

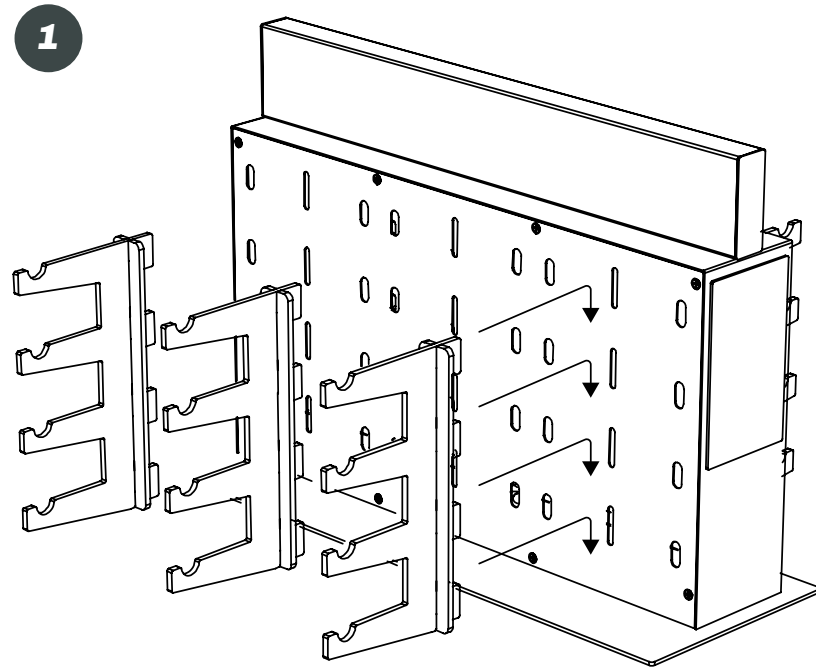


SafeStyle®

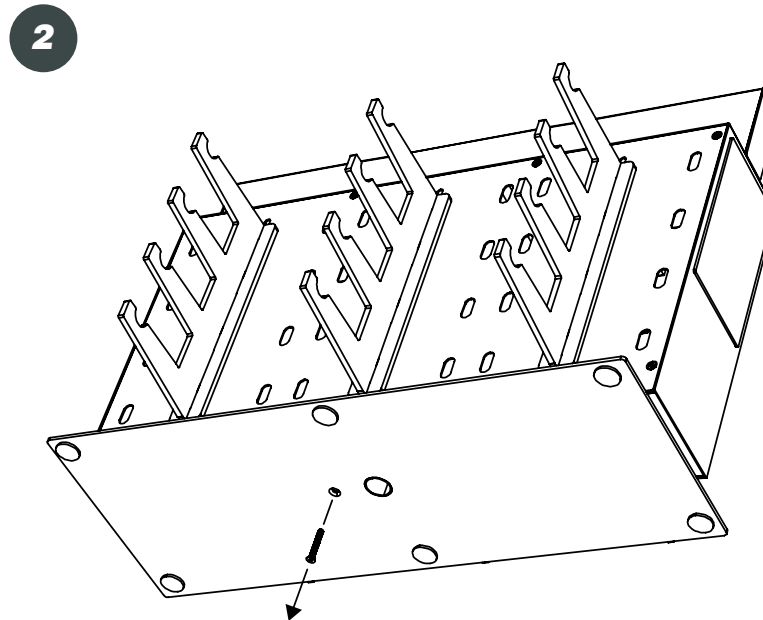
IN-STORE MERCHANDISING SOLUTIONS

SET UP INSTRUCTIONS & GUIDELINES

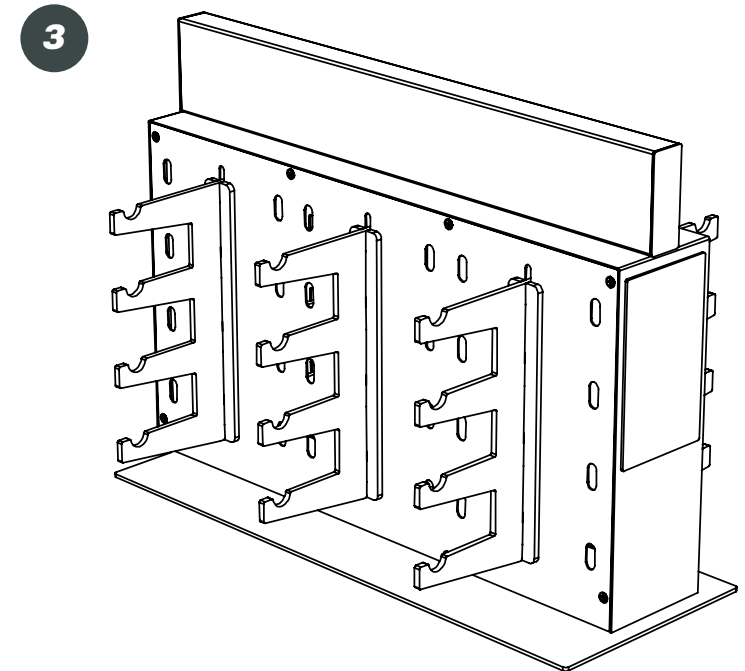
SAFESTYLE 24PC COUNTER STAND

**STEP 1:**

Attach three clear nose pieces to each side.
