

Travel Blue invests in TECH with new shop-concept stand



Travel accessories specialists Travel Blue are to promote a complete merchandising system for its TECH range of over 150 electrical, electronic and digital items at TFWA World Exhibition this year.

The company has taken an additional stand in Cannes devoted to showing its TECH display concepts, including shop-in-shop, corner and wall bay systems.

Says Director of Travel Retail, Jonathan Smith, "We looked at the way electrical and electronic items are generally displayed within duty-free/travel retail outlets at airports all over the world. It was evident that generally displays are confusing with no consistency, offering mixed ranges from various suppliers, and not terribly appealing to consumers. From the retailer's point of view, the mixed offering also represents different margins, varying deliveries and minimum order problems.

"Travel Blue's new total concept for TECH solves the problem with attractive merchandising display units to meet any space availability. For retailers the benefit is one supplier, one range with mixed orders and no minimums; one margin, consistent presentation and world-wide deliveries," continues Smith.

"For the consumer, the benefits are a well know, reputable and quality brand; a super range of useful, practical and well-priced products; and a clear, attractive, cohesive presentation."

The Travel Blue 'one-stop-shop' concept offers a complete range of over 150 electrical and electronic items, including country and world-wide adaptors, USB adaptors, power banks, speakers, cables, earphones, Bluetooth headphones, USB car and wall chargers, lap top bags and more.

"We first introduced TECH at TFWA World Exhibition last year and the response has been excellent with two incredibly successful trials with retailers in the Middle East and Europe this year," Smith goes on.

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“We’re now taking TECH to the next stage with these complete merchandising solutions. We all know the importance of appealing displays to attract the consumer and convert browsers into shoppers. The need for connectivity on the move is growing all the time with TECH retailers can rest assured that they are offering the best possible solution to their customers.”

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