

## Presenting Your Product To Leave A Lasting First Impression On Your Customer

Marketing experts know that people are sense-oriented, drawn by what they see, smell, taste, hear and feel. Logo design experts know that people are drawn by their emotions - what a company logo makes them feel. What these means is that everything that goes into your product, from logo to packaging to how you present also goes into whether the consumer decides to buy or not. So - what does your presentation say about your product?

### Displaying Your Product

Whether online or in a physical store, your product's display can make a big difference. Think about diamonds for a moment. They have a sparkle and shine that's incomparable to any other gemstone. Other than color and grade, however, they all just look like, well, diamonds.

So why would someone buy one diamond over another? It's all in how they're displayed. Online, you'll find a lot of gems with grey or white backgrounds. For diamonds, however, a black velvet background says something to the consumer. It says "class"; it says "style". It says, "This is the diamond to own." As you read through the rest of this article keep that diamond in mind, because that's how you want your products to be displayed: as the product to own.

### Your Display's Message

Before deciding your display, figure out how you want your display to look. What impression do you want to give your customers when they first see it? First impressions are hardly ever replaced with another, so the impression your product display gives should be a good one and say everything about it.

If you go into a high-end men's store, looking for a suit, you'll find that many of them use wood displays. Why wood? Because wood is the clothing equivalent of black velvet. On the other hand, if you go to a high-end store that professes to be modern, you might find brushed aluminum or glass. This look gives the consumer the idea that the products really are "high-end" and "modern". They'll be much more likely to shop around in the store if those two points are what they're looking for.

So what message do you want to convey about your product?

### Display Slatwall

Slatwall comes in many styles, from rich wood to modern brushed aluminum. It's perfect for displaying single hanging items in the best light. Some slatwall are mirrors, which work well with products like hats and sunglasses that a consumer might want to see themselves in.

You can mix slatwall with clear acrylic shelving, hat displays, baskets or any number of various display attachments. If you have singularly unique product that deserves its own area, you can get a literature hanger for a brochure or pamphlet to go along with the product.

### Display Bases and Cases

Do you have something spectacular you want to show off? Display bases and cases are excellent showcases. A mahogany wood display base draws the eye to the product, while giving the consumer the opportunity to pick the product up and look it over.

On the other hand, a showcase is surrounded by glass, giving the idea that whatever is behind the glass is either a) expensive, b) fragile or c) both. The beauty of showcases is that they don't have to be rectangle or square. Custom showcases can be crafted to look like stone, marble or even an old-fashioned wagon. Smoked glass, tinted glass or clear - whatever look you need to display your product in the best light can be custom made.

From the clothing racks to the mannequins you choose, remember your display has to be eye-catching. Whether a simple wooden floor base or a floor-to-ceiling customized showcase, it's all in what you want the consumer to see, feel or sense when they get their first glimpse of your product. Show it off proud!

## About the Author

About The Author Alliance Displays Inc.com supplies a wide selection of [trophy display cases](http://www.alliancedisplayinc.com/) including everything from wall mounted display cases to wire display racks. Visit us online at <http://www.alliancedisplayinc.com/> today.