Align with slots then push in and down.

**STEP 2:**

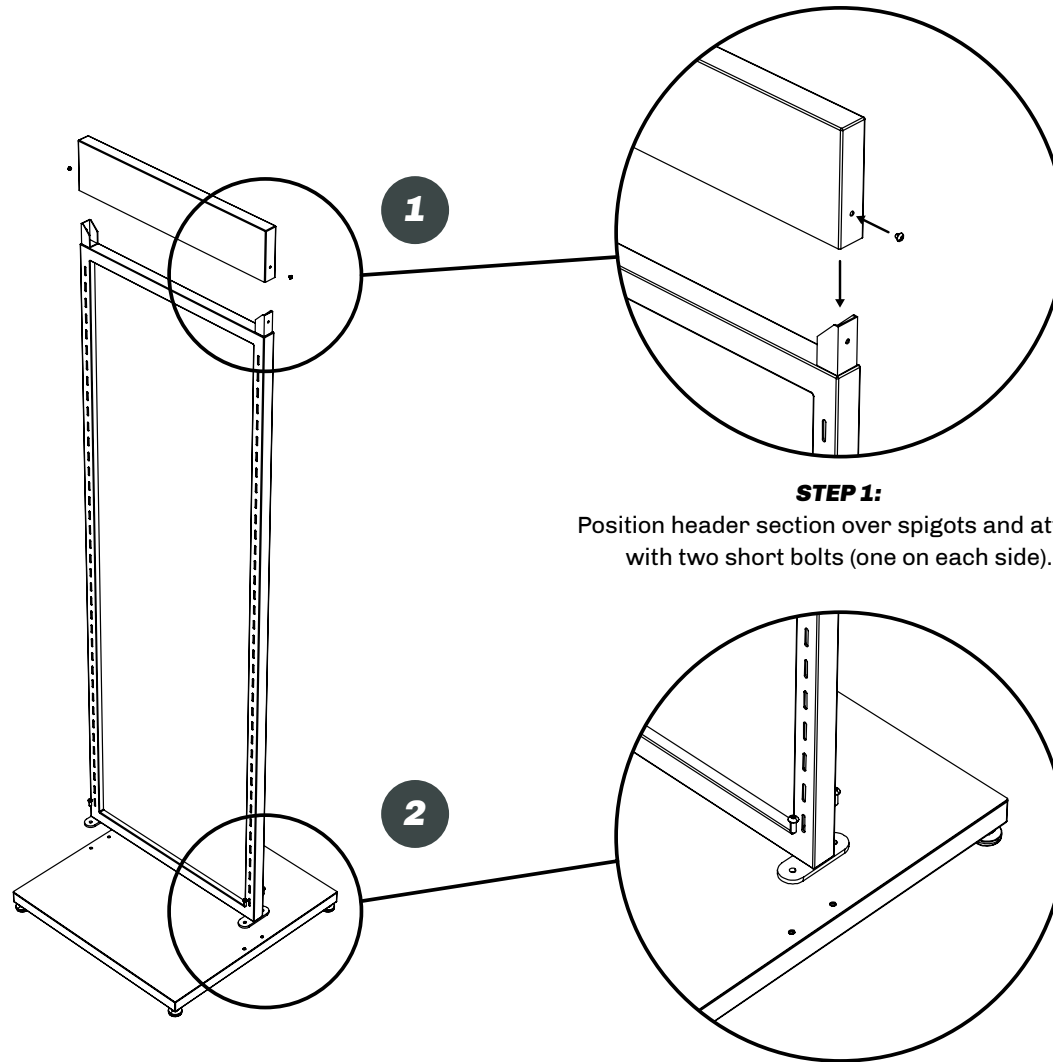
Remove this bolt with supplied screwdriver to allow free rotation
of display if required. (or leave installed for fixed position)

**STEP 3:**

Move display into position before loading with stock.

