

OGIO introduces square, space-saving golf bag fixture display

The latest shape in golf has extended beyond drivers and is appearing in golf shops nationwide courtesy of a bag manufacturer. OGIO, renowned for infusing technology into its performance golf bags, this year has turned its energies on developing a new square point-of-purchase display that maximizes vertical space, as well as retailer profits.

New for 2007, OGIO is introducing a 6'W x 4'D vertical golf bag fixture enabling stores to display up to 24 bags where once eight bags fit. "So much of the new club-making equipment eats space for other strong-margin products," says Harlan Gardiner, OGIO's executive vice president. "With this new platform, we're able to offer our retail partners an 'Extreme Makeover' of their bag sales area by maximizing as much vertical space as we can, which we do by displaying the bags horizontally on a six-foot- tall fixture. The bags look stunning while still leaving plenty of room for other merchandising."

These new fixtures also promote sales of the company's popular RAIL (Rapid Access Incline Lock) device on new cart bags, as well as the TORQ stabilizing strap. Each display is outfitted with special bars that mimic golf cars, enabling stores to demonstrate design components in use.

In addition to OGIO's new square golf bag display platform, the company is introducing a lenticular (animated) sign that demonstrates the proper use and handling of the Shling Carrying System. The Shling is an ergonomic strap that allows golfers to pick up their bag and instantly place it onto two shoulders, in one fluid motion. With this three-panel 22" x 28" lenticular, OGIO is able to provide a "moving" demonstration to help customers understand the correct way to pick up and wear the award-winning strap. A lenticular is an animated poster revealing different images depending on the angle from which it is being viewed.

"We're committed to helping solve problems for our partners," Gardiner continues. "We know that the sales force is stretched, so the more we can do to sell the product without hands-on involvement, the more the profits will jump. This new Shling lenticular sign is the first of many solutions we will introduce to promote sales at the store level."

For more information about OGIO's newest merchandising fixtures or to discuss related programs, call 800.922.1944, 801.619.4100, or visit www.ogio.com.

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