



Custom Spring Solutions for Point-of-Purchase and Retail Displays

A guide exploring the
challenges, innovations,
and trends in the retail
display spring industry

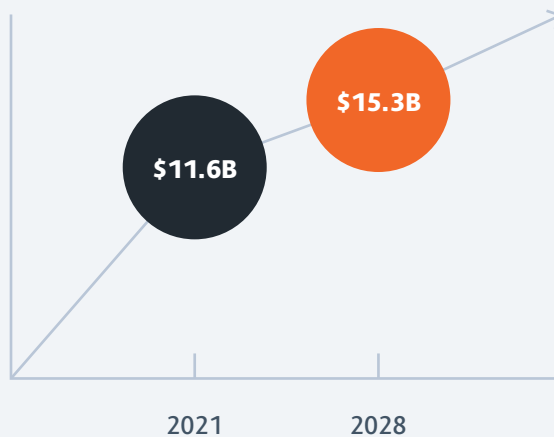


Introduction

Springs are a critical component of many point-of-purchase (POP) and retail displays, providing support and stability to the various elements that together build a potentially powerful customer experience (CX).

From Variable Force Springs to Security Tethers, springs play a critical role in designing and constructing POP and other retail displays. This guide will discuss the different spring types and the challenges and solutions associated with POP and retail displays. It will also highlight some key trends and solutions that have driven and continue to inspire innovation in this space to enhance the customer experience.

The POP market is growing steadily and is expected to reach \$15.3 billion by 2028.



Common Challenges Around Spring Manufacturing for POP and Retail Displays

1

One of the biggest challenges in this space is the need to produce high-quality springs that can withstand the demands of a fast-paced retail environment. These springs must be durable, reliable, and able to withstand repeated use and abuse without failing or breaking. Additionally, they must be cost-effective and easy to manufacture at a high-volume without sacrificing quality or performance.

2

The ability to produce springs specifically tailored to the unique needs of each display is another requirement and potential challenge of the forever-evolving POP and retail display industry. Displays come in all shapes, sizes, and designs, each one requiring a unique set of springs to provide the necessary support, stability, accurate pushing, and ease of loading. Spring manufacturers must be able to [produce custom springs on demand](#), often with terse lead times.

3

Spring manufacturers must keep up with changing trends and evolving customer demands. As retailers look for new and innovative ways to attract and engage customers, spring manufacturers must be able to adapt and develop their products to meet these changing needs.

A Robust Manufacturer's Top Spring Solutions for POP and Retail Displays



Constant Force Spring

Also known as [Conforce Springs](#), you can find these flat steel springs in POP and retail displays containing lightweight items, like cosmetics and tobacco. They're often used in retractable banner stands, pull-up displays, and other applications requiring a smooth continuous motion. These point-of-purchase and retail display springs will push products forward at a constant force until fully retracted.



Variable Force Spring

Unlike Constant Force Springs, [Variable Force Springs](#) provide a varying amount of force throughout their range of motion, making them an ideal application for when a specific force is required at different points in the motion cycle. They are used in many applications to keep products such as frozen foods, cosmetics, beverages, bagged greens, lunch meat, band-aids, deodorant, bacon, mac n cheese, and shampoo forward-facing and highly visible to customers.

In the mid-1980s, Vulcan Spring invented the Variable Force Spring for the POP and retail display space. A company needed help getting its retail display to work with its snack product. At the time, they were using a compression spring and came to Vulcan Spring for help with the design. Then, Vulcan Spring created the Variable Force Spring to work with the client's display design. Since then, Variable Force Springs have been used in many displays, where a variable force is required to compensate for load changes or provide a controlled motion.

Plastic Scrolls

This innovative product was born out of the need to manually adjust pricing and messaging. Plastic scrolls are made from a plastic strip wound around a central spindle. They're simple, cost-effective, and versatile. **Plastic scrolls** are often used in vending machines, tobacco displays, and other signage displays where pricing and messaging change frequently. They are available in widths up to 6" and lengths up to 30."



**YOU
SAVE**

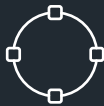
Security Tethers — PULLBOX® Line of Products

This **specialized line** keeps products securely tethered to their display while enabling customers to handle and interact with them. They're extremely versatile, with easy recoil and maximum design flexibility. You'll likely see these in high-end retail environments where expensive products, such as jewelry, handbags, shoes, and electronics, are displayed.



What Does 2023 Have in Store?

Innovations and trends impacting POP and retail displays



Minimalist
Design



Upfeed
Display



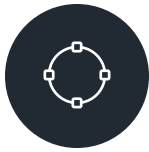
Sustainability



Personalization



Interactive
Displays



Minimalist Design

In an increasingly cluttered retail environment, minimalist designs are becoming more popular, especially due to their impact on customer sentiment and ease. With so many products competing for attention on store shelves, retailers are turning to clean, modern designs to help their products stand out.

By keeping displays simple and streamlined, retailers can create a more visually appealing shopping experience that puts the focus squarely on the products being sold. They often feature simple color schemes, clean lines, and a focus on negative space. By eliminating excess details and clutter, minimalist designs create a sense of calm and order, which can be particularly effective in busy retail environments.

