

Matalan uses Reflex to provide consistent marketing within its stores.

Improving the in-store shopper experience

Matalan is known for excellent execution of brand consistency and messaging across its marketing. The shop floor is an integral part of this strategy and Matalan needed sign holders that could ensure their marketing messages would be displayed clearly and could be changed frequently as new stock arrived in-store.

Matalan is famous for selling fashion and homeware at low prices. To enable these low prices to be passed on to customers, Matalan works hard to keep costs low throughout its business, so they were looking for a cost-effective solution for their signage. The price point was important as well as the need to ensure the sign holders they selected would have longevity within the store.

Matalan reviewed the sign holders available on the market and selected DisplayMode's Reflex as the sign holder that would meet their needs.

Reflex prime is a range of patented sign holders available in a range of popular, pre-formatted sizes. Reflex stretches to fit 98% of all arm ends so it is adaptable within different store environments. The unique flexibility of Reflex means signs will merely flex when knocked by shoppers ensuring in-store graphics stay in place and the sign holder itself does not easily break. Promotional graphics are also quick and easy to change by shop-floor staff.

Matalan has used Reflex within its stores for more than seven years now as an integral part of their marketing strategy.

“ Reflex helps us to improve the shopping experience for our customers, ensuring they can find the products they are looking for quickly and easily. ”

MATALAN

About the Client

Matalan is a leading UK and International omni-channel retailer selling clothing, homeware and furniture. 12 million UK families shop at Matalan each year looking for the highest quality clothing and homeware at the lowest prices. Matalan has 230 UK stores and 30 International franchise stores within Europe and the Middle East, supported with a rapidly growing online channel.

Challenges



- **High quality and longevity at a low price point** – Matalan needed a sign holder that was of a high quality to minimise breakages and to ensure longevity, but at the lowest possible price point.
- **Adaptability** – The sign holder would be used across all Matalan's stores and used for different shaped arm ends and rail types.
- **Variable quantities** – Matalan needed a manufacturer that could fulfill large central orders as well as smaller, adhoc deliveries to individual stores.

Solutions

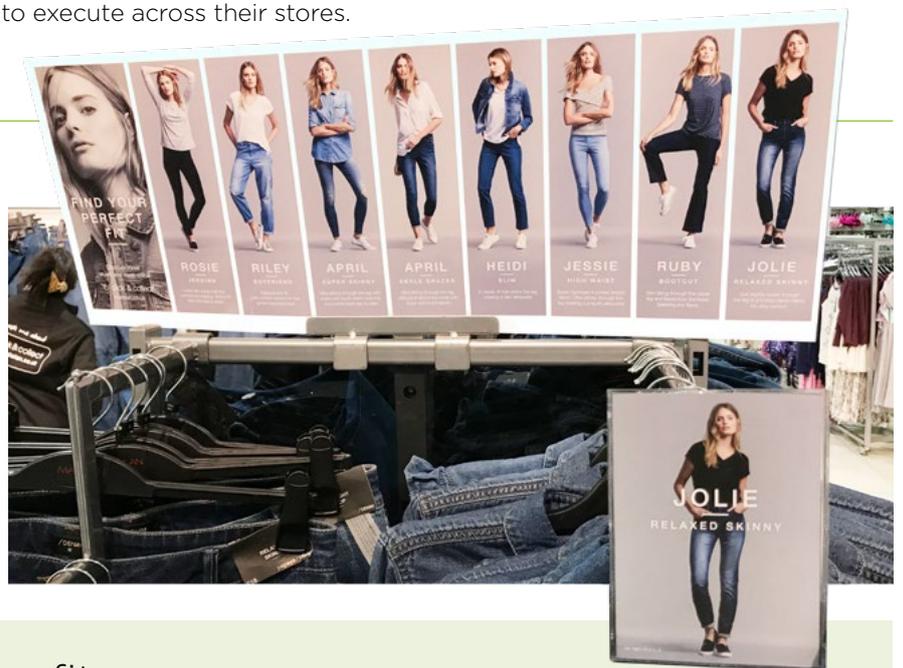


- **Robust, versatile materials** – Reflex stretches to fit 98% of all arm ends and has a unique flexibility which means signs will merely flex when knocked by shoppers, ensuring in-store graphics stay in place and the sign holder does not get broken. Promotional graphics are also quick and easy to change by shop-floor staff.
- **Pre-formatted range** – Matalan uses the A6 size of the Reflex prime range. By selecting one, pre-formatted size ensures both the low cost they require as well as the marketing consistency they seek to execute across their stores.



Results

- Reflex sign holders are used throughout Matalan stores as an integral part of their marketing strategy renowned for clear and consistent messaging.
- Reflex has been used by Matalan for over seven years due to its adaptability, low price and high quality of product.



Conclusion/Result/Benefit

By choosing DisplayMode's pre-formatted range of sign holders, Matalan has been able to keep costs low while still ensuring the high quality product that they require to execute consistent marketing messages in-store.

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