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Located in the middle of the busy common areas of our shopping centers, Retail Merchandising Units (RMUs) offer a flexible and cost-effective way for retailers to merchandise and sell almost any product or service. Our high-quality units optimize retail merchandising and complement and enhance the cultural experience of the center. RMUs are available for weekly, monthly or year-round rental at local, regional or national levels. Additionally, RMUs are ideal for specialized product sales, product launches and test marketing.
RMU DISPLAY CRITERIA
Overview

• A customer’s first impression is formed within the first 5 seconds of shopping.

• The common area is the first experience for our consumers after parking and can provide a long-lasting impression. This initial impression can directly impact the overall ambiance of the shopping center and can positively or negatively affect the consumers’ shopping habits with us.

• The creation of aesthetically appealing, well arranged and easily trafficked common areas is critical to making a great first impression.

• The Business Development team works together to find the latest trend or the highly desirable “must have” product. Proper merchandising helps that product grab the attention of customers as they walk through the shopping center.

• Creative, professional merchandising of the display area is of paramount importance and contributes significantly to the overall success of the shopping center and its specialty retailers.
Design Principles
Good Design

- Good design embraces a story or a theme.
- Keep merchandise presentations simple.
- Focus on best sellers/hot items.
- Integrate graphic images and information that targets the customer’s attention.

Use of Color

- The eye is naturally drawn to colorful presentations and the most effective technique is to create a balanced color flow.
- Colors should flow from light to dark or dark to light within product groupings.
- The choice of color in your design concept plays a key factor in differentiating you from your competition.
Suitable Display Elements

- Display elements greatly impact the perceived product value and the customer shopping experience.
- Props should enhance, elevate and support the merchandise assortment.
- Group complementary colors together.
- Mix shapes/styles within color stories to add interest.
- Use of color blocking or striping helps when merchandise reflects many colors and styles. Color flow and balance is key.
- Proper use of props adds height and creates product focal points.
- Merchandise should be balanced either asymmetrically or symmetrically.

Product Placement

- Always try to create a triangular composition within style groups or color stories.
- Start with a center feature and merchandise out symmetrically.
- Best sellers/hot items should be placed in prominent visual locations.
The design and merchandise placement meet the following goals:

- Is it focused on merchandise?
- Does it enhance the surrounding environment?
- Does it grab the customer’s attention?
- Does it target the intended customer?
- Does it differentiate from the competition?
- Is it easy to shop?
- Are signs clear and easy to read?
- Is the display neat and clean?
Display Upkeep

- Product displays must be kept clean, orderly and focused.
- Dirty, messy or cluttered displays project a poor image and negatively impact sales. It tells the customer you do not care and do not respect your merchandise.
- Provide a focused merchandise assortment — less can be more.
- No Smudges, No Grease, No Grime!
- Maintenance is just as important as initial setup.
- Refer to the photos taken by the CAC after installation to remember how the RMU should look.
- Units are to be inspected daily by the center’s CAC to ensure they are being maintained and cleaned properly.
- Enforce all visual standards on a daily basis.

Sampling

- Retailers cannot sell or sample outside of the designated location/footprint established by Mall Management (standard is one arm length from the unit).
- Retailers must not approach/hawk customers or aggressively hand them a sample.
- Sampling must fit within the property’s strategic plan.
- Retailer’s should never physically touch a consumer (i.e tap a consumer’s shoulder to ask a question).
Fixtures

- Shelving comes with each unit but should only be used if needed to display merchandise (versus showing duplicate/inventory merchandise).
- Fixtures enhance the display but must be approved for use.
- Fixtures that are custom-made or purchased by the retailer should match the RMU and must be approved by the CAC and Visual Merchandiser.
- No carpets or floor mats
- Demo chairs must be approved by Director, Visual Presentation and Design. No more than 2 demo chairs unless approved by Mall Management.
Vacant RMUs

- Empty, sparse or poorly merchandised RMUs detract from the ambiance of the center and add to visual clutter. In addition, it can create a perception of excess inventory and make it more difficult to lease.
- No more than a total of 2 vacant units should be in the common area at any given time. Any excess units must be stored and out of sight.
- Vacant units must always be dispersed in the common area, never side-by-side or clustered and must display the following:
  - Promotional Specialty Leasing Message
  - The Static Messaging graphic is the only approved graphic to use on the RMU’s. No hanging signs or other campaigns are permitted and must be removed immediately.
Static RMU Displays

Static Displays are a form of advertising that involve leasing an area, either a RMU or available space.

