Hubert®

Providing Merchandising Solutions To The Food Industry

SERVING THE FOOD INDUSTRY OVER 50 YEARS SINCE 1946

The Art of Visual Merchandising

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What is Visual Merchandising?

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Visual Merchandising...

- Enhances Brand Image
- Changes a "Passive Looker" into an "Active Buyer"
- Generates impulse sales

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Visual Merchandising Elements

1 Texture
2 Color
3 Landscape
4 Décor
5 Communication

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Visual Merchandising Elements

1 Texture

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Texture

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Texture

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Visual Merchandising Elements

1 Texture

2 Color

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Color

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Color

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Visual Merchandising Elements

1 Texture

2 Color

3 **Landscape**

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Landscape

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Landscape

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Visual Merchandising Elements

1 Texture

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3 Landscape

4 **Décor**

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Décor

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Décor

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Décor

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1 Texture

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3 Landscape

4 Décor

5 **Communication**

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Communication

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