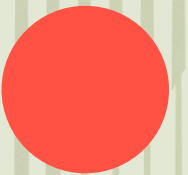




The
global
retail
agency

Refreshing Retail.

How can brands implement an effective strategy to launch new products and enhance their retail displays, ensuring they drive sales, improve operational efficiency, and maintain consistency and compliance across all locations? Find out in our handy guide.



Refreshing Your Retail Displays.

In today's fast-paced retail environment, staying ahead of customer expectations while managing tight budgets, smaller teams, and sustainability goals is a challenge. Brands are being asked to do more with less, from handling multiple suppliers to ensuring store-wide compliance and consistency.

This guide provides straightforward solutions to keep your retail displays engaging and on-brand. We help tackle common challenges like tight schedules, ensuring visibility, and effective communication. Our globally managed update service makes it easy to maintain operational efficiency and respond to changing market demands, letting you stay focused on the bigger picture while we handle the details.



This guide offers a checklist for choosing the right retail installation partner, the benefits of outsourcing updates, and how we support your refresh strategy. It also covers integrating sustainability to reduce waste and meet environmental goals.

A proactive update plan enhances in-store experiences, boosts efficiency, and strengthens customer engagement, brand identity, and sustainability. Let's explore key strategies to make your displays more effective.

The checklist.

This checklist will guide you through the essential factors to consider when selecting an agency, helping you make an informed decision that aligns with your brand's goals and expectations.

1

Choosing The Right Partner

Start by considering experience and recommendations to ensure you're selecting an established and reputable agency. It's also advisable to check if the agencies on your shortlist are members of the industry association POPAI, as this indicates adherence to best practices in the industry.

2

Consider Branding & Consistency

During a product launch, it's easy to overlook the smaller but significant details, such as how the agency will represent your brand in-store. Your brand reputation is crucial for making a good impression on retailers and maintaining strong relationships. Be sure to outline your preferences and guidelines in the brief.

3

Think About The Bigger Picture

Will your agency be visiting stores where you currently have other displays? It can be beneficial to ask them to check on your other installations in the area. Some agencies do this as a standard practice, and their initiative and added value can be very advantageous.

4

Local Vs International

Differences in regulations and etiquette between countries and cultures can impact how installations are implemented. Be prepared for variations in processes and timescales. Fortunately, your agency will be aware of the requirements to comply and will manage these for you.

5

Maintenance

Your POP/POS needs to look as good as it does on day one throughout its time in-store, so maintenance is essential. Check if your installation partner offers an ongoing maintenance contract as part of their service. This is crucial for ensuring you get the best possible ROI from your investment and for maintaining high sales and brand reputation.

The benefits of outsourcing.

Choosing the right retail installation partner is essential for the success and efficiency of your in-store displays. A dedicated agency offers numerous benefits, including strong compliance, skilled professionals, expert project management, cost efficiency, flexibility, and valuable local knowledge. Comprehensive reporting keeps you informed throughout the process. Below are the key points to consider when selecting a retail installation agency:

1

Compliance

A dedicated retail installation agency prioritises delivering maximum compliance. They ensure retail displays are positioned correctly in-store, assembled accurately, and merchandised according to planograms. This supports return on investment by optimising the customer experience and driving sales at the point of purchase.

3

Cost Effectiveness

Consolidating all aspects of the project through one partner delivers economies of scale. A high-quality installation ensures a better return, both in terms of the longevity of the display in-store and the generation of sales.

5

Local On-the-Ground Knowledge and Language Skills

A specialist agency will have a comprehensive understanding of the markets it operates in, including etiquette and cultural nuances. This insight extends to country-specific regulations, licensing, and access knowledge.

2

Installation Skills & Project Management Expertise

Your project team will include highly trained, certified retail professionals with extensive industry knowledge. Additionally, a single point of contact skilled in project management will act as an extension of your team, understanding your working style and definition of success.

4

Flexibility

Your retail installation partner can upscale or downscale resources, adapt working hours, and deliver within tight timescales. This is crucial for completing installations around store opening times and regulations.

6

Comprehensive Reporting

Outsourcing installations eliminates the need for brand involvement in day-to-day activities. However, detailed reporting, including daily activity logs and quality control images, keeps key stakeholders informed at every stage.

The freedom to inspire your shoppers globally.

From scoping and planning to implementation, retail installations should be seamless, consistent, and of the highest quality.