They do not need to have staff working at the location, but can still get shoppers in the shopping center interested in the product. It is also an affordable and creative way of advertising.

“Ask yourself”

☑ Who it is
☑ What are they selling
☑ How do you learn more about the company / product?
Merchandising

Provides 360 degree exposure to the customer. There should be 12” of negative space from the top of the fixture to the canopy of the RMU.

Not all product should be displayed — some should be back-stocked as inventory. Mass merchandising is low end. Boutique merchandising is high end.

Allow for gaps to increase visibility through the unit (do not create a solid wall of merchandise).

The cash wrap area is for point-of-sale items only — not for merchandising. Do not place merchandise on the ledge around the cash wrap.

Group items by color, style, size and/or type.

Do not hang more items on a hook than hang down vertically. If the items have to angle upwards to stay on the hook, or need a rubber band to keep them on, it is too full.

A larger selection of items does not mean higher sales. Place an attractive, reasonable amount of product on the RMU that properly fits the space.
**Props & Fixtures**

Generic acrylic display fixtures and frames should be avoided (acrylic is easily damaged and then never gets properly repaired or replaced). Custom acrylic fixtures must be approved by Visual Merchandising.

Fixtures should match and be well-coordinated (i.e. jewelry forms on one display and should all be one color). Avoid white velvet/cloth fixtures (especially for jewelry) as it shows dirt and wear easily.

Do not decorate the canopy or columns of the RMU with any material including fabric, tulle, net, foliage etc. Avoid full covered pads and material for covering shelves and surfaces on the RMU.

Display elements should have both height and depth.

No slatwall, gridwall or glass cubes should be used under any circumstances. Acrylic slatwall (slotwall) is acceptable. 2” peg hooks are allowed over the cash wrap. 3” peg hooks are allowed on the center unit.

Fixtures in the center of the RMU should not be one large solid piece. There should be a minimum of 4” to 8” gap between fixtures as a view point.

Fixture panels should not be attached to columns on RMUs. Waterfalls and brackets are not allowed. Faceout use must be approved by the CAC / Visual Merchandiser.
Signage & Operations

Do not adhere anything directly to RMU (especially with foam tape and velcro).

Large signs should not be suspended in the center of the RMU. Large center focal signs should be mounted in a base. Large signage must be approved by Visual Manager.

No banner-type signs are allowed. Paper and lightweight signs should be mounted to a solid background and/or framed and hung with fishing line or in a standing frame. No chains may be used to hang signs. Damaged signs should be replaced. Signs may also not be attached using tape or any similar permanent adhesive.

Use printed price tags only, not handwritten ones. Tags should be placed on the bottom or back of items. Colored price tags are for discount retailers when they are trying to close out items that are not good sellers and should not be used on the RMUs. Use white price tags.

No coroplast materials for signs (looks like corrugated cardboard but in plastic).

Signs should be matching, framed and with attractive fonts, colors and on quality papers.

Keep personal items out of view (coats, purses, computers, shopping bags, food and drink, photos, etc.)

Damaged sign holders should be properly repaired or replaced at once.

Paperclips and packing tape are not fixtures and may not be used for a display or sign holder.
RMU DISPLAY CRITERIA

BAD EXAMPLE

JOIN FOR ONLY $9.95 A MONTH!

ONLY $9.95 A MONTH!

JOIN FOR ONLY $9.95 A MONTH!

FREE

JOIN FOR ONLY $9.95 A MONTH!

FREE
 Located in the middle of the busy common areas of our shopping centers, Retail Merchandising Units (RMUs) offer a flexible and cost-effective way for retailers to merchandise and sell almost any product or service. Our high-quality units optimize retail merchandising and complement and enhance the cultural experience of the center. RMUs are available for weekly, monthly or year-round rental at local, regional or national levels. Additionally, RMUs are ideal for specialized product sales, product launches and test marketing.

Operations
**Dress Code & Employee Conduct**

Employee dress code is business casual attire. No miniskirts, jeans, see-through clothing, rubber flipflops, ripped pants, spandex, sweats, shorts, slippers, baseball caps, t-shirts or strapless blouses are allowed. T-shirt/logo apparel allowed only if it represents a uniform of the company. It is important that all personnel project a professional image.

