# sunnysoc × gogglesoc
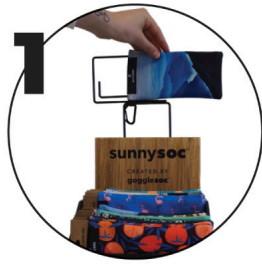# MERCHANDISE GUIDELINES

## SEASON PROOFED

Our premium merch can now sell product year-round. Easily switch between **gogglesocs and sunnysocs** for 365 days of upsell. Here's how:

**1** Remove the product from the display mount as well as the mount itself

**2** Turn the backboard around so the correct branding is displayed

**3** Stick the corrrect display mount into the backboard

**4** Place the product onto the display mount and fill the tray - voila!

## HOW TO SET UP YOUR SUNNYSOC BOX

**1.** **MOUNT LEFT-ALIGNED**
The sunnysoc mount should be left aligned

✓ ✗

**2.** **USE SUNNYSOC SIDE OF BACKBOARD**
The sunnysoc branded backboard should be visible when selling sunnysocs

✓ ✗

**3.** **CARABINER DOWN**
Place sunnysoc on the mount horizontally with the carabiner on the bottom left hand side
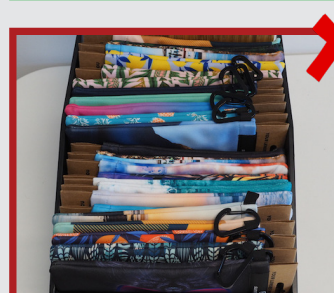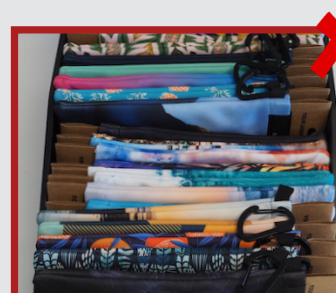
✓ ✗

**4.** **STACK SUNNYSOCS HORIZONTALLY**
sunnysocs should be stacked horizontally in the tray with the carabiner tucked underneath

✓ ✗

**5.** **DISPLAY DESIGNS IN 2'S**
Designs should be paired in 2's, with a variety of colours visible

✓ ✗ ✗ ✗

# sunnysoc × gogglesoc
# MERCHANDISE GUIDELINES



**MADE FROM RECYCLED CHOPSTICKS**

- Premium merchandising has always played a key part in our success
- We provide it **free of charge** as our commitment to ensuring you the **best sales possible**
- Our merchandising options include a **360 spinning rack** and **counter display** made from recycled chopsticks collected from restaurants around Vancouver and Calgary
- With the launch of sunnysoc, we have developed our merchandising to be interchangeable, so that it is gogglesoc & sunnysoc compatible, allowing for **365 days of upsell**

**Note:** each sunnysoc comes with a hangtag so that that they can also be hung in store as well as placed inside the merch box

This info sheet includes instructions for swapping gogglesoc with sunnysoc to match the season and do's & don'ts for displaying products correctly

## COUNTER DISPLAY

- Made from recycled chopsticks
- Counter & table friendly
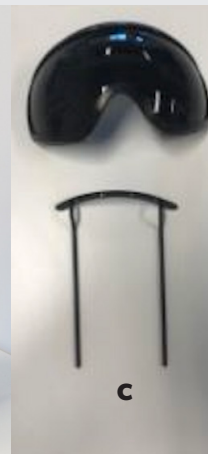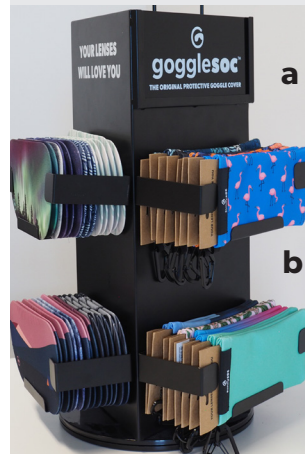- Capacity: 24 sunnysocs; 40 gogglesocs

### PARTS INCLUDED

**a)** Chopstick Backboard (two sided)
**b)** sunnysoc mount
**c)** Tray
**d)** gogglesoc mount + goggle

## SPINNING RACK



- 360 spinning rack
- 0.72 sq. ft
- Capacity: 72 gogglesocs; 48 sunnysocs
- 7 designs shown off
- 3 sides that can hold sunnysocs & gogglesocs at the same time

### PARTS INCLUDED

**a)** Two sided interchangeable branding piece
**b)** Spinning rack
**c)** gogglesoc mount + goggle
**d)** sunnysoc mount



1 PLASTIC BOTTLE = 1 SUNNYSOC

**DESIGNED IN CANADA**