

Do-It article: Cross-merchandising

Issued by [Pyrotec](#)

14 Jun 2017

Cross-merchandising is the retail practice of marketing or displaying complementary products together, with the aim of generating additional revenue.

For retailers and brand owners, cross-merchandising plays an important role in increasing sales and ultimately increasing revenue. Here's why:

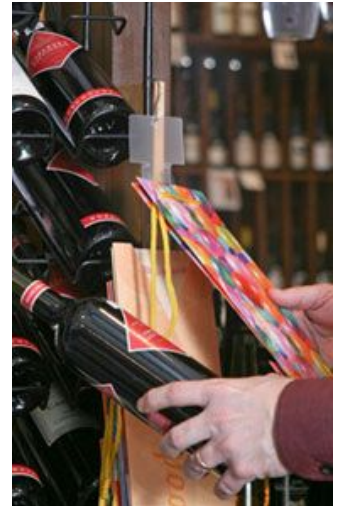
Nowadays most people are very busy and will appreciate any effort to help cut down on their shopping time. Placing complementary products together in one aisle in a retail store will aid in decreasing the time spent by a customer in-store. For example, a consumer goes into a store to buy some ingredients to make a pasta dish; by placing pasta sauce in the same aisle as the dry pasta, the consumer does not need to go to another aisle to find the sauce.

Sales can be increased by placing complementary products together and promoting the purchase of both. A customer might go into a store to purchase wine as a gift for a friend. By placing suitably sized gift bags in the wine aisle, the customer may be motivated to purchase the gift bag as well.

Simply taking a little bit of time to figure out what items in your store can be purchased together, and then creating a display to group these products together in-store, will play a significant role in promoting products as well as increasing sales.

Pyrotec PackMedia offers Do-It® Display Strips and Hang Tabs that will allow retailers and brand owners to design displays that will enhance cross-merchandising opportunities.

Impress your customers with our merchandising display solutions. Call us on 021 787 9600 or email do-it@pyrotec.co.za and one of our sales consultants will gladly assist you with your merchandising display needs.



- " **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024
- " **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023
- " **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023
- " **The end-of-line solution you've been waiting for** 29 Mar 2023
- " **Uncluttered labelling for household cleaning products** 28 Mar 2023

Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>