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| A-board | A sign in which two sides are joined at the top by a cross brace to form an "A" shape. Often used at curbsides or outside store entrances. |
| A-frame | A style of corrugated shipper in which the structure of the display forms the shape of an "A." |
| Acrylics | Very popular display material because it has half the weight of glass but can withstand four times the impact. It resists most cleaning agents, and while it can be scratched, polishing can remove marks. Common uses in P-O-P: jewelry cases, lenses, edge-lit accents and faux glass shelves. |
| Action aisle | A store aisle in which promotional items are displayed. Also referred to as a "power aisle." |
| Advanced premium | An up-front reward or takeaway presented to a new customer as a means of generating goodwill and enticing future purchases. |
| Advertising specialty | Inexpensive branded toys or gifts such as key rings, pens, T-shirts, etc. used as premiums. Less commonly referred to as "advertising novelty." |
| Aisle | A store corridor, flanked by fixtures carrying shelves of product. |
| Aisle blocker | A movable merchandiser used to block a closed checkout lane. |
| Aisle directory | Navigational signage that identifies the aisle's product assortment. Usually suspended from the ceiling or attached to an end-aisle display. It sometimes also carries brand-specific ad messages. (Picture) |
| Aisle jumper | A wire extending above an open aisle that sometimes carries branded flags and pennants. |
| Aisle signage | (See aisle directory .) Navigational signage that designates the aisle's product assortment. Typically deployed as ceiling hangers or at aisle ends. (Gallery) |
| Aisle violator | A sign hanging perpendicular to the shelf on which it is attached, thereby sticking out into ("violating") the aisle. Most commonly used to identify rectangular signs that span more than one shelf width. (Gallery) |
| Altruistic display | A product display that contains products from outside parties that did not pay for its manufacture or placement. Also used to describe the inclusion of a non-participating product within a store-wide seasonal program or other campaign. |
| Apron | An area outside a gas station or other retail outlet in which merchandise displays are placed. |
| Arch | Signage running above an aisle from one gondola to another. (Picture) |
| Assembly | <ol style="list-style-type: none"> 1. The program through which certain items are ordered to be shipped by a vendor to a warehouse and then to a store. 2. Building a display from component parts. 3. The area of a P-O-P production facility devoted to assembling and kitting display components. |
| Assortment display | A product display designed to give customers a choice -- color, size or other variable. |

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| Attach-to-merchandise display | A display that attaches directly to the merchandise. The display usually provides some necessary informational messaging. (Picture) |
| Audio shelf talker | A static sign attached to a shelf enhanced by the addition of customized audio capabilities, usually activated by push button or motion detection. (Picture) |
| Audio-video display | A product display enhanced by electronic components that present audio and/or video messages to shoppers. (Gallery) |
| B flute corrugated paperboard | A specific wave shape (flute) in the inner portion of combined corrugated board. It measures 3/32 of an inch. Considered the most common corrugate for P-O-P. |
| Back tag | A product-identifier card for peg hooks or spring-loaded shelves that appears when the product is out of stock. |
| Backbar display | A display designed for use on the counter or wall behind the bar in pubs, restaurants or other "on-premise" channels. (Gallery) |
| Backlit display | A display that utilizes a fluorescent bulb or other lighting system to illuminate a film transparency or graphic from behind. (Picture) |
| Banner | <ol style="list-style-type: none"> 1. An in-store sign, generally produced from satin, poplin, poly-cotton and vinyl. (Gallery) 2. The name under which a retail chain operates; the name that appears on the outside of the store (e.g., Jewel is a banner of Albertsons). |
| Base wrap | A roll of paper or corrugate featuring repeating graphics that can be cut to various lengths and used to decorate or conceal the bottom cases of a mass display. (Gallery) |
| Billboard | A large outdoor advertising display. |
| Billboarding | Creation of a large branded presence through a display or other in-store marketing vehicle. (Picture) |
| Bin | A merchandiser that carries loose or bulk product. More commonly referred to as a "dump bin." (Gallery) |
| Blow molding | Manufacturing process utilized to produce lightweight, hollow parts, ranging in size from small to relatively large. Hollow parts require less plastic, and consequently shorter cooling time, producing a faster molding cycle. |
| Bottle glorifier | This display highlights a single bottle or bottles of liquor, wine or beer, often placed behind the counter in bars, restaurants and pubs. Many feature illumination and graphics to draw attention and generate trial of the product among bar patrons. See also Backbar display . (Gallery) |
| Bottle hanger | Also called a "neck hanger." An ad sign or tag that hangs around the neck of a bottle. Largely seen in the wine and liquor industry. (Gallery) |