SAFESTYLE FLOOR STAND

PART 1: DISPLAY FRAME

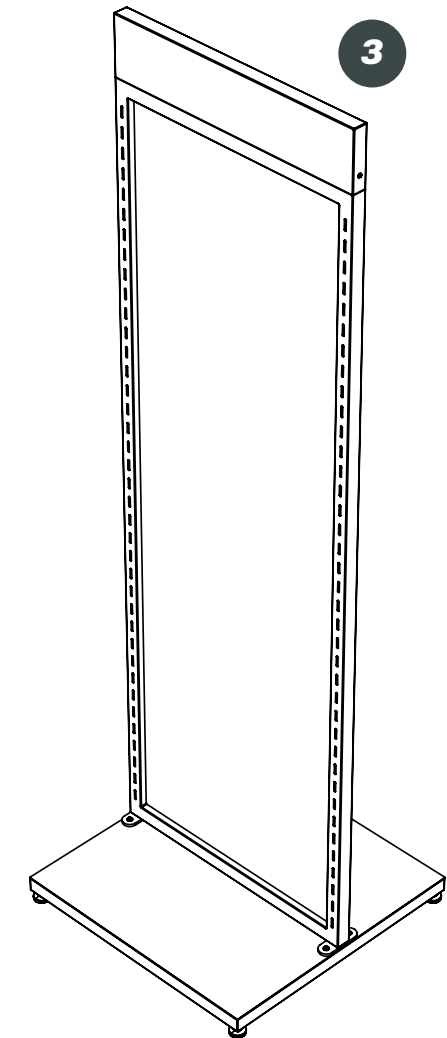


STEP 1:

Position header section over spigots and attach with two short bolts (one on each side).

STEP 2:

Attach upright section to base using four longer bolts (two on each side).