Managing multiple vendors across different stores or countries requires vast resources and local knowledge, leading to potential miscommunication and inconsistencies.

For many brands, deploying internal resources for projects isn't feasible. Relying on store staff risks incorrect installations or non-installations, jeopardising your brand reputation, sales, and wasting time, money, and resources.

Our comprehensive solutions are designed to overcome these challenges, ensuring your retail installations are executed flawlessly, preserving your brand integrity, and optimising resource efficiency.

Enabling brands to reach shoppers globally



Bringing innovation to retail.

A globally managed service gives you the ability to launch new products and refresh your retail experiences at scale and speed.

Our experienced team provide global control of your project, managing everything from scoping and planning phases through to training and logistics, to ensure your retail displays are updated with your latest brand assets.

Thinking responsibly, refreshing your retail displays will prolong their life in-store, reducing the cost & environmental impact of producing and shipping new displays.

During each campaign we provide detailed reporting on every update visit with established control measures to ensure quality. We keep you connected through our online platform giving you visibility of project reporting, estate management & inventory.



We Are Specialists.

We regularly update a wide range of retail display elements, including:



Product Updates



Content Updates



Seasonal Updates



Window Displays



Vinyl Updates



Graphic Updates

Benefits of Updating Retail Displays for Sustainability.

1

Extended Display Lifespan:

Updating your displays prolongs their lifespan, reducing the need for frequent replacements. This approach cuts waste and maximises your return on investment (ROI), while supporting sustainability goals.

2

Upcycling and Repurposing:

Refurbishing and repurposing existing displays reduces waste and keeps your store fresh without starting from scratch, aligning with sustainability principles by reducing the need for entirely new fixtures.

3

Sustainable Materials and Low-Energy Displays:

When updating, opt for sustainable materials such as recycled plastics and low-energy digital screens (e.g., LED, e-ink) to lower your carbon footprint and reduce energy consumption.

4

Recycling and Responsible Disposal:

Outdated components can be recycled or responsibly disposed of as part of the update process, diverting waste from landfills and supporting a circular economy.

5

Maximise ROI with Reduced Material Usage:

Refreshing displays reduces the need for new materials, lowering both environmental impact and costs. The longer in-store life ensures better ROI whilst contributing to sustainability.

6

Alignment with Sustainability Goals:

Each update allows you to adopt greener technologies and materials, reducing your environmental impact and demonstrating your commitment to responsible business practices.

By integrating sustainability into your retail display updates, you extend the lifecycle of your fixtures, reduce environmental impact, and align with customer and corporate expectations. Eco-friendly updates ensure your displays remain relevant, cost-effective, and responsible, helping your brand support a more sustainable future.

Client Case Studies & Testimonials.

N°7

The UK's Number 1 skincare brand relaunched their look and feel across all stores in their UK estate in Autumn 2021. The main objective was to update No7 fixtures positioned in the mass skincare section of Boots stores across the country.



“ 100% Group have built strong and honest relationships with No7. Finding solutions was a strong point and solving issues proactively, with this being their first time working with us there has been great stakeholder management. ”

[View Full Case Study](#)

ring

Ring challenged us to enhance the consumer experience by installing interactive displays that showcased their full range of home security products. We provided ongoing support by updating the displays with each new product launch.



“ All this was only possible with great partners we found in 100 Percent Group, who showed drive, determination and passion to deliver our needs, creating a positive working relationship which acted as an extension of our team, everyone bringing something different. ”

[View Full Case Study](#)

Elevate Your Retail Displays for Lasting Impact.

Refreshing your retail displays is a powerful way to boost engagement, streamline operations, and support sustainability. Whether you're designing from scratch or enhancing an existing display, starting with good design principles—like modularity, scalability, and omnichannel alignment—creates displays that can grow and adapt with your brand.

For existing displays, we offer solutions to enhance their effectiveness, from adding digital and interactive elements to capturing valuable customer insights. Our globally managed update service simplifies these enhancements, keeping your displays relevant, efficient, and aligned with today's market demands.

By investing in thoughtful updates, you extend the life of your displays, reduce waste, and demonstrate your brand's commitment to sustainability. Let's create displays that inspire, engage, and evolve with your brand.



Can we rethink retail for the better?
UNDOUBTEDLY!

Will your next campaign benefit
from our vast experience and
centrally managed solutions?
100%

Ready to bring your vision to life?
Let's discuss your next project and
embark on the journey together!

To discuss your next project,
contact our team:

