



Experimentation is back!

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The fully decorated two story house

Relax, Renew, Celebrate, Cook, Organize, Play, Escape and Alfresco (the great outdoors)...reflecting the way we live and not just how we buy.

Upon entering, you step right into the heart of the store. The first thing you see is a two-story 3,000 square foot house decorated to the nines. High tech recessed lighting and white bookcase-style fixtures keep the store looking clean and efficient. The Lifestore café offers coffee and crumpets; and for those shoppers with an appetite, they offer more substantial meals cooked up by their world famous Australian chef.

This new format is a radical change for the UK powerhouse, and a second Lifestore format is due to open later this summer.

Marks & Spencer Lifestore: Everything you need for the home... including a home.

The new Marks & Spencer Lifestore located in Gateshead, England, focuses on how busy individuals and families spend their days, nights and social time. The new store concept is based on the rituals of everyday life rather than retail convenience.

The store features concepts that respond directly to the nine ways we live our lives: Rest,



A department organized by how we think about "rest"



Simple fixtures keep the store looking clean

Want to comment or learn more about something in this issue? Email McCue Corporation at solutions@mccuecorp.com.

Shoppers are choosing to shop in stores that enrich their lives, rather than sap their energy. Low price and location are still important components, but not at the expense of a clean, interesting, refreshing store environment that caters to the total shopping experience.

In response, new store designs by mainstream chains are focused on the shopping experience. Even the phrase "shopping experience" used to be the language of industry observers and futurists, not the chains themselves. Now Food Lion, Safeway, Marsh and even the UK's venerable Marks & Spencer are using concepts like "Relax", "Cook", "Play", "Organize" and "Alfresco" to dictate how they design their stores. The fact that this trend is becoming more widespread is a clear sign that the strategy is working.

If the shopping experience is truly the new field of battle for our highly competitive industry, then what more might be done to win?

There is plenty of action in the IT area to measure the buying habits of individual shoppers, but that data is historical and says nothing about the environment which provoked those purchases. Maybe IT could link up with store Operations and Design to measure "experience" wins.

And while we're on headquarters structure, how about a VP Shopping Experience? Whatever we measure grows, so why not focus responsibility for the shopping experience on a senior executive that reports directly to the President?

For our part, as we look at our own customer base, we are taking a leaf out of our retailers' playbook and examining every aspect of their shopping experience with us. It's quite revealing and, frankly, humbling at times.

If we provide a better total shopping experience when they come to our store, we have as much opportunity to grow as they do.

Your thoughts? Email us at solutions@mccuecorp.com

Solutions

Creating a more effective shopping experience

Experimentation is back!

Retailers are starting to break out of their shells and serve up some truly innovative designs.

The past six months have seen some interesting new developments in large format store design. We've found a couple of examples to share with Solutions readers: stores that have departed from the traditional look and layout of a normal super store and experimented with designs that seem to focus more on the total shopping experience rather than traditional functionality.



The roar of the Food Lion has evolved and blossomed.

Food Lion has launched a new extension of their business in a store they call Bloom. Their model is simple: offer competitive pricing, the freshest products and eliminate the hassles of shopping through an uncomplicated shopping experience.

Located in Charlotte, NC, this new store takes a completely new approach in store design, layout and merchandising. Every day items such as milk, bread, eggs and HMR's are at the front of the store in an area called the "Table Top Circle"...making it easy to run in and run out quickly. And in a refreshing awareness that the shopping experience begins and ends in the parking lot, Bloom integrates their convenience offering by providing 20 minute parking spots near the front of the store for customers in a hurry.

Center store products are grouped together by how they are eaten, rather than by brands. Advanced self-serve produce scales allow customers to weigh and price fruits and vegetables before they check out. Bloom is also a destination location, offering customers a one-stop shopping experience for all their pharmacy needs, DVD rentals, photo processing, gift cards, and transit tickets.



Top: Quick shop 20 minute parking spaces are abundant. Left: Blooms store front with new logo.



Grab-and-go items can be found at the Table Top Circle for those shoppers on the run. Continued on page 4

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The Inside Scoop

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Checking out at Bloom is painless

Bloom offers the shopper a wide range of check-out options which include standard, express, self-checkout and checkout for customers using hand scanners.





Kiss bad yogurt goodbye.

With Display Technologies yogurt merchandiser, product can be automatically rotated and faced quickly and easily. Shelf brackets angle your existing shelf to gravity feed the product and are removable for front or rear loading. Variable widths and heights are also available to solve the problem of different package sizes.



Senior citizens rejoice!

The Senior Trolley from OVH Cart of Finland helps the elderly shop your store in comfort. Equipped with dual handle brakes and a sitting chair, this baby helps the weariest of shoppers enjoy a more relaxed shopping experience.



Can you smell the profits?

ScentAir Technologies offers small, modular systems that dispense selected scents for retail, food, and entertainment markets. ScentAir's high-quality scents enhance brand awareness, attract customers and increase sales. ScentAir offers over 138 different scents to enhance any department within your store.



No more strained and aching arms.

The ErgoTable from Stenestams places the keypad within the human arm's natural posture position, close to the checkout operator's body. The system can be incorporated with an upright scanner and can also borrow signals from a normal keyboard without affecting systems or programs.



The face you see in the mirror might not be your own.

Imagine walking into the bathroom at your local retail store. You do your business and as you're washing your hands "bam", the mirror turns into an advertisement. The new QReflection from QVision LLC of Southern Florida uses an innovative backlit mirror that is triggered by motion, displays an ad, then returns to a mirror.

CartStop Flange Anchors:

A new patented flange insert dramatically reduces installation time.



The new CartStop flange anchor system makes installation of all McCue CartStop and Corner Guard products foolproof and time saving. No more messing around with acrylic adhesives or quick-set concrete. Simply take the pre-assembled flange and anchor set out of the box, insert it into the hole, and give it a whack with a rubber mallet.

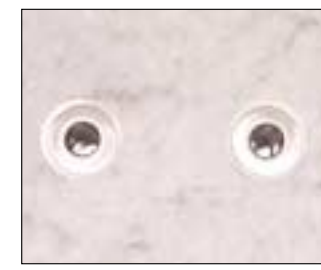
There's no more waiting around for adhesives to dry. Once the anchor is in place you can install the product immediately, dramatically reducing installation time and saving you money.



Step 1: Drill holes in floor and insert flange anchors



Step 2: Strike flange anchors with a rubber mallet



Step 3: Ensure flange anchors are flush with floor surface



If you would like to learn more about CartStop Flange Anchor Inserts, call 1-800-800-8503 and ask for the Inside Sales department.

Web Alert!

New face, same address.

Appearing now, on a web browser near you...the new McCue web site. That's right, completely redesigned with the user in mind. Simplified navigation allows users to quickly navigate from any page. Detailed product sections drill down to the nitty-gritty of product specs, CAD files and even installation tips via streaming video.

Another major feature of the new site is that the architecture and visual appearance ties directly into all our new product literature, making cross-referencing a snap. How cool is that!

So log-on and take a cruise at www.mccuecorp.com. You won't be disappointed!