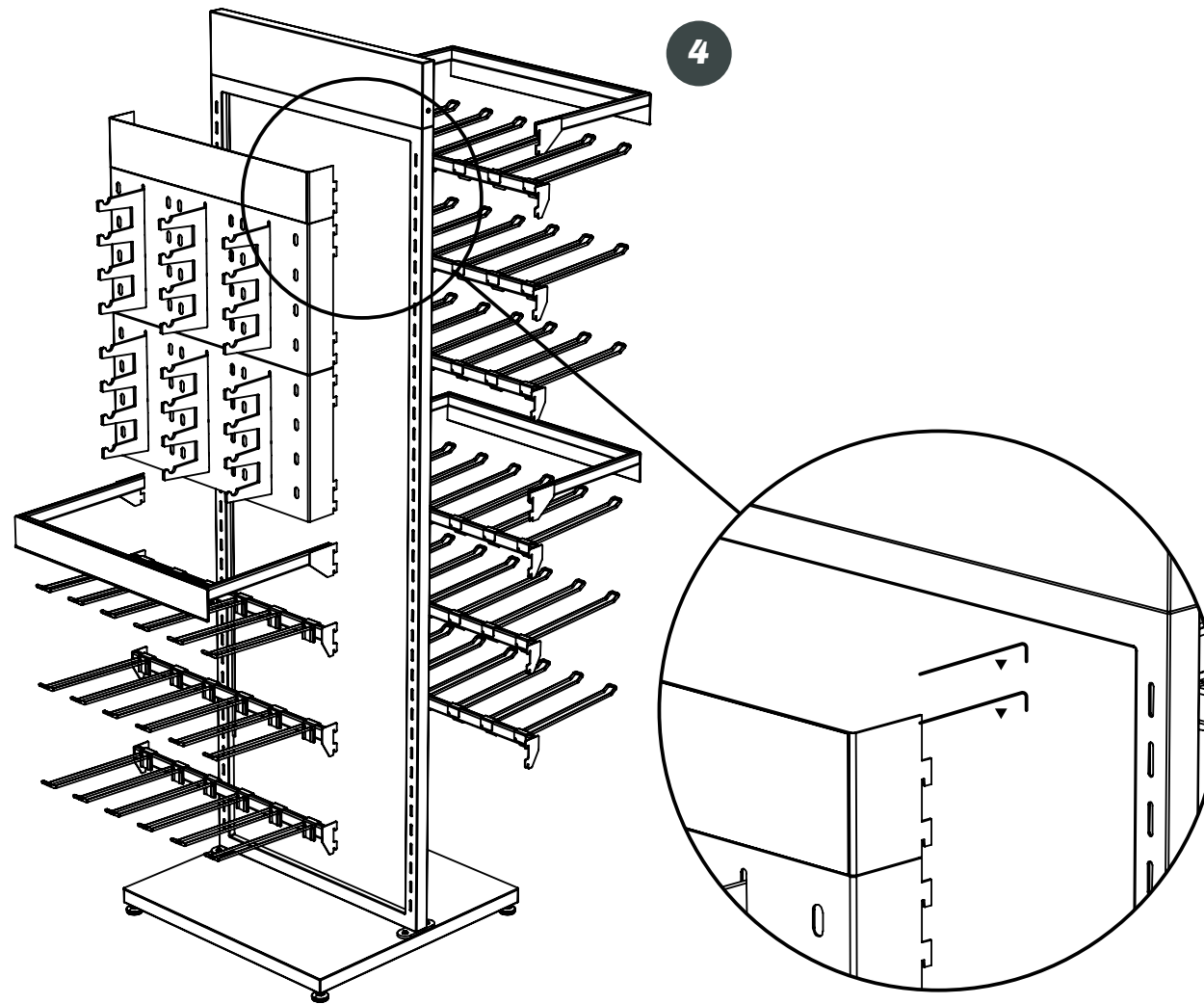


STEP 3:

Make sure the four bolts are adequately tightened to ensure maximum stability.

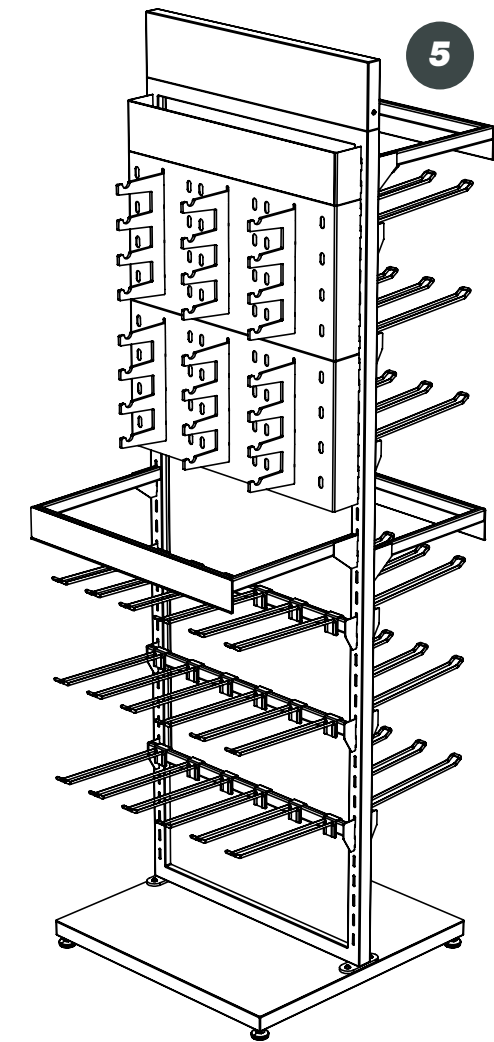
SAFESTYLE FLOOR STAND

PART 2: ACCESSORIES



STEP 4:

Attach all of the required fixtures by pushing into slot first then locking downwards.



STEP 5:

Move display into position once all fixtures are in place before loading with product.

SAFESTYLE POINT OF SALE GUIDELINES

AT SAFESTYLE OUR PRODUCTS AND PRODUCT THEATRE ARE IMPORTANT TO US, ALIGNING THE CUSTOMER FACING EXPERIENCE.

Therefore, we kindly request all our retail partners to adhere to our merchandise guidelines, ensuring consistency in showcasing our brand.

THE FOLLOWING GUIDELINES ALIGN WITH OUR PRINCIPLES TO BE "BEST IN CLASS" & "BEST IN CATEGORY"

1. All counter display stands are to be positioned within the store either at the counter area and/or within the eyewear section to ensure visibility.
2. All display stands are to be well maintained and always clean. Free of barcode stickers, blue tack, misc signage (notably any discount promotional material) sticky notes etc.
3. All display stands must have SafeStyle products **ONLY**. Strictly no other competing and or non-competing products or brands displayed.
4. All display stands must be set up according to the SafeStyle Setup Instructions.



