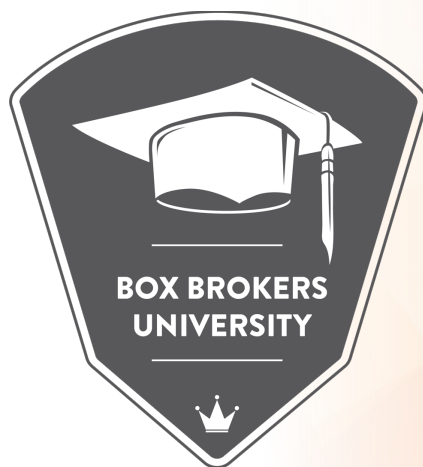


# Properly Using the Front 6" of your Showcase



# Brought to you by Box Brokers Group



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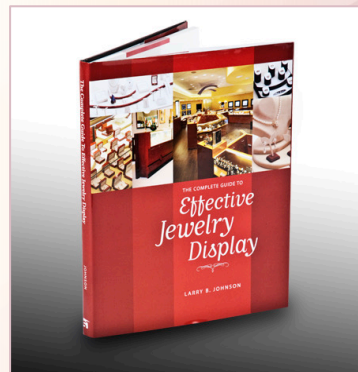


**Created by Larry Johnson,  
noted jewelry display expert  
exclusively for**

**BBG**  
BOX BROKERS GROUP



*Larry is the author  
of **The Complete  
Guide to Effective  
Jewelry Display***



**Larry Johnson Consulting Services**

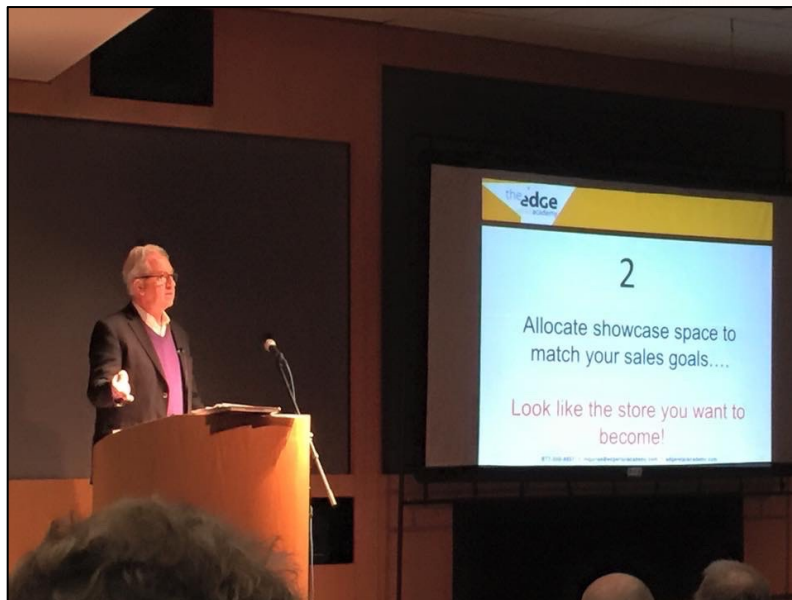
Producing profits by improving presentation

# Free offer for Box Brokers Customers



If you have display questions or need ideas on ways to improve your display, contact *Larry Johnson* for a complimentary 30 minute phone consultation.

[www.larryjohnsonconsulting.com](http://www.larryjohnsonconsulting.com)  
[larry@larryjohnsonconsulting.com](mailto:larry@larryjohnsonconsulting.com)  
(817) 980-2135



A large, stylized handwritten signature of Larry Johnson is positioned over a pink rectangular frame. The signature is written in black ink and is highly legible.

L a r r y J o h n s o n  
C o n s u l t i n g

**A common mistake jewelers make when setting up their showcases each day is pushing merchandise too far toward the front (customer side) of the showcases. Maybe this results from having too much merchandise on possibly the wrong elements and needing all the space they can get.**

**Regardless of the motive, it is a mistake.**





**Displays  
placed  
at the  
front of  
the case**



- Most display elements today are made at an angle which makes the tray “angle” toward the customer. These are wonderful when used at the middle or back of the showcase, **but** they are often used at the front making it impossible for the customer to see the jewelry as it was designed.
- This requires the customer to bend at the waist and look through the front glass of the case with their posterior out in the aisle.



