

# VERIDITAS

## By PRANARÖM

## NEW DISPLAY OPTIONS

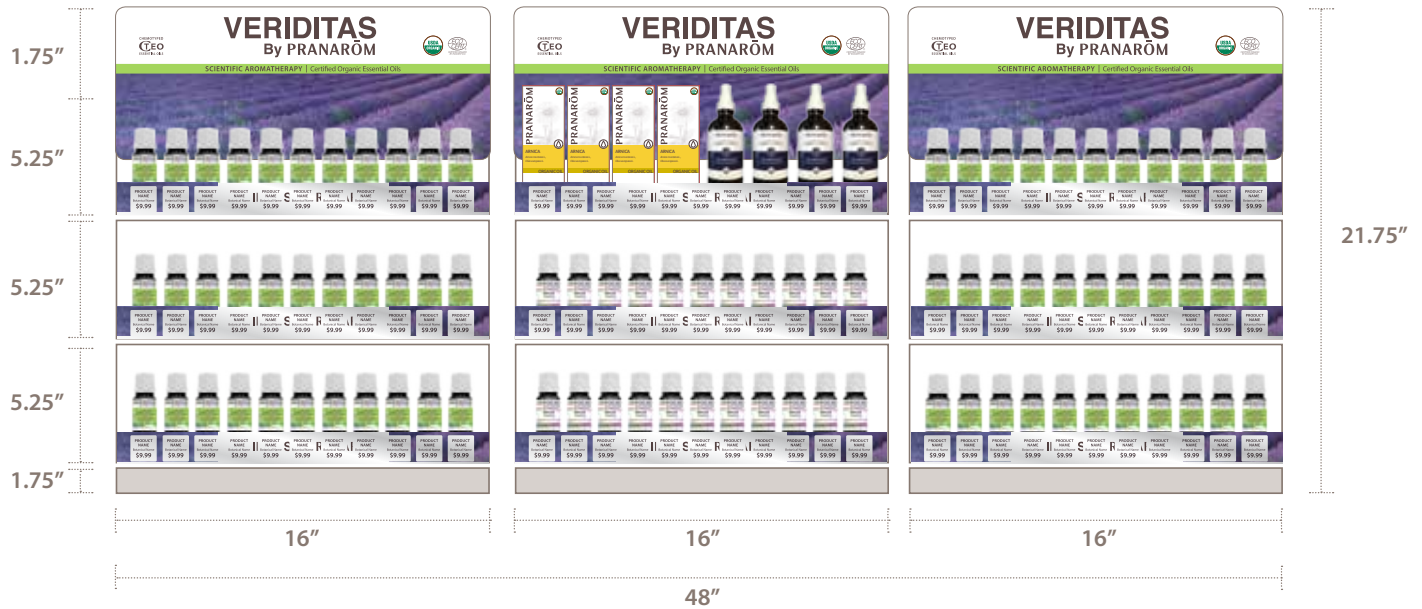
*Merchandise our best products!*

Stackable display modules  
for any plan-o-gram

*Flexible*

## MODULAR DISPLAY

CREATE YOUR OWN PLAN-O-GRAM



Customize your display configuration to fit your stores needs.

### INCLUDES

- FREE Modular Wooden Display
- FREE Testers, Replacements as Needed
- FREE Modular Literature Holder
- FREE Educational Literature
- FREE Staff Samples with Each Order
- Custom Line Drive Sales
- Phone-in Retailer Training
- Friendly Customer Service Line

### FEATURES

- Top Selling Essential Oils
- Aromatic Hydrosols
- Virgin Plant Oils
- Educational Literature

### GETTING STARTED -

**STEP 1 - DECIDE** on the space you have available for our products in your store.

**STEP 2 - LOOK** at our Order Form and select the products you'd like to carry! We would love to help you select our best sellers!

**STEP 3 - TALK** to our customer service team to help create the perfect plan-o-gram for your store!

*Merchandise our best products!*

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*Questions & Answers*

## MODULAR DISPLAY

### **How many SKUs fit in one display module?**

11 SKUs fit across the display holding 8 deep. The acrylic tray is removable for other products such as virgin plant oils, hydrosols and 8ml rollers which may be easily merchandised on the display.

### **How much does a display cost?**

Our displays are FREE to use for our retail partners ordering regularly (valued at \$100 per display module). Each display module is the property of Veriditas by Pranarom. Our research shows that essential oils sell best when they're clean and fully stocked. We recommend ordering every two weeks.

### **What is my total investment for product?**

Your total investment depends on the products you select – the choice is yours! Choose products for your customers and market. Carry products that sell through for increased profits for your store!

### **How much product do I have to order to have a display?**

The more products you carry, the more products you'll sell! 4 display modules (holds 44 SKUs) and would be an excellent starter size. We do not have a minimum requirement.

### **How many display modules can stack vertically?**

We would recommend stacking up to 4 display modules high, depending on the space you have available. With pull out trays, it's important to think about your average shopper height.

**How are products priced on the display?** Each display module has an acrylic "pull" on each shelf with a clear slot for pricing. With your opening order, we provide printed pricing strips which contain: Common Name, Botanical Name, Product Size and SRP. If you choose to use your own retail pricing, customizable display strips will be sent instead.

### **How do testers work?**

Testers are free (included) for our retail partner. Our individual bottles are glued to acrylic squares and fit in the front of a product channel. Each tester bottle contains a glass wand to lift out and test/smell. If a tester is empty or soiled, we will gladly send you a replacement. The new tester square will easily fit into the display and lock into place.

### **Are single note oils always alphabetized?**

Yes, they are! Alphabetizing creates an ease and clean look for shoppers and helps the reorder and restocking process for employees. However, the choice is yours – you can customize your own display as needed!

**Is everything on the display certified organic?** Yes, 100% of our products are certified organic by ECOCERT ICO.

**QUICK REVIEW:** One display module = 15.5" wide x 5.25" high.  
Literature holder = 15.5" wide x 1.75" high.  
Removable sign extends 4.25" above the top display module.