

Low Odor - Merchandising & Activation Guide

Make the difference visible at shelf

A compact 3-bay concept keeps Low Odor beside Painter's Touch while giving its water-based proposition enough space to be understood.

- 1. **Block vertically**

Keep colours easy to scan and replenish.

- 2. **Lead with the claim**

Header and wobblers should say water-based and 40% less odor*.

- 3. **Merchandise beside core**

Adjacency to Painter's Touch signals addition, not replacement.

- 4. **Add a QR touchpoint**

Link shoppers or staff to how-to and educational content.



Activation checklist

01

OPENING ORDER

Agree launch assortment, display space and introductory offer.

02

MERCHANDISE

Install shelf header, wobblers, QR card and the approved planogram.

03

TRAIN

Run a 15-minute staff huddle using the FAB sheet and objection prompts.

04

DEMONSTRATE

Book an in-store demo focused on fan spray control and reduced odor.

05

AMPLIFY

Reuse approved product, lifestyle, how-to and social content.

06

PROTECT

Agree stock-protection and review dates with the sales manager.