

# Boosting retail sales one newsstand at a time

*WHSmith uses Eastman Spectar™ copolyester in their newsstand displays.*

## Increasing visibility and volume increases sales

Retail success rests on sales. No retailer knows this better than WHSmith, Great Britain's highest volume retailer of print media. WHSmith rewrote the rules on newsstand retail. They developed innovative multitier racks that create an open retail environment, while increasing product volume and visibility.

Eastman Spectar™ copolyester gave WHSmith exactly what they needed in these ground-breaking newsstands, providing durability and visibility, while offering more shelves at eye level. "This makes a difference, increasing sales by 12 percent," says Steve Davenport, managing director at Bartuf, the top U.K. retail systems firm.

"We've looked at different materials over the years, but we've always come back to plastics because of the visibility of the products," says David Smith, WHSmith senior construction manager. "You have to see the product to buy it."

## Innovative approach to optimizing retail space

The durability of Eastman Spectar™ copolyester enabled Bartuf to downgauge sheet from the previous 25-mm-thick metal to a thickness of just 4 mm. Shaped from a single sheet using hot line bending, the new eight-tier shelving system can accommodate twice as many products as the previous five-tier metal racks. This more effective use of space enabled WHSmith to expand its retailing capabilities in smaller environments including airports and rail stations. Vivak™ sheet made from Spectar was durable enough to carry the weight of newspapers and magazines without requiring heavy support. "Because Vivak™ is stronger than acrylic, less of the material is needed to do the same job and there's minimal breakage," says Davenport.

*Vivak™ sheet made from Eastman Spectar™ copolyester is essentially invisible, putting product at the forefront.*



For more information on Eastman Spectar™ copolyester, visit [www.eastman.com/spectar](http://www.eastman.com/spectar).



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