

SafeStyle®

**WHOLESALE IN-STORE
MERCHANDISING SOLUTIONS**

2025 / 2026

CUSTOM POINT OF SALE

MAKE IT YOUR OWN

Do you have an existing slat wall or display stand that needs SafeStyle branding?

Get in contact with us to explore how we can customise something specific to your store!

Here are some examples of what we can do:



COUNTER STAND DISPLAY OPTION

OPTION 1: TRY ON COUNTER STAND

- Dimensions: 520mm W x 386mm H x 200mm D
- MOQ x 48 eyewear units
- Holds 24 x try on pairs*
- Swivel Display



OPTION 1: TRY ON COUNTER STAND

SKU: POS242025

*Try on pairs not provided.

FLOOR STAND DISPLAY OPTIONS

OPTION 2: EYEWEAR FLOOR STAND - SINGLE SIDED

- Includes: PACK A + B
- Dimensions: 550mm W x 1750mm H x 550mm D
- MOQ x 120 units
- Holds 24 x try on pairs*
- Holds 120 x eyewear units total

OPTION 3: EYEWEAR FLOOR STAND - DOUBLE SIDED

- Includes: PACK A + B + C
- Dimensions: 550mm W x 1750mm H x 550mm D
- MOQ x 120 units
- Holds 24 x try on pairs*
- Holds 245 x eyewear units total

OPTION 4: EYEWEAR & ESSENTIALS FLOOR STAND

- Includes: PACK A + B + D
- Dimensions: 550mm W x 1750mm H x 550mm D
- MOQ x 120 eyewear units
- Essentials MOQ: 6 x WTW Headwear, 1 x WTW Duffle
1 x WTW Backpack, 6 x Big Juicy Water Bottle
- Holds 24 x try on pairs*
- Side 1 Holds 120 x eyewear units total
- Side 2 Holds: 6 x water bottles, 1 x SafeStyle Duffle,
1 x SafeStyle Backpack, 6 x SafeStyle WTW Hats



**OPTION 2:
EYEWEAR FLOOR STAND - SINGLE SIDED**

SKU: POS2PACKA2025 / SKU: POS2PACKB2025



**OPTION 3:
EYEWEAR FLOOR STAND - DOUBLE SIDED**

SKU: POS2PACKA2025 / SKU: POS2PACKB2025
SKU: POS2PACKC2025



**OPTION 4:
EYEWEAR & ESSENTIALS FLOOR STAND**

SKU: POS2PACKA2025 / SKU: POS2PACKB2025
SKU: POS2PACKD2025

*Try on pairs not provided.

FLOOR STAND BREAKDOWN



PACK A

FLOOR STAND BASE
SKU: POS2PACKA2025



1x mirror



2x try on display



3x prong bar



20x prong



1x magnetic strip

PACK B

EYEWEAR FLOOR STAND - SIDE 1
SKU: POS2PACKB2025



1x magnetic strip



5x prong bar



25x prong

PACK C

EYEWEAR FLOOR STAND - SIDE 2
SKU: POS2PACKC2025



1x magnetic strip



3x prong bar



8x prong

PACK D

ESSENTIALS DISPLAY PACK
SKU: POS2PACKD2025

SUPPORTING POS COLLATERAL

OPTION 1: WINDOW DECAL

- Dimensions: 200mm W x 155mm H
- Easy to install
- Removable
- Weatherproof

OPTION 2: ACRYLIC COUNTER GLORIFIER

- Dimensions: 209mm W x 245mm H
- Light weight

NOTE: This is on request only, if you have the counter space or somewhere visible in store to display this glorifier please get in contact and we can supply.

OPTION 3: SWING TAGS

- Dimensions: 50mm W x 25mm H
- To be placed on your display pairs
- Customised pricing/product information dependant on your stock
- Features SafeStyle certification information



**OPTION 1:
WINDOW DECAL**
SKU: POSDECALPL



**OPTION 2:
ACRYLIC COUNTER GLORIFIER**
SKU: POSGLOR2025



**OPTION 3:
SWING TAGS**
SKU: POSSWING

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.



