

STEP 1 · MEASURE THESE 4 THINGS BEFORE YOU BUY ANYTHING

- Total selling square footage — sets fixture count and budget. Don't count the stockroom.

Linear wall footage — wall panels are 4 ft wide; divide by 4 for panel count.
- Ceiling height — decides max fixture height. Keep the floor low, put height on walls.

Narrowest door on the delivery path — cases ship on 40×48" pallets, curbside w/ liftgate.

STEP 2 · PHASE 1 — SELL FROM DAY ONE

The non-negotiables. If it isn't here, it can wait until after opening.

- ☐ Checkout counter — register, card terminal, bagging, impulse case

☐ Glass display cases — high-value / high-theft items; most start with 2–4
- ☐ Core gondola runs — island for the floor, wall units for the perimeter

☐ Sign holders & pricing signage — unpriced product gets put back down

STEP 3 · PHASE 2 — FILL THE FLOOR

- ☐ Secondary gondola + endcaps — endcaps = your best shelf; use for promos

☐ Slatwall panels + hooks — premium wall system; mounts into studs

☐ Gridwall panels — budget wall option; fast to mount
- ☐ Clothing racks — apparel only; H-racks for capacity, round for browsing

☐ Mannequins & forms — apparel only; best outfits near the entrance

STEP 4 · PHASE 3 — OPTIMISE & UPSELL

- ☐ LED case lighting — cheapest "premium" upgrade there is

☐ Countertop impulse displays — lifts average order value at the register
- ☐ Locking wall & tower cases — secure your most-stolen category

☐ Acrylic risers & organisers — depth inside cases, doubles usable area

STEP 5 · ORDER TIMELINE

- 8 weeks

Measure, sketch the floor plan, get quotes. Send us the plan — layout help is free with a quote.

6 weeks

Order Phase 1, especially freight items. LTL adds ~3–7 days on top of our 1–3 day ship.

4 weeks

Order Phase 2 walls and racks. Book electrical now — electricians are the long pole.
- 3 weeks

Walls go up first (into studs), then assemble gondola runs to the floor plan.

2 weeks

Place cases and counters, dress the floor. 1–3 days, 2–3 people for 1,000–2,000 sq ft.

1 week

Acrylic, signage, LED, stock shelves. Then walk the store like a customer.

BUDGET PLANNER — TYPICAL FIXTURE SPEND BY STORE SIZE

STORE SIZE	WHAT THE ORDER USUALLY INCLUDES	YOUR BUDGET
Kiosk / small ~500 sq ft	1 checkout counter, 2–4 display cases, 2–4 gondola runs or a wall program	
Standard ~1,500 sq ft	Counter + impulse case, 4–8 display cases, 6–10 gondola runs, full slatwall / gridwall walls	
Large 3,000+ sq ft	Multiple counters, 8+ cases, 12+ gondola runs, specialty and locking displays	

THE 3 MISTAKES WE SEE MOST OFTEN

1. Undersizing the checkout counter. Under ~6 ft and something loses — usually the impulse display, the one part that makes you money.

2. Forgetting the pallet has to fit through the door. Cases ship assembled on 40×48" pallets. Measure the delivery path first.

3. Buying gondola too tall for the ceiling. Tall units under a low ceiling kill sightlines and make the floor feel like a stockroom.