- All personal belongings are to be placed in the RMU storage drawers.
- Retailer must conduct business in an ethical and professional manner at all times.
- Employees should remain at their location during business hours. Visiting between sales people and time away from the RMU should be kept short and to a minimum.
- Employees may not bring their children, pets, musical instruments, radios, stereos, iPads, mobile or standard televisions to work; nor should friends/family be allowed to loiter at or near the RMU.
- Reading, eating or drinking by RMU employees at the RMU unit during operating hours is not permitted at any time.
- Breaks must be covered by another individual; employees may not close for business or shut down RMU doors during the shopping center hours.
- The retailer is responsible for its employee’s conduct and actions and will be held accountable for employee violation of any Shopping Center policies and procedures.
Deliveries

All common area deliveries must be made before or after the Shopping Center’s operating hours. Boxes cannot be left on the floor to unpack during mall hours.

Trash Removal

- Each Retailer is responsible for removing trash and disposing of it in appropriate trash compactor/dumpster areas.
- Common area trash receptacles are for the convenience of our mall shoppers. Retailers MAY NOT use the common area trash receptacles. RMU trash is not permitted on the floor or beneath the RMU.
- All rules and bylaws pertaining to trash removal and corridors must be adhered to as set forth. The Mall Management Team will issue violations if the standards are not obeyed.
- All trash receptacles must be out of sight at all times.
- Cardboard boxes must be empty, flattened and stored in designated bins.
- All trash must be kept inside the cash wrap of the RMU and disposed of at the end of the day.”

Crates shall be dismantled before depositing in compactors. Only refuse generated by the Retailer’s operations in the Shopping Center may be deposited in the compactors.
Return Policy

2011, 2012, 2013, select and feature GGP RMUs include a return policy sticker. Going forward, all new and renewing RMU tenants throughout our portfolio should be ordering these stickers. Some national retailers have extensive return policy language (i.e. Cellairis, Zagg and Metro PCS). Our sign vendor can only fit a certain amount of text in the sticker, so these select tenants have the option of posting their full return policy in either a 5” x 7” framed holder or a mounted sign in addition to the sticker.

All signs should be professionally printed. The order form for the return policy stickers is included at the end of this criteria manual and should be returned to the mall CAC. Replacement orders can be made this way as well.

All returns or exchanges accompanied by a receipt must be replaced, repaired, exchanged, or refunded at the customers request. All customers MUST be satisfied.

RETURN POLICY

No refunds, only unopened or broken merchandise can be exchanged within 30 days of purchase with original receipt.
RMU Seating

- Seating (one chair) is provided by the Shopping Center along with the RMU at most properties. Select properties may not utilize employee seating. Employees are expected to be standing for the majority of their shift and engaging customers that approach their RMU. Seating is for short breaks throughout the shift only.
- Employees that are found to be sitting for the duration of their shift run the risk of a violation and potential removal of their chair.
- The Retailer is responsible for Securing their assigned chair to the assigned RMU. A plastic-protected bike chain or cable must be removed and stored out of sight during mall hours.
- Personal items, pillows and shopping bags are not permitted on the back of the chair. The chair back should remain clear of any items at all times.
- Additional seating is not permitted, unless approved by GGP. The Retailer’s assigned chairs must be returned upon termination of the License Agreement in the same condition it was received.
- Floor mats are not permitted.
- Any damage or non-return of the Retailer’s assigned chair will be noted upon return to GGP. The cost of any repair or replacement shall be deducted from the Retailer’s security deposit.

Repair & Maintenance

- Retailer is responsible for the upkeep of the RMU including cleaning and dusting of exterior surfaces (i.e., drawers, cash wrap) as well as the internal display and storage areas (use a wet cloth to wipe down surfaces).
- Costs for repair of any damage or replacement equipment to RMUs due to misplacement, neglect or abnormal wear and tear will be at the sole cost of the Retailer.
- Please report any maintenance issues regarding your unit to the Mall Management Office.
- Contact the Mall Management Office to report any burned out interior lights.
- At termination of business, the RMU must be returned in the condition it was accepted. Unit must be cleaned of any debris, i.e., glue, old tape, double faced adhesive, hooks, etc. There will be a fee deducted from your security deposit to cover costs of any loss, damage or replacement to the RMU.
Rental Payments

Rental payments are due by the first of the month (unless otherwise outlined in your License Agreement) payable by certified bank check, money order or credit card – Visa, Mastercard or American Express. Personal, company or handwritten checks are not accepted. Please contact your Business Development Representative, or Mall Management Office for more details on GGP’s Credit Card Acceptance Payment Program.

