



Metro's Drop Mat™ Display Shelving

Shaping the Future...Today!

Harmons is a sixteen store chain headquartered in Utah. Vice President of Store Development, Frank Lundquist wanted to differentiate their stores by creating an aesthetic appeal that “popped” while maximizing the SKU's per shelf section. In order to accomplish the objectives, Mr. Lundquist and his team were willing to challenge hallowed merchandising precepts.

Frank and his team toured various grocery operations and narrowed the search to Lozier and Metro display systems. The team visited stores across the country that utilized Metro Drop Mat display shelving to see Metro's differentiated aesthetic in a whole store application, as well as investigate Metro's projected 30% unit capacity increase. After concluding their research, Harmons made the decision to replace their gondola shelving with Metro's Drop Mat display system.

Once the decision was made to replace the gondola shelving, their next challenge was to get store associates to embrace the change to Metro. To accomplish this goal, Harmons purchased a run of Metro Drop Mat display shelving, installed the shelving in an open area and had their associates and vendors practice working with the new merchandising system.

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Vice President of Store Development

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Frank stated that “...there seems to be a lot of miss-conceptions in the grocery industry that you can’t do the same merchandising with Metro that you can with gondola” (use of “pushers”, peg boards, case-cutting, lighting techniques, etc). However, Harmons found it to be easy to integrate contemporary merchandising techniques. Mr. Lundquist stated “the shelving frame provides a convenient mounting surface for lots of out-of-the-box display ideas”.

Frank and his staff are extremely happy with all aspects of Metro’s DropMat Display System. The results were undeniable. The Metro system provided a unique aesthetic that brought out even more of the “wow” factor than they had hoped. From a capacity standpoint, the Metro shelving gives them everything they were hoping for, in fact, Mr. Lundquist estimates that they are achieving up to a 30% increase in shelving space from what they realized previously with gondola shelving. Additionally, Mr. Lundquist stated that Harmons realized at least 24 additional facings per 3’ section in all of the canned goods area. Also, when using Metro’s clear plastic inlays, Harmons found it is much easier and cost effective to clean the shelves (fewer man hours to clean per section/store) than gondola shelving. Between the 30% increase in shelving holding power and the reduction in maintenance costs, Franks’ team was able to easily justify the cost of the Metro Drop Mat display system. Moreover, customers have responded to the change and rave about the look, as well as the increased product variation.

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