

**PHARMACY 1<sup>ST</sup>**  
By HARTMANN



## Pharmacy Merchandising

We support you in increasing your sales by providing you with advice on displays and shelf set-ups that attract customers to buy and make repeat purchases.

Success factor Zoning

## The perfect tool for every sales zone

Today the pharmacy is a **comfortable** and **functional** retail space. That is why our merchandising tools are **based on experience** made in the rest of the retail business. From there we know that success is often based on **presenting the right products** in the **right sales zone**.





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## The area on and in front of the counter is called the Hot Zone

Here we suggest placing **popular** private pay Traditional Wound Care products, especially **innovations** suitable for **impulse purchases**

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## The central area is called the Warm Zone

This is **attractive area** for the Traditional Wound Care private pay core range on **FSUDs**, and also a suitable place for **pharmacy recommendation talks**.

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## Wall shelves and corners are called Cool Zone

This is the right place for Traditional and Advanced Wound Care products with a **planned stable demand** or those being **reimbursed**.

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WOUND CARE  
EXPERTS®

Kleine Wunden



Brandwunden, Schürfwunden & Blasen



Umweltschonend



70%\* of pharmacists believe Traditional Wound Care should be in front of the counter, but lack of space can be a barrier.

HARTMANN has developed a modular approach to visibility to tackle the lack of space.

\* HARTMANN Pharmacy Questionnaire behind and in front of counter in Germany (n=193) and France (217) November 2023



Merchandising made easy  
**The new Counter Display for Wound Care Innovations in the Hot Zone**

**32-41%**  
of shopper  
buy on impulse<sup>1</sup>

Our new Wound Care counter display 'EASY' creates the best conditions to leverage innovative products – and at the same time minimize recommendation effort.

It is an ideal tool to gain customer interest and activate impulse buyers.



<sup>1</sup> HARTMANN Pharmacy Questionnaire behind and in front of counter in Germany (n=193) and France (217) November 2023

## Highly attractive from the customer's perspective

An **appealing** and **stimulating** product presentation in a counter display that touches the important customer group **,Mums'** emotionally. It gives a **lot of information**, offers **diverse solutions** and encourages **trying out** innovations.

Leaflet with product info & how to use

QR Code leading to Wound Care Experts website





# Highly sales-supportive from your perspective

The **back** of the display provides your team with **convincing sales arguments**, leaves no customer question unanswered and helps to recommend **additional products for your customer's needs**.

Helps you to **recommend the right product**

Provides information about **cross-selling opportunities**

Provides **detailed selling arguments** for each product



# Terms and conditions



## Counter Display



Product	Size	PZN	AEP	UVP

To place your order,  
please call **+49-7321-360**



# Presenting the complete Wound Care Range The top-selling FSU-Wound-Care-Display for the Warm Zone

Our 4 sided **360° rotating display** presents the whole TWC private pay range clearly assorted for different target groups. **Attention grabbing, compact and attractive.**

The ideal tool to upgrade your sales area and generate **maximum turnover** in the Warm Zone.




# A guidance for your customers

With our well-structured display customers can **quickly** find a product that meets their needs. **Samples on the side panels** make the products tangible and can therefore also help to choose the right solution for their problem.

**QR code** leading to Wound Care Experts website with **product selector tool** and **application videos**

Side panels with **tactile patterns**

 **Colour-supported category classification**  
**Clearly understandable product descriptions**



## We support you with your work

- **Supports** you in **consulting** and saves walking distances
- **Replaces recommendation** in many cases
- Generates **increase in sales** through impulse purchases
- **Unique position** compared to drugstores and retailers
- Partnership-based **support** by our sales force
- **Free of charge for you:** delivery, assembly and packaging disposal



# Planogram FSU





Spotlight on the permanent placement  
**The new shelf decoration**  
for extra visibility in the  
**Cool Zone**

Our new **shelf liners** and **shelf stoppers** give strong presence and orientation where shoppers expect to find wound care products for planned purchases. A **simple but effective tool** for permanent sales without much consultation effort.





## Supports customers in finding the right product

The attention-grabbing tools do not only break the monotony of the shelves they help the customers to specifically **find the product they are looking for**. No long search but **thanks to the integrated samples** help with product selection.

- **Eye-catching** design
- **Clearly understandable** product naming and descriptions





## Supports you in making optimal use of your shelves

By using this attractive and self-explanatory merchandising tools even your most remote areas and corners of the pharmacy will be used optimally. Steady sales without much recommendation effort.

- **Increased visibility** that attracts the attention of customers
- **Clear segmentation**
- **Planograms** showing the optimal assembly and arrangement of the products
- **Partnership-based support** by our sales force
- **Free of charge for you:** delivery, assembly and packaging disposal



## Experience how shelves and displays look like in your pharmacy!

Your HARTMANN Sales Rep is happy to arrange a meeting in order to **demonstrate via AR** how our shelves and displays fit into your store.

