

WAVENET ROADMAP FOR ENDCAP OR GONDOLA MERCHANDISING PRODUCT DISPLAY

— What is an Endcap or Gondola Merchandising Product Display?

An Endcap or Gondola Merchandising Product Display system is for displaying products, signage and branding at the point of purchase (POP) or point of sale (POS) in stores or distribution locations in order to increase sales.

It is the process by which sellers of products and services capitalize on the opportunities within the available selling space. A smart, well-organized display or merchandising plan can dramatically increase customer purchases and encourage sales, while a poorly designed display area will discourage additional purchases.

— What are the benefits of an Endcap or Gondola Merchandising Product Display?

Effective Endcap or Gondola Product Display will:

- ✓ Showcase products
- ✓ Attract attention and generate excitement
- ✓ Communicate product and usage information
- ✓ Steer customers to special offers or core products
- ✓ Identify Wavenet brand name
- ✓ Increase sales
- ✓ Retain customers
- ✓ Differentiate Wavenet Connectivity & Cable Management offerings
- ✓ Display literature: Product Line cards and Cable Product Guides

— Winning Strategies with Merchandising Product Display

- ✓ Avoid overcrowding aisles
- ✓ Use Endcaps or Gondolas to develop aisles and departments by product categories
- ✓ Once placed, organize them with a mix of shelves, pegboards/hooks (optional)
- ✓ Group direct related products together
- ✓ Place most profitable and top selling products at eye level

— What Merchandising Product Display method do distributors need?

The following are the basic paths for driving sales at the Walk-In, Will/Call or Retail Store level. They form the foundation for a coordinated use of space and the visibility of products and brand name.

Type of Product	Description	Use
ENDCAP OR GONDOLA	CONSIST OF BASE, FRAME, HEADER AND AN AREA FOR MERCHANDISING CORE PRODUCTS	DISPLAYING PRODUCTS AT EYE LEVEL, IN AN OPTIMUM LOCATION

ENDCAP.



Product Display Guide



Endcap Display Instruction guide

No.	Name	Part Number	Quantity	No.	Name	Part Number	Quantity	No.	Name	Part Number	Quantity
①	FACEPLATE 1	FP01PWH	12	⑫	F-TYPE CONNECTOR	FTK-3GHZNP-WH	12	⑳	WM J-HOOK	JHWM34-C	2
②	FACEPLATE 2	FP02PWH	12	⑬	CAT6 HDJ 25-PACK	HD-6EKSJWH-25PK	5	㉑	BATWING J-HOOK	JHMF34-C	2
③	CAT6 SDJ SERIES	6EKSJWH	12	⑭	CAT6 HDJ 25-PACK	HD-6EKSJBL-25PK	5	㉒	CM J-HOOK	JHCM34-C	2
④	CAT6 SDJ SERIES	6EKSJBL	12	⑮	F-TYPE CONNECTOR	FTK-3GHZGP-WH-25PK	5	㉓	25-PACK FACEPLATE	*SEE PAGE 3*	2
⑤	MOUNTING BOX	SMB-1WH	12	⑯	CAT6 SDJ 25-PACK	6EKSJWH-25PK	5	㉔	CAT5E PASSTHRU	CAT5ERJ45-EZPASS	4
⑥	MOUNTING BOX	SMB-2WH	12	⑰	CAT6 SDJ 25-PACK	6EKSJBL-25PK	5	㉕	CAT6 PASS-THRU	CAT6RJ45-EZPASS	4
⑦	FACEPLATE	FPW2PWH	12	⑱	PUNCH DOWN TOOL	TOOLPD-11066	5	㉖	EZPASS TOOL	TOOL-EZPASS	3
⑧	FACEPLATE	FP04PXX	12	㉒	WIRE CUTTER	T5021	5	㉗	JACK4PAIR TOOL	TOOL-JACK4PAIR	3
⑨	CAT6 HDJ SERIES	HD-6EKSJWH	12	㉓	CABLE MANAGER	PDH-DS-2U	2	㉘	4-PAIR TOOL	T1104PR-PP	3
⑩	CAT6 HDJ SERIES	HD-6EKSJBL	12	㉔	PATCH PANEL	6EPP24	2	㉙	BLANK PATCH PANEL	BPPWM-24	1
⑪	F-TYPE CONNECTOR	FTK-3GHZGP-WH	12	㉕	PATCH PANEL	6EPP12V	2	㉚	BLANK PATCH PANEL	BPPWM-48	1

ENDCAP.

Product Display Guide



Tips on Stocking

- ✓ Keep endcaps or gondolas well stocked with reorder tags consisting of part numbers and quantity per full 6" or longer peg hook.
- ✓ Display related products together as a system, heavy, big and bulky products are recommended at the bottom on shelf level.



Durable Hanging Hooks

This display set comes with 25 Hanging Hooks, providing ample space to showcase items with ease and organization.



Steel Base Setup

Crafted for durability and reliability, offers robust support for a variety of applications, ensuring stability and longevity.



MDF Pegboard Panel

Board come with 9/32" diameter holes with 1" apart, assembles in minutes. No tools required.



Endcap Display Instruction guide

No.	Name	Number	Quantity
26	25-PACK FACEPLATE	FP02PWH-25PK	1
26	25-PACK FACEPLATE	FPW2PWH-25	1
26	25-PACK FACEPLATE	FP04PWH- 25PK	1
26	25-PACK FACEPLATE	FP01PWH-25	1

