



Wired for Retail

11 In-Store Tech Trends from GlobalShop

By Whitney Daulton, wdaulton@nrha.org

Technology has invaded nearly every aspect of consumers' lives. Whether watching on-demand TV, browsing headlines on a smartphone or posting to social media from a tablet, consumers have embraced technology as part of everyday life. So why should the in-store experience be any different?

The convergence of technology and in-store merchandising was clearly on display when *Hardware Retailing* visited Las Vegas for GlobalShop 2015. This article will take a look at 11 ways technology is being implemented in store for a better customer experience. The technology also provides retailers with more information on how their customers shop.



What is GlobalShop?

GlobalShop is the world's largest show for retail design and shopper marketing, featuring more than 700 vendors from all over the world. Attendees are retail designers, store planners, consumer product companies, retailers and architects who are searching for the latest in retail design, shopper marketing, visual merchandising, retail architecture and innovation in the retail environment. The show is split into five sections: Store Fixtures, Visual Merchandising, Store Design and Operations, Digital and At-Retail.

This year, an exhibit called "Path to Purchase" was added, featuring 10,000 square feet of space with displays on merging the digital and physical retail space to optimize the in-store consumer path. More than a dozen vendors showcased solutions to create a new shopping experience using smartphones and other technologies customers can and are utilizing in the retail environment to move seamlessly between brick-and-mortar and digital realms within a store. For more information about GlobalShop, visit globalshop.org.



**"Hand Crafted" in the USA
Since 1981**

**Over 5,000
Concrete, Masonry, Drywall, Plaster,
Asphalt, Tile and Floor Covering Tools**

**913.422.4848
800.422.2448
www.KraftTool.com**

**Drywall and
Plaster Hand Tools**

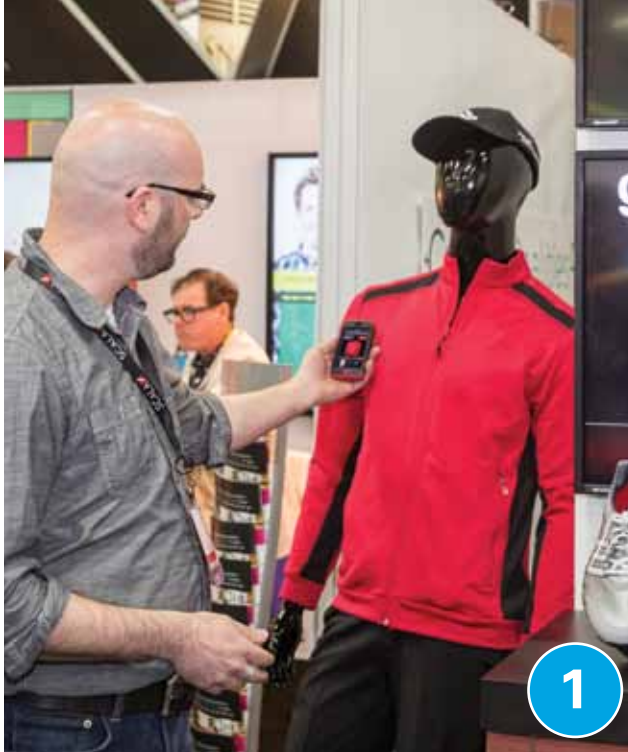


**Tile and
Flooring Tools**



**Concrete Finishing
Hand Tools**





1. Location Awareness

Apple's iBeacon technology was created to enable location awareness for apps. It can notify customers of nearby items that are on sale and enables them to make payments without having to remove their wallets. It also picks up information about customers as they walk through different parts of the store, giving retailers more data on shoppers.

Scala Inc., a digital signage company, showcases several new ways to incorporate digital signage into a retail space.



2. Assistive Selling

This selling tool gives sales associates the ability to use a tablet to gather additional product information, browse other styles and help shoppers identify products that best fit their needs. Scala Inc. has also created Scala Fling, which gives sales associates the ability to transfer something from the app to a nearby LCD screen for optimal viewing.



