

Overcoming Challenges: Customization at Retail

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When it comes to finding the right retail point-of-sale display, there are very few one-size-fits-all solutions. Finding the one that fits the available space and helps you achieve your lottery sales goals can be difficult. And that's where customization can be the answer.

In late 2014, the Pennsylvania Lottery was working with one of its large grocery chains on ways to increase game sales. Lottery Corporate Accounts Director Scott Smith and the grocery chain's lottery category manager met with Shay Wahl of Schafer Systems Inc. to discuss the challenge. The retailer was looking for solutions to expose consumers to instant games in

the checkout lane instead of limiting game availability to the customer service desk or vending machines. The solution would need to work with two different checkout configurations while meeting all security and space requirements. After some brainstorming and the development of several prototypes, a winning design was found: an in-lane 4-game dispenser at the registers with a custom menu board to showcase the games. It will be used in a pilot program set to begin in early 2016.

Another Pennsylvania Lottery project involved game displays at newsstand retailers. Since most of the games were dispensed from under- or back-counter displays, customers could not always see new or top games for sale. Retailers would typically tape the voided tickets to their window, which was unattractive and disorganized. They were in need of a display solution that required limited space. Prototypes for this solution by Schafer Systems Inc. resulted in creation of a 4-game Ticket menu Board that attaches to newsstand windows using suction cups and maintains branding by customizing the design with the Lottery's logo.

"This new display influenced sales, is easier to see, and causes less corrosion on the windows," said Lottery Deputy Project Manager Floyd Wedderburn. "Focusing on our retailers' needs is our number-one priority, and the overall grade from our retailers was an A+."

Even branding and logo customization is becoming ever more important as lotteries need to find new ways to get games noticed. Consumers are inundated with lights, sounds, and many products in the common retail environment. We need to get more creative in order to get visibility and exposure for the product. Norsk Tipping (The Norwegian National Lottery) recognized a need for just that and partnered with Schafer Systems Inc. to develop a custom colored game mount with branding around their stack of dispensers. This really enhanced the look and caught the attention of the consumer in their Lottery retail locations.

Those are just a few examples of the many point-of-sale challenges that Lottery retailers face. The key is to recognize that when a solution is needed, a one-size-fits-all approach is not always the answer. It's im-



portant to reach out to a vendor that can customize and create a new standard of displays.

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