

New Retail Merchandising Unit maximises retail space

Issued by [Scan Display](#)

21 Jul 2009

Scan Display has launched a range of Retail Merchandising Units (RMU's) specifically designed to allow retailers to capitalise on previously unusable space within shopping centres.

Scan's Retail Merchandising Units are manufactured locally in partnership with SddRETAIL UK, who have received numerous awards for design excellence. This new partnership therefore offers South African retailers international design at local manufacture prices.

Shopping centres

"Many large shopping centres have areas which are not utilised to their fullest potential. These architecturally unique, compact yet stylish RMU's allow retailers to rent out this space, creating additional retail revenue," explains Justin Hawes, MD of Scan Display.

Small traders

"Scan's RMU's also create an opportunity for smaller traders, who do not need a large shop floor area, to get into shopping centres. This in turn stimulates the growth of small businesses," says Hawes.

Features

RMU's are special-purpose retail kiosks that distinguish themselves from the usual retail carts by eliminating the customary wagon wheels and adding retail fixtures and shelving, special lighting as used in traditional merchandising, and additional security features.

They are portable and can be designed to complement the unique architecture of the location or brand identity.

To demonstrate the versatility of these flexible merchandising solutions, SddRETAIL UK recently conceptualised a RMU design specifically with the 2010 Soccer World Cup in mind. (See attached picture).

For more information, contact Justin Hawes on +27 11 447 4777 or . Alternatively visit www.scandisplay.co.za.



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