Enoz No Zone™ Animal Repellent Stations repel deer, rabbits and squirrels from hostas, gardens, flower beds and ornamental plants and keep squirrels and bats from attics and wall voids. Enoz No Zone™ Refills sold separately.



WILLERT HOME PRODUCTS
4844 FAIRVIEW AVE. LOUISIANA, MO 63043

Phone: 800.325.9580 • www.willert.com • www.enozhome.com
For details call extension 480 today!

PROTECT YOUR PLANTS. CREATE A NO-ZONE™

Visit us at the National Hardware Show! May 5-7 • Booth #14094



3. Lift and Learn

Scala also presented the “Lift and Learn” display, which allows customers to pick up products and get more information about them on a nearby LCD screen. If the customer picks up more than one item, a comparison pops up, allowing them to make a more educated decision. Retailers can use the collected data to make pricing adjustments instantly.

4. Shed Some Light

Another feature of the assistive selling tool on Page 155 gives associates the ability not only to transfer products onto an LCD screen from a tablet, but also to use in-store lighting to highlight products and accessories on shelves. Simply select a product and the light turns on or changes color to help the shopper locate the item.

Nonmetallic Electrical Boxes that Really Make a Difference!

The Contractors' Choice
Old Work • New Work • Low Voltage
Nonmetallic Electrical Boxes
& Specialty Products

fiberglass BOX

Allyed Moulded understands the value-added features that have been designed into their fiberglass electrical boxes to make your job easier. Features like:

- Will not rack or distort during drywall installation like PVC electrical boxes, preventing electrician call-backs
- Tapered end machine tapped device holes for quicker installation, greater device and fixture mounting strength and less chance of pullout/strip-out
- Three-inch horizontal separation in same stud cavity for all U-300 series fire resistive walls with no additional, costly fire resistant protection needed (UL* CEYY-R9379)
- Unlike PVC boxes, the knockouts are complete, reducing drafts and eliminating extra caulking required for energy star homes

Two Gang Fiberglass Box with Vapor Seal

- Nonmetallic Speed “K” Namps™ for quick and easy installation, plus a secure hold on the installed wire
- And many more!

When coupled with the patented vapor seal – a flexible polyurethane flange around the box that forms an energy-efficient vapor seal, providing an air barrier in exterior walls and ceilings that can be used in Energy Star rated homes* – it's the premier nonmetallic box on the market!

* For construction methods outlined in 402.4 of the 2009 International Energy Conservation Code.

Feature Support Fiberglass Box with Vapor Seal

Scan for more Vapor Seal Information!

www.allyedmoulded.com

ALLIED MOULDED PRODUCTS, INC.

© 2015 Allyed Moulded Products, Inc.

222 North Union Street • Bryan, Ohio 43508
Ph: 800-722-2879 • Fx: 800-237-7268



5. Real-Time Results

One of the biggest benefits retailers can gain from incorporating digital is the real-time results this technology can provide. This gives them the ability to make quick decisions based on up-to-the-minute information.

For example, the image on the left provides a bar graph that shows which shoe in the photo on the previous page was picked up. This can help retailers determine if the interaction led to a purchase.

There is even a heat map of the store displayed, which uses the iBeacon technology to show retailers where and when most store traffic occurs. This information can be used to determine staffing needs and optimizing planograms.

The pie chart on the left shows which items in the store were pushed from mobile devices to the larger screen, letting retailers and sales associates get a better idea of what customers are searching for in their store.

Find More Online!

For more from GlobalShop 2015, head to hardwareretailing.com/globalshop2015. Here you'll find links to videos showing how all of these technologies work.

SIMPLY CHOOSE THE BEST:

- Most Complete Torch Line Available
- Made With Pride In LaCrosse, KS, U.S.A.
- All Kits CSA Certified for U.S.A. & Canada
- Flame Engineering - 55 Years in Business






CHOOSE FROM THE "ALL AMERICAN" LINEUP!