| Bottle pourer | A branded plastic or metal piece that fits over the top of a liquor bottle. Usually limits pouring. |
| C flute corrugate | A specific wave shape in the inner portion of combined corrugated board that measures 9/64 of an inch in height. Used most widely for materials that require increased strength. |
| CAD (computer aided design) | Computer software used widely for designing product displays and other marketing materials. |

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| Capacity fixtures | Displays designed to carry fast-selling products. |
| Car topper | A display designed to attach to the roof of a vehicle that can be used in a dealer showroom or for street marketing. |
| Cardboard | A generic, non-specific term for heavy-duty, paper-based product. Do not use as a synonym for corrugated. |
| Cart advertising | Advertising messages delivered on shopping carts, ranging from print attachments to interactive media delivered via wireless video screens. (Picture) |
| CAS | Abbreviation for "computer aided sign making." |
| Case card | A header or riser attached to, or slotted into, a case of product to enhance its presence, or an easel card positioned on top of a case stack. (Gallery) |
| Case divider | A cardboard or plastic strip designed to segment and organize products in display cases or freezers. The strip can carry a brand logo or other marketing message. Also known as "case organizer." |
| Case stack | A mass display made up of stacked cases of product. The top cases in the stack are cut open to expose product and replaced with another open case as the items sell down. Case stacks are often enhanced with additional P-O-P elements, including signs set on top of the cases, affixed to poles near the cases (see pole topper), or with rolls of graphics (see case wrap) wrapped around the bottom cases. (Gallery) |
| Case stacker | A plastic or rubber base used to add support for a case stack. |
| Case strips | Cardboard or plastic materials that snap into the graphics channel of shelving units or food cases to present product information or a marketing message (see also channel strips). |
| Case wrap | A roll of decorative paper or corrugate designed to surround the base of a case stack display. Also known as base wrap . (Gallery) |
| Cash register display | A rack or other type of display designed to mount onto or sit near a cash register. It typically is used to merchandise high-impulse products like candy or cigarettes; also refers to a sign designed to mount onto the cash register. |
| Ceiling crasher | A display sometimes found in convenience stores that suspends from the ceiling to present the illusion that it is crashing through. (Picture) |
| Center store | Literally, the large middle portion of a supermarket in which the majority of packaged goods are merchandised (in contrast to the perimeter, which typically houses fresh-food departments). The term is also used to identify the categories and product merchandised there. (Gallery) |
| Channel strip | A piece of molding that slides into or over the front edge of a shelf, often used to communicate brand messages, price or other information. (Picture) |
| Clean store policy | Term used to describe the professed policy of some retailers to prohibit or severely restrict the acceptance of vendor-supplied P-O-P displays, in deference to easier store navigation and an overall cleaner appearance. (Articles) |
| Clip Strip | A trademarked name owned by Clip Strip Corp. that has become the standard term for merchandising strip. (Gallery) |

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| Containerboard | The materials that go into the manufacture of containers or boxes. They consist of facings called linerboard and the intervening fluting. |
| Counter card | A standing sign used to deliver advertising messages, used most often at checkout or other type of service counter. (Gallery) |
| Countertop displays | Compact displays, typically carrying small amounts of product, designed to fit on a store's counter to drive impulse purchase without impeding work activity. (Gallery) |
| Counter mat | A mat used to present advertising messages at the point of sale. Often protects the counter from looking worn. (Gallery) |
| Dangler | A sign or small graphic attached to channels of shelving units with a thin strip of material. Also known as shelf "wobblers" due to their propensity to move with air currents. The term "ceiling dangler" is sometimes used to refer to signs hung from the ceiling. (Gallery) |
| Decal | A print that is enclosed between a lamination film and pressure-sensitive adhesive film with a mounted release liner. |
| Dedicated space | A company purchases space in a store, where the space is used for displaying that company's product. |
| Demonstrator display | P-O-P that shows how a product functions. |
| Die-cut inserts | Cardboard packaging that precisely fits and thus protects a part's contour. |
| Digital display (billboard) | Devices that display advertising-only messages via screens equipped with LED (light emitting diode) or LCD (liquid crystal display) technology, often changing, at predetermined times or through motion recognition technology, to feature multiple brands. |