For more details on GGP’s operational guidelines, please ask your Business Development Representative for the mall’s Retailer Manual.
RMU Signage Criteria

- Identifying signage shall include the trade name of the RMU in the standard shopping center font (any exceptions must be reviewed and approved by GGP).
- Retailer shall contact the shopping center’s Common Area Coordinator contact to confirm desired trade name to be used as identifying signage. Allow a minimum of one week for sign fabrication.
- Retailer shall be responsible for providing any additional signs such as sale and/or advertising graphics at their own expense. The size, style, and quantity of such signs and graphics must be submitted for review and approved by GGP.
- Only professionally-rendered signs are acceptable — handwritten signs are not permitted.
- Banner signs are not permitted, unless approved by GGP.
- Charge card acceptance signs may not exceed 3” x 5”, may not be adhered to the RMU and must be in a frame. These signs are prohibited when a return policy sticker is in use.
- Properties that have the mall issued return policy stickers have the credit card acceptance logos on the policy. They may not have additional credit card signage.

Marketing Criteria

- Flashing lights of any kind are not permitted.
- Holiday decorations (tree lights, garland, etc.) are prohibited.
- Decor must be incorporated into the display and complement your merchandise and overall look of the RMU.
- Fabric, draping and padding is prohibited.
- No helium balloons will be allowed for marketing or retail purposes in the Shopping Center at any time.
Television & Monitors

- The use of televisions incorporated in the RMU display must be approved by the Mall Management Office prior to installation (excluding all national accounts which would be approved by David Miskin, Director of Visual Presentation & Design).
- If you would like to incorporate televisions into your RMU display, you must have two televisions of the exact same size, make and model mounted on a surround in the center of your RMU.
- The CAC or Mall Management Office can assist in ordering this surround unit from one of GGP’s approved fixture manufacturers.
- The maximum size of a television allowed on a RMU is 32”. Generally, sound is not permitted.

Security Cameras

- Security cameras may not be attached to the RMU. If a camera must be used it will be reviewed on an individual basis and are subject to GGP approval.
- If a camera is approved, the cameras must be incorporated in the fixture design. Cameras will not be approved at a later date.
- Retailer must use bullet, pinhole lens or mini board style concealed cameras. Dome, bubble or fixed box style cameras are not permitted.
- Cameras must be attached to the retailers owned fixtures with a permanent method. Clips and plastic ties are not permitted.
- Retailer must have written approval from the GGP prior to installation.
RMU DISPLAY CRITERIA

RMU Do’s

• Keep display and surrounding area neat and clean at all times
• Keep personal belongings (e.g. jackets, purses) stored out of sight
• Keep storage drawers closed when not in use
• Re-stock product before or after business hours
• Keep cash wrap area free of clutter — office supply items should be stored
RMU Don’ts

- Please don’t allow product, boxes or bags on the floor or under the RMU (including trash cans and step stools)
- Please don’t allow additional off-RMU fixtures to be used
- Please don’t allow fixtures below the shelves
- Please don’t allow merchandise to be hung from the posts
- Please don’t allow signs, credit card stickers or return policies to be taped to the posts
- Tape, glue or staple anything to the unit
- Please don’t allow additional lighting or flashing lights on RMUs
- Please don’t allow holiday decorations on RMU unless purchased by the mall as part of matching décor program that is standard for all units
- Receive deliveries in the common area during business hours
- Don’t eat/drink at the RMU
- Do not hang signage
- Use the predesigned renew policies, instead of handwritten signs

Be sure you coordinate any new fixture needs with the mall team and Visual Merchandiser before making changes to your display.
1. What Does RMU stand for? _______________________________________

2. Always try to create a __________________________________________________________________ composition within style groups or color stories.

3. Leave at least _______________ between the top of the RMU (light bar / canopy) and the top of the merchandise.

4. What material should be avoided when selecting fixtures? ______________________

5. Avoid what color display elements (especially for jewelry) as it shows dirt and wear easily. __________________________________________

6. What is the maximum size monitor / television that is allowed on an RMU? 
   A 32”
   B 36”
   C 42”

7. Personal items such as coats and purses should be always kept hanging on the chair of the RMU
   □ TRUE
   □ FALSE

8. Good design embraces ________________________ or a ________________________

9. Proper use of ____________________ adds height and creates product focal points.

10. Best Sellers/Hot Items should be placed in __________ visual locations.
    A prominent
    B hidden
    C none of the above