

Rain Bird Sprinkler System Merchandising



Opportunity

Moving from a shelf pack program with very little in-store POP, Heinzeroth helped Rain Bird bring new energy to the irrigation category, expanding the brand's retail presence and greatly improving financial performance in the DIY hardware channel.

Strategy

Very intentional about making a major step forward in product presentation and messaging, Heinzeroth worked closely with the Rain Bird marketing and sales team to develop a system that improves the shopper experience while offering retailers an organized structure that can be applied in various store spaces. Heinzeroth was tasked with generating several design concepts, messaging approaches and physical prototypes for evaluation. Key retailers were also included in that review process.

The resulting program for the hardware channel included

New message strategy & display format: A complete refresh of Rain Bird's in-store program, the merchandising system features patented display racks, a color coded sprinkler head selection system, high impact headers with action images and DIY installation views, plus a bin section with related color coding for replacement nozzles.

Cont.

Client Brief

Rain Bird is the leading manufacturer of irrigation systems for homes, commercial developments, farms, sports arenas and golf courses worldwide. Rain Bird water-saving irrigation products are used in more than 130 countries.

HEINZEROTH
Marketing Group

415 Y Blvd. Rockford, IL
815.967.0929

Rain Bird Sprinkler System Merchandising



The resulting program for the hardware channel included **cont.**

Patented display racks: The gravity feed display racks keep the many varieties of sprinkler heads faced out and identified for easy selection. The racks also have flip-down channels to simplify restocking for the retailer. Heinzeroth designed all components and continues to provide turnkey production services for Rain Bird display kits.

Sales tools for presentations to retailers: Standard assortments are featured in brochures and digital presentations used by Rain Bird sales reps. Additionally, Heinzeroth provides planogramming services for customized assortments and POP materials to meet regional and retailer-specific requirements.

Trade advertising and PR: Ads and press releases in major trade publications introduced the program in the US and Canada, generating retailer interest and leads for Rain Bird's sales rep organization.

Trade show communications: Special exhibits and merchandiser deals are featured at all hardware retailer conventions including Ace, True Value, Do-It-Best, Orgill and many others.

PK kits: Educating store associates about Rain Bird products is an ongoing initiative that literally comes with the merchandising program. Heinzeroth has developed varied approaches for this training: tool boxes containing product demonstrators and flip charts for use in personal visits, Powerpoint training presentations for larger groups, special how-to exhibits for still larger groups at trade shows plus online videos for the Rain Bird website.

“Heinzeroth has been a key partner in our merchandising efforts, always fully engaged in our business and bringing new ideas.”

David Johnson, Director of Corporate Marketing, Rain Bird Corporation

For more information contact:
Call 815-967-0929 or email hmg@heinzeroth.com

HEINZEROTH
Marketing Group

415 Y Blvd. Rockford, IL
815.967.0929