| Digital signage | A flat-screen digital display. The term covers both large screens (usually mounted on walls or ceilings) and small (a few inches in size, attached at the shelf edge), as well as single-screen displays and chain-wide narrowcast networks. They offer information, advertising copy, animation, and/or broadcast-quality content. Today, the screens are usually programmed and networked from a remote, central location. Also used synonymously with in-store TV; dynamic signage; digital out-of-home media and electronic signage. (Gallery) |
| Dump bin | A merchandiser that carries loose or bulk product. (Gallery) See also bin . |
| Easel card | Flat signs or cards with a chipboard easel attached to the back, providing support for the display to stand on a counter, shelf, or case stack. Also a free-standing floor unit of wood, plastic or metal to support signs, large cards and frames. (Gallery) |
| End-aisle display | Alternative term for endcap or endcap display. |
| Endcap | Merchandising space located perpendicular to and at the end of store aisles, used to prominently display products on sale or other special items. Space allocation is often negotiated between retail buyer and product seller. Endcaps are considered to be prime store real estate offering great potential for incremental sales. (Gallery) |
| Endcap display | A singular product display built specifically for placement on a store endcap, or a collection of product and P-O-P materials set up to simulate a product display. (Gallery) |

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| Expandable polystyrene (EPS) | Common name for this plastic is Styrofoam. Usable at sub-zero temperatures; can expand or blister at high temperatures. |
| Extrusion molding | The process of pushing heated plastic through a die, which is cut with the desired profile. (Think of the Play-Doh "Fun Factory.") Extruded parts are used when a shape with undercuts or long, continuous straight lengths of plastic are needed. Often called "profiles," these are commonly used in shelf-edge signage applications. |
| Facing | Term for each row of product stocked on a shelf or display. A brand's strength at retail is often based on the number of facings it commands on the shelf. Determining the number of optimal facings for each SKU is a key component of planogram development. (Picture) |
| Factice | A giant replica bottle used most frequently in the display of class cosmetics. (Images) |
| Floor decal/graphic/cling | A plastic substrate that adheres to floors (and is easily removed) on which advertising graphics are printed. The tactic is used most often to draw attention to a product in close proximity, but is also utilized to direct shoppers from other areas of the store or to communicate retail messages. (Gallery) |
| Floorstand (or floor display) | A freestanding merchandiser designed to sit directly on the sales floor. (Gallery) |
| Four-way | A fixture that holds product on four sides. It is most commonly found at Wal-Mart, which uses numerous four-ways in its Action Alley merchandising plan. (Gallery) |
| Freestanding display | Any display designed as a stand-alone merchandising unit. |
| Gondola | A secure shelving unit for stocking products that accommodates shopping from at least two sides. It is the primary method of merchandising for most packaged goods retailers. It comes in two standard sizes: "high profile" gondolas are about 72 inches high, while "low profile" gondolas stand about 48 inches high. (Gallery) |
| Gravity Feed Display | A display slanted or otherwise designed so that merchandise automatically slides or is pushed forward as upfront items are removed from shelves. (Gallery) |
| Header | A board that sits atop a display, fixture or case stack to communicate the primary points of communication. Differs from a riser in that a header is typically larger or more detailed. (Gallery) |
| In-pack coupon | A coupon included inside a product's package for use on a subsequent purchase. |
| In-pack premium | A toy or other premium included inside a product's packaging. Used as a purchase incentive. |
| In-store coupon | A coupon distributed within a store via shelf dispensers, kiosks, POS systems, packaging or other means. In-store coupons usually are instantly redeemable and sometimes specific to the retailer through which they are being distributed. |
| Inflatable display | A type of display that ships deflated and is filled with air or gas at the store to promote a product. (Gallery) |

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| Injection molding | Process that pushes liquid plastic at high pressures and temperatures into a machined, two-part mold. (Think model airplane parts or any plastic toy that snaps together.) As the plastic quickly cools and solidifies, the mold is opened, and the part is ejected. This type of molding is recommended not only for parts small and large, but also for parts that are complex, and intricately configured. Common uses in P-O-P: Gravity feed displays and wall merchandisers for mass cosmetics. |
| Instant coupon dispenser | Machines affixed to store shelves or fixtures for distribution of coupons. Often attached near related products to help spur impulse sales. (Gallery) |
| Interactive display | A display that invites and often responds to interaction from shoppers via buttons, touchscreens, functioning product samples or other means. (Gallery) |
| Island display | A freestanding floor display that merchandises product on all accessible sides. |
| J hook | A "J" shaped hook extending from the shelf or pegboard from which merchandise is hung. Often used to spark impulse purchase. |
| Kitting | The act of putting in-store marketing materials together, as into kits. |
