slate Tray**  
12305 \$51.99
- J**  **Merchandising Tag with Wood Background**  
71926 \$21.69

# implement the ELEMENTS

Use this step-by-step process to create a display that includes the 5 Key Elements of Visual Merchandising.

Looking for more visual merchandising ideas? Connect with us on Facebook, where we're sharing more step-by-step guides like this one.



START WITH A FOUNDATION



ADD RUSTIC CRATES & RISERS FOR  
**TEXTURE & LANDSCAPING**



INCORPORATE **COLOR** WITH  
FOOD AND DISPLAYWARE



FINISH WITH **DÉCOR** PIECES &  
**COMMUNICATION**



## VISUAL MERCHANDISING CHECKLIST

- ✓ **LANDSCAPING**
- ✓ **TEXTURE**
- ✓ **COLOR**
- ✓ **DÉCOR**
- ✓ **COMMUNICATION**

Now that you understand visual merchandising, review your own display to be sure all of the elements are present and note opportunities for improvement.

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Completed your assessment and need assistance or recommendations for improving visual merchandising? Contact a merchandising specialist at 800.543.7374 or sales@hubert.com

*my experience...*

## THE SWEET TREATMENT FOR LIPARI FOODS



### Center for Creative Merchandising Helps Lipari Merchandise Baked Goods

By Nicki Pennington

Lipari is a specialty foods distributor known for providing high quality and name brands. When they needed to create a merchandising concept for

their dessert line, they visited Hubert's Center for Creative Merchandising.

With 19 years of experience in food retail merchandising, Account Development Manager Nicki Pennington helped Lipari select and arrange displayware to support

a variety of cakes, brownies, pies, and tarts. In all, 150 products were incorporated into a display, which was photographed for stores to replicate.



**Account Development Manager Nicki Pennington has more than 19 years of experience in food retail merchandising.**

*"Your team was so helpful, friendly and sincere. Hubert has been a great partner. We always depart inspired with great new merchandising ideas."*

*-Lynda Wieferrich*



*my experience...* is a collection of stories about bringing our Service, Savings and Selection to the table for our customers. Our work is turning heads in the bakery, satisfying students at lunch, and helping businesses grow. To see our stories, visit [blog.hubert.com](http://blog.hubert.com).



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# MEET US FOR MERCHANDISING!



*my experience...*

"We always depart inspired with great,  
new merchandising ideas."

*- Lynda Wieferrich*

Corporate Sales Coordinator, Lipari Foods

Do you need to develop a merchandising concept for your store or operation? Visit the Center for Creative Merchandising, where you can put the latest trends and proven concepts to work with help from our merchandising experts. Contact us to schedule a visit or talk with one of our team members.

800.543.7374 or email [sales@hubert.com](mailto:sales@hubert.com)



Our carbon-neutral shipping program supports reforestation and renewable energy.

VMFR