The RED DRAGON® is America's Original Propane Torch Kit. Perfect for Farm & Ranch, Construction and Small Acreages.
Order Model# VT 3-30 © 100,000 BTU/hr



The WEED DRAGON® is America's #1 Home and Garden Torch Kit. Hooks up to refillable propane cylinders and is fully assembled.
Order Model# VT 2-25 © 100,000 BTU/hr



The Mini Dragon™ is Perfect for smaller jobs and uses standard 1 pound propane cylinders. The ONLY CSA Certified Cam Torch!
Order Model# VT 1-20 © 25,000 BTU/hr



MADE IN THE USA

See Us at Booth 41113 to Learn More
Like Us on Facebook Weed Dragon Torch Kits

1-800-255-2469 • www.RedDragonTorch.com



Perch Interactive, an interactive design firm, creates customer-activated displays.



Do More With Less.

10X MORE COVERAGE



Compared to caulk, all-new Touch 'n Foam Pro construction adhesives really go the distance on the shelf and on the job.



New!



1 CAN = 10 CANS

When it comes to construction adhesives, stick with a winner—the exciting new Touch 'n Foam Pro BUILDER SERIES.

FARTHER. Yielding 10X more linear feet than traditional adhesive caulks, Touch 'n Foam Pro lets contractors cover more footage with every can, while you stock less.

FASTER. With fewer change-outs, customers will make fast work of subfloor and drywall installations.

FOR LESS. Help builders get superior results using fewer fasteners.



See how you can test it farther, faster for less.



Commercial Products
896 Hogan Drive
Fenton, MD 63026-2416 • (301) 325-6190

6



6. Vertical Interactivity

Vertical interactive solutions are also grabbing customers' attention.

The two images at the top feature Perch Interactive's vertical display. In the above left image, when the customer picks up a shoe, a screen shows how the shoe can be styled. The above right image showcases an entire line of products by using an interactive display.

In the photo directly above, Micro Industries has developed a display that allows customers to interact with their Cubes touch-screen app interface. The app lets users take selfies, sign up for newsletters, coupons and circulars or get more information on just about anything the retailer chooses to incorporate. On the back end, everything is run from a simple content management system so retailers can easily manage it.



7. Tabletop Interactivity

Boost the customer shopping experience by transforming any white table into a customer-activated display.

Perch Interactive table displays entice shoppers to interact directly with products. When customers pick up an item, it activates animations that can include videos, as well as product descriptions or comparisons. And in coordination with the digital display, retailers receive shopper analytics.



8. Universal Sign for In-Store Pickup

Online sales are growing rapidly, but so is in-store pickup. GlobalShop worked with Yunker Industries, Inc., to develop a universal sign for in-store pickup that they hope will spread through all industries. This sign is intended to give customers an icon to help them identify when they can buy products online for in-store pickup and also to help them find where in-store pickup areas are in physical store locations.

321-474-3399 • marketing@ecoheat.com • www.ecoheat.com

Heat reflector included

Paintable

SILENT-FLOW™

- 1 the air between the wall and unit is warmed
- 2 the warm air rises and flows throughout the room
- 3 cool air is naturally drawn in at the bottom and the process repeats

uses up to

70% LESS ENERGY

than most space heaters

400 WATTS

ecoheater®
warm never felt so good™

Visit us at

Booth 5715

ZONE HEATING

Wall Panel Heater


built-in thermostat • easy installation



If retailers don't want to invest a lot of money into integrating their stores with mobile technology but still want to show their customers they are taking steps in the right direction, these smaller holograms could be a great solution.



If sales associates are busy helping other customers, Robotbase might have a solution for retailers instead of hiring additional staff.

Now you can have a robot that can greet shoppers, answer questions, show product or DIY videos and even guide your customers to an area in the store. It has a built-in webcam that can monitor or connect customers with a sales associate in another location. 

800-273-4871
www.usafwp.com
See us at Booth #7623