| Knocked-down (KD) display | Displays that are shipped flat and generally independent of the merchandise, in consideration of freight costs and logistical issues. They must be assembled and packed at the store. |
| LCD | Acronym for "liquid crystal display," a type of flat-panel display or screen. Requires less power than a plasma screen, so it is more commonly used with battery-powered devices. (Gallery) |
| LED/OLED | Acronym for "light emitting diode/organic light emitting diode." Semiconductor diodes that light up when electrified. Organic LEDs utilize organic compounds and are considered more flexible. |
| Lenticular | A ridged sheet of plastic containing light properties that display different visuals at different angles, often creating a 3-D image. (Gallery) |
| Merchandising strip | A long, narrow device made of plastic or metal with hooks or grooves used to merchandise individually wrapped packages of a product. The low-cost displays are typically used to provide secondary placement for relatively small packages of high-volume product, and are often used to facilitate cross-merchandising (such as batteries in the electronic toy aisle). Also commonly referred to as a "clip strip." |
| Mobile | A ceiling sign that uses counter-balanced elements to create motion in a current of air. (Gallery) |
| Modular display | A display whose components can be constructed or combined in multiple ways to produce different sizes and shapes, thereby accommodating the requirements and/or needs of various retailers. (Gallery) |
| Motion display | A display that features a moving component, usually battery-powered but sometimes requiring electricity. Used to attract more attention to the display. (Gallery) |
| Near pack premium | An ad specialty or other type of gift offered free with product purchase and typically displayed near the product or at checkout to help influence the purchase decision. |

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| Near pack display | <p>1. A display made to merchandise a premium that will be given away with product purchase. It typically is placed near the product in question and delivers the promotional message.</p> <p>2. A display shipped flat in a container, with the product still in shipping cases, and set up at retail. (Picture)</p> |
| Neck hanger | A P-O-P material that fits over the neck of a bottle to deliver a marketing message at the shelf. Also called a bottle hanger. (Gallery) |
| On-pack (premium) | A promotion or other marketing message delivered on the product's packaging; a free gift included as part of the product's packaging. (Gallery) |
| On-premise | Term to describe beer, wine and liquor sales through channels offering immediate consumption, such as bars and restaurants, as opposed to "off-premise" sales of packaged products in stores. |
| Over-wire (or over-the-wire) banner | A printed communication piece, often paper, that can be thrown over a wire to display a marketing message on either side. |
| Overhead merchandiser | A display that sits above a checkout counter, allowing the cashier to reach the product without abandoning his position. C-stores often use overhead merchandisers to stock cigarettes. |
| Pack-out displays | Displays that are folded flat for shipment, but are included in the same box as the merchandise and assembled in stores. |
| Pallet display | A type of display built on standard pallets for efficient shipping and rollout to sales floors with minimal effort. Pallet displays are typically pre-packed with product and shrink wrapped for shipping. Many contain additional graphic panels and structural elements for enhanced product imagery, brand logos or other messaging. Some consist of a series of stacked trays that can be removed and discarded as product sells down. Full-size pallets that display product on all four sides are most common, especially in larger stores where floor space isn't as tight, but half pallets and quarter pallets are also commonly used. (Gallery) |
| Pantone Colors | A standardized color system for printing patented by Pantone Inc. The Pantone Matching System (PMS) utilizes a palette of standard colors that can be mixed in precise combinations to recreate a wide range of colors consistently across different printing presses and substrates. |
| PDQ display | A display that facilitates "pretty darn quick" stocking at the store by arriving pre-packed with product in a shelf-ready container. In Wal-Mart's parlance, all shelf trays are PDQs. (Gallery) |
| PETG | A low cost substitute for polycarbonate. It has higher impact strength than acrylic. PETG is available in clear and opaque formulations and can be injection molded, vacuum formed or extruded. A PETG sheet is easily die-cut and is a good material for screenprinting. Common uses in P-O-P: lenticular signage, clear shelving, lenses and signs. |
| Plasma screen | A type of flat-panel display or screen. Plasma screens are said to have better viewing angles than LCD screens, but use more power and are not as conducive for bright venues. |
| Point-of-purchase display | A product merchandiser designed to hold product and influence purchase at retail. |
| Point-of-sale (POS) | Often used as an alternative term for point of purchase, although some practitioners make a distinction by using POS in reference to checkout/cash register technology and P-O-P for anywhere else in the store. |