**Don't make your customer bend over to look through the front glass of the case!**

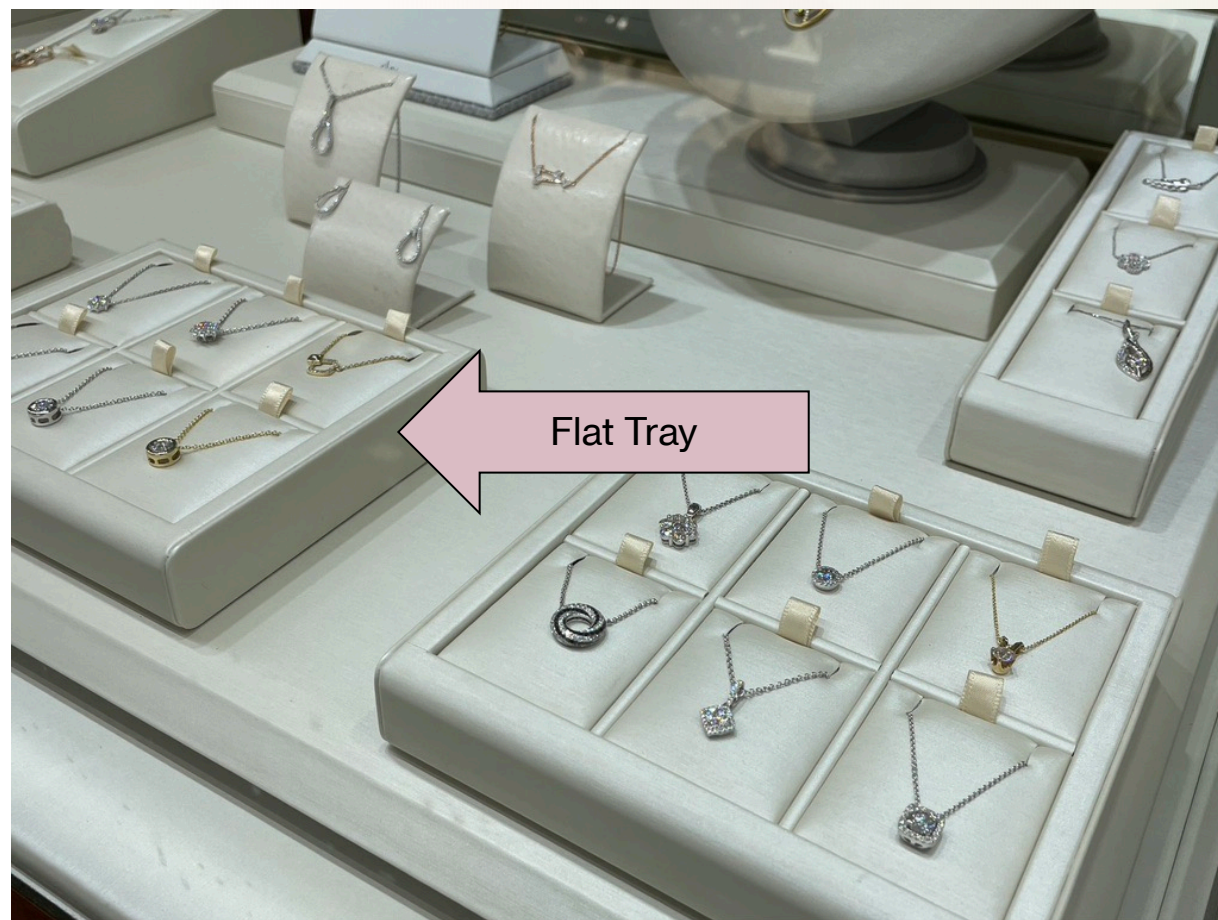


No one likes to shop when they are uncomfortable





Use only **Flat** trays at the front of the case to fix this problem



Try to avoid anything in the ***Front 3"*** of the showcases except signage



**Box Brokers has both Flat and Angled displays in stock and in 5 colors**



# Contact the team at Box Brokers Group to implement these ideas into your showcase



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