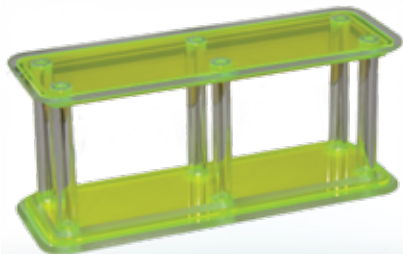




Fragrance Tree



Pedestal



Jewelry Display



2011 CSNews Store Design-Best Interior Design
Frontier Fuel Co. Express Lane/Juan Burrito
Dalhart, Texas

The competition for customer attention is brutal

(POPAI March 2007 data)

- Average store has 4,600 items
- Less than 20% of shoppers even glance at a display
- Of the glancers, only 6% bother to look closely at the product

Attractive displays do matter

(Consumer Survey, August 2011, AlixPartners)

- Even in a severe recession, price is not the only fundamental factor influencing a customer's store selection choice
- Product Quality and Store Atmosphere are just as important
- Despite careful advance preparation ahead of shopping trips (e.g. coupons, shopping lists, etc.), 93% of customers said product displays do influence them to purchase items not on their lists or minds

SOLUTION:

You must have a very attractive/unique looking display to get your customer to even consider buying your product. Your product in the end must sell for itself **but first it must be noticed by the customer**. This is where Schafer Solutions can help you. Schafer Solutions specializes in making customized, attractive, high quality and affordable plastic displays, dispensers, cases and cabinets for the retail industry.

Schafer Solutions can help you address both of the above real-world facts and help you win your battle for the customer.

Whitney Tuls of Frontier Fuels - Credited Schafer Solutions' green edge glow products as a significant contributor to their recognition in winning the Best Interior Design Award from "Convenience Store News"

schafer-solutions.com

All Schafer Solutions' products are made with PRIDE
in the U.S.A.

Employee owned Employee powered

Schafer Solutions is a member of the Owner Revolution Inc. (ORI) family of employee-owned companies. Like all ORI companies, our employee owners embrace the corporate-wide culture of **PRIDE: Positive Attitude, Respect for Each Other, Innovative Thinking, Dedication to Success and Enthusiasm for Excellence.**

With an experienced team of plastic solution providers powered by a strong Midwestern location and work - ethic, Schafer Solutions is perfectly positioned to deliver turn-key solutions for your plastic product needs... from idea to delivery.



Environmental consciousness

Schafer Solutions is committed to high standards of social responsibility, especially in terms of environmental stewardship. While assuring that our products meet your performance, functional and life-cycle requirements, Schafer Solutions works to do so with the smallest environmental footprint possible - with minimum waste, active recycling and the use of sustainable materials where environmentally friendly alternatives are economically available.

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