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| Pole topper | Signs communicating an ad message that are mounted on paper or plastic poles. The poles usually are set at the floor by a corrugate pedestal or wire stand, with the product stacked around them. They most commonly are used in beverage merchandising. (Gallery) |
| Polycarbonate | Another popular substitute for glass, polycarbonate has 45 times the high-impact strength of acrylic, is stain resistant, rigid, and can withstand a wide range of temperatures. However, it scratches more easily than acrylic. Common uses in P-O-P include corner brackets, food containers and unbreakable lenses. |
| Polyethylene (PE) | The most frequently used thermoplastic in the world. There are hundreds of formulations of PE available, resulting in different properties for different uses. The varieties most commonly used in point-of-purchase advertising are high density (HDPE), and low density (LDPE). Common uses in P-O-P include polybags, product facsimiles, flexible hinges, promotional flags and snap-to-fit parts. |
| Polypropylene | A plastic material commonly used in tire stands, shelves, bases and other P-O-P materials. |
| Polystyrene (PS) | A versatile thermoplastic used in foam packaging and plastic cups. Common uses in P-O-P include signs, vacuum-formed trays, menu-boards and shelves. Available in three different grades: general purpose polystyrene (GP); high-impact polystyrene (HIPS); and high expandable polystyrene (EPS). |
| Polyurethane | Often combined with other materials to produce a liquid foam that's poured into rubber-lined molds to make special parts and character shapes. Common uses in P-O-P: dimensional signs, imitation wood, beer-tap knobs and dimensional trim. |
| Polyvinyl Chloride (PVC) | The most widely used member of the vinyl family. It is chemically inert and resistant to water, corrosion, weather and dents. Common uses in P-O-P: graphics, price channels, edge molding and banners. |
| POPAI | Point of Purchase Advertising International, a global trade association for practitioners of marketing at retail. |
| P-O-P producer | A company involved in the design, manufacture and supply of displays, signs, and other in-store marketing materials to product manufacturers, retailers, and marketing agencies. |
| Power wing | A product display designed to hang from a store fixture, most often on the sides of endcap displays. See also sidekick . (Gallery) |
| Pre-pack display | One of the more popular display types. A product merchandiser that is filled with product at the plant and shipped as a single unit rather than separately. The practice reduces labor demands at the store, and therefore generally is believed to improve execution. Sometimes used synonymously with "shipper display," although that term usually denotes less elaborate, lower-cost units. |
| Premium | A tangible item offered free with purchase of a specified product, used as an incentive to buy. |
| P.R.I.S.M. | The more commonly used acronym for "Pioneering Research for an In-Store Metric," a research initiative undertaken in 2006 to develop a formula for measuring store traffic at the category level using sales data and other known variables. (Articles) |
| Promotional display | A display produced and distributed for use during a specific time frame, often in conjunction with a particular consumer promotion. |

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| Quarter-pallet display | A display whose footprint accommodates shipment and, if desired, display on a quarter pallet. Sometimes shipped four to a pallet for use as a full pallet in some locations or to be broken down in others. (Gallery) |
| Rack | A floorstand, usually constructed of wire or metal, used for displaying certain products or a group of related products. (Gallery) |
| Related display | A display or other unit carrying different products that have seasonal, functional or other similarities. Also called a " cross-merchandising display " when the products being promoted are from different categories or manufacturing sources. (Picture) |
| RFID | See Radio Frequency Identification. |
| RFP | More commonly used acronym for "request for proposal," a request by a potential client for suppliers to submit bids on a project. Product manufacturers often require RFPs from marketing agencies and P-O-P suppliers. (Articles) |
| RFQ | Acronym for "request for quotation." Some use it synonymously with RFP (see above). |
| Riser | <ol style="list-style-type: none"> 1. The topmost shelves of a gondola, often too high to be shoppable and frequently used to store overstocks. 2. A graphic panel or card attached to the top of a display. |
| Rotational molding | Manufacturing process used to produce hollow parts, ranging in size from medium to large. A common example is the "Big Wheels" toy. In P-O-P applications, a rotationally molded part can be hollow, making it lightweight for shipping yet structurally sound for service on a sales floor. Sometimes, sand or water is poured into the part on-site to help anchor a display. The downside is slow production cycles. |
| Rounder | A circular fixture for clothing. |
| S hook | A hook shaped like an "S" often used to hang merchandising strips or other displays. |
| Secondary display | Placement of product in a location separate from its primary shelf position; or, the actual display on which a product receives the additional merchandising. |
| Security ad wrap | An advertisement placed over the theft-prevention security pedestals located at store fronts. (Gallery) |
