

PO Box 341, Woollahra NSW 1350,
AUSTRALIA
NSW: 02 9552 3666
Interstate: 1300 789 556
Fax: 02 9552 1666
Mobile: 0419 327 445



Info@retailvitality.com.au
www.retailvitality.com.au

ASSEMBLING YOUR NEW SOCKS STAND

(This is an easy assembly procedure especially if you have a fellow staff member to help you with the sturdy structure.)

- 1 **SIDE PANELS:** Stand the 2 rectangular side panels, labelled A & C, opposite each other with their labels facing outward.
- 2 Place one of the small square meshes horizontally so that the centre ring faces upwards.
- 3 Line up the holes of that square with the holes in each of the 2 panels. **(See Photo #1)**
- 4 Put the screws through the holes and secure the small mesh to the side panels with the butterfly nuts.
- 5 Make sure that the tops of each display panel line up with the top of the inner square support.
- 6 Use a Phillips Head screwdriver to tighten each screw whilst holding each butterfly nut.
- 7 Take the other 2 display panels and line up with the holes, making sure that the labels face outwards on each side and that panel B is to the right of panel A. **(See Photo #2)**
- 8 Turn the structure completely upside down.
- 9 Take the other inner support square and place it in position with the centre ring facing upwards.
- 10 Line up the holes and put the screws in as before by holding the butterfly nuts in place.
- 11 Now turn the constructed display up the right way again with the labels at the top.
- 12 Making sure that the pole end with the hole is at the top, slide the pole through the top centre ring in the stand and then through the bottom centre ring.
- 13 **WHEEL BASE:** Unpack the 5 wheeled base.
- 14 Unpack the silver 3 pieced bearing assembly and place on top of the opening -washer then bearing then washer again. **(See Photo #3)**
- 15 Unscrew the black locking knob of the base.
- 16 Holding the pole and the stand together, lift and place the pole through the base and drop the pole to the bottom of the base.
- 17 Tighten the base locking knob.

- 18 **HEADER BOARD** : Place the header board frame on top of the stand, line up the screw with the hole on the side of the stand and tighten.
- 19 Slide the header board into place. **(See Photo #4)**.
- 20 **HOOKS**: Hanging hooks must be placed so that the cut out section at the top of them goes over the vertical wires.
- 21 Place one hook on the first vertical wire, skip the next and place the hook over the 3rd wire. Each row contains 4 hooks for the small stand or 5 hooks for the Deluxe stand. **(See Photo #5)**.
- 22 The next row should be placed on the 7th horizontal row.
- 23 Each row of 4 or 5 hooks should be placed 6-7 wires from the row above.
- 24 Add the black protector knobs to the hooks. **(See Photo #6)**

Completing the display: Adding the socks.

1. **PLAN-O-GRAM**: Each packet of socks is labelled with the hook number to show where they should go for the best display.
2. By following these placements, it will be much easier for your customers to select their socks and make multiple purchases.
3. And it will be much easier to re-order exactly what socks have sold and refill the stand every few days.
4. Each panel is clearly labelled A, B c or D.
5. Each hook position is numbered across each side panel as shown on the panel label diagram.

Positioning your new stand.

1. Pull the stand by a panel. Don't try to push it.
2. Because of the high volume of impulse turnover that you will get from the stand, it deserves to be located at the front of the store.
3. Once you have found the best location, lock the wheels by tilting the ON position downwards.
4. Now, step back and admire your creation and make sure all staff have read the training notes enclosed. (You can print re-order forms or re-order directly from www.retailvitality.com.au)

Photos to help you assemble your new Socks stand.