Their impact on customer sentiment is perhaps the most powerful. Studies show that customers are more likely to purchase products [displayed in a visually appealing](#), uncluttered way. Plus, by keeping displays simple and streamlined, retailers can make it easier for customers to find what they're looking for and navigate the store.

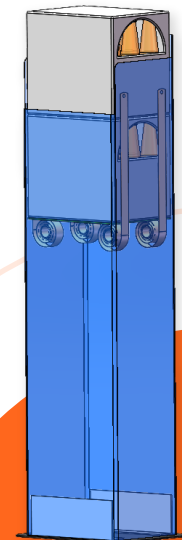


Upfeed Displays

Upfeed displays are retail displays that automatically feed products up as items are removed. Design is critical for ensuring products are pushed evenly at all four corners. These displays have become increasingly popular in the POP and retail display industry in recent years because of the many benefits they offer retailers and consumers.

One of the primary advantages of upfeed displays is that they allow for more efficient use of space, which is a critical factor in retail environments. Because products are automatically pushed up, upfeed displays can hold more inventory in a smaller space than traditional displays, meaning that retailers can maximize their store space, increasing sales and profitability.

Upfeed displays are typically used for bulky cases of liquid, such as beer or water. They provide a better shopping experience for customers, allowing them to easily see and access the items they want to purchase, leading to a more enjoyable and convenient shopping experience.





Sustainability

More and more customers are becoming environmentally conscious, and they expect the retailers they shop with to share those values.

Retailers are incorporating sustainability into their displays by using environmentally friendly materials, such as recycled paper, cardboard, and biodegradable plastic. By doing so, retailers can reduce their impact on the environment while still creating visually appealing displays to grab the attention of their customers.

Retailers can incorporate sustainability messaging into their displays, educating customers on the importance of eco-friendly choices. Another way retailers incorporate sustainability into their displays is by creating those that can be easily disassembled and recycled when ready, instead of being thrown away. High-quality springs also play an impactful role here, as retailers can reduce the need for frequent replacements and repairs, ultimately saving resources and reducing waste.



Personalization

Personalization has become a major trend in the POP and retail display industry. Customers want to feel like their shopping experience is tailored to their unique needs and preferences, and personalized displays are an innovative way to deliver on this expectation.

By incorporating personalized messaging and recommendations into POP displays, retailers can create a more customized shopping experience for their customers. This can include anything from personalized product recommendations to targeted advertising based on customer demographics and past purchase history. Retailers can create displays that speak directly to their target audience by using customer data to identify their preferences and interests.

The trend towards personalization is changing the way that retailers interact with customers. By incorporating personalized messaging and recommendations into displays, retailers can create a more customized shopping experience that meets each customer's unique needs and preferences.



Interactive Displays

Interactive displays are becoming an increasingly popular trend. Customers want to be more engaged with the products they purchase, and interactive displays help accomplish just that.

From touch screens and virtual reality displays to gamification and social media integration, there are various ways to make displays more interactive and engaging. Touch-screen integration allows customers to interact with products and learn more about their features and benefits.

A touch screen display in a cosmetics store could enable customers to see themselves in different makeup looks or learn more about skin care products, for example. These displays not only provide a more engaging shopping experience, but they can also help customers make more informed purchasing decisions.



Display Designs and Spring Sourcing

How to translate trends into action for your next display

When creating a POP display, it's important to consider factors such as function, design, security, interaction, and buyer psychology.

To make the most out of your display, ask questions such as:

- How can I make this more functional for the products being sold?
- What unique design elements will help sell the merchandise?
- How can I ensure the product is safe from theft or damage?
- Does the display encourage consumer interaction with the product?
- Which colors will best encourage action?
- Where is the best location in the store to situate the display for maximum impact?
- What kind of manufacturing partner will most impact the product's display design and functionality?



Look at the overall aesthetic of the display, the materials used, and the messaging or branding you want to convey. If you're selling tech products, you may want to create a futuristic display appealing to tech-savvy shoppers. If you're selling health and wellness products, you may want to incorporate natural or eco-friendly materials into your display to align with consumer preferences.

Creating an effective POP or other retail display requires careful consideration of multiple factors, including function, design, security, interaction, buyer psychology, and current trends. By asking the right questions and staying up-to-date on industry trends, you can create displays that capture attention, engage customers, and ultimately drive sales.

Partnering With a Local Spring Manufacturer to Support Your POP and Retail Displays

Working with a local spring manufacturer like Vulcan Spring can support POP and retail displays' many trends and innovations. Vulcan Spring is known for inventing the Variable Force Spring and the PULLBOX® security tether for the POP and retail display industry.

Partnering with a local manufacturer helps retailers reduce their carbon footprint by decreasing shipping distances and supporting local businesses. Additionally, local manufacturers often have a better understanding of the specific needs and trends in the industry, allowing them to create high-quality and effective solutions that meet these demands.

Equipped with in-house capabilities for concept to mass production, Vulcan Spring can develop and distribute the right spring solution for any POP display need. We value not only our customers, but also the experience of our customers' customers. More often than not, we'll ask our customers to send us their product so that we can perform our own user testing, ensuring our spring solution is perfect for the display in question.

If you'd like to discuss a potential spring solution to showcase your product, reach out to our helpful team with your unique manufacturing needs!

[Contact Us](#)