| Self shipper | Alternative term for pre-pack shipper or shipper. |
| Sell sheet | A printed sheet or brochure with detailed information about a product's available pack sizes, display options and promotional offerings, typically used by product manufacturers to sell in programs to retailers. Also sometimes called a "one sheet." (Gallery) |
| Semi-permanent display | A display designed to remain in place for an extended period of time, usually between two and six months. |
| Shelf channel | A recessed channel on the front of store shelving units where pricing labels or other messaging can be inserted. |
| Shelf extender | A display or fixture attached to standard shelving units to increase available space on the shelf or interrupt the aisle in an effort to focus more attention on a product or product category. (Gallery) |

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| Shelf label | A label placed on shelves or in shelf channels containing information such as price, product size, bar codes or temporary sales offers. |
| Shelf organizer | A formed mat or base that helps to keep products neatly arranged on shelves or displays. (Gallery) |
| Shelf talker | A small sign affixed to a shelf edge, typically used to highlight temporary promotions, new product introductions or other advertising messages. (Gallery) |
| Shipper | A display that includes prepacked merchandise and the display structure all in one carton, usually designed for quick and easy set-up in the store. (Gallery) |
| Sintra | Brand name for a rigid PVC (i.e. plastic) sheet product used quite frequently in permanent display and signage applications. Very popular because it is offered in a wide variety of colors. The name is sometimes improperly used to describe any colored plastic sheet. |
| Slatwall | A wall display in which particle board or other paneling material is fitted with linear slots, facilitating the installation of bracketed shelves, hooks or other devices on which to stock product. Slatwalls often have modular capabilities, allowing them to be easily reconfigured and/or changed out. Commonly used to merchandise footwear. (Gallery) |
| Spinner rack | A freestanding display that positions products around a rotating center pole, allowing shoppers to spin the display and shop all sides while remaining stationary. |
| Standee | A freestanding cut-out, typically made of corrugate and most often depicting a person or animated character, that communicates a brand's promotional activity or celebrity endorsement. Standees usually are distributed as one component of a broader display program, but often are used distinctly. (Gallery) |
| Sustainability | Briefly, the development of environmentally sound business practices and products. Both the term and the movement behind it have been driven largely by the actions of Wal-Mart. (Articles) (Gallery) |
| Table Tent | A small sign that ships flat but can be folded in half to form a tent-shaped display for use on tables or countertops. Frequently used in bars and restaurants to advertise temporary drink or food specials. |
| Tearpads | Small pads of coupons or product information that can be torn-off as individual sheets. Also called "take-one pads," tearpads are often attached to displays or shelving near the products they promote. |
| Temporary displays | Displays typically made of corrugated board and designed for a life span of one week to three months. Most temporary displays are produced from "E" flute corrugate, which provides a smooth surface for direct printing or applying a lithography label. "E" flute also is easy to fold for assembly. |
| Three-way sell display | Allows product to be displayed from the front, left side and right side. |
| Tip-in | A pre-printed advertising page or card inserted into a periodical whose regular page size is larger. |
| Tip-on | <ol style="list-style-type: none"> 1. A coupon, sample, or reply card glued by one edge to a page of advertising. 2. A special card attached to a display to call attention to a special sale or other feature. |

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| Violator | <ol style="list-style-type: none"> 1. A sign attached perpendicular to the shelf, thereby sticking out and "violating" the aisle. 2. A visual device affixed to packaging graphics used to promote a special feature. (Gallery) |
| Walk-around display | A merchandiser holding product on four sides. Differs from a spinner rack in its lack of mobility. Not accepted by many retailers because of the large amount of floor space it requires. |
| Wall banner | A large sign hung in the center of a store or on a wall. Proper mounting is essential so it does not shift or rock with air movement and distract shoppers below. |
| Wall display | A display designed for attachment to a store wall or a wall (such as a slatwall) that itself is a product merchandiser. |
| Waterfalls | A fixture in which the merchandise hangs down at an angle, creating layers or tiers. |
| Window display | Traditionally seen on urban department stores with pedestrian traffic. |
| Wing display | A wing is a small, temporary display — sometimes called a "sidekick" — that is mounted onto the side of an endcap. Sometimes wings are even attached to the sides of other wings. See sidekick. |
| Wire feet | At its simplest, two sections of straight wire, bent at an angle to form an interlocking base with four "legs" that insert into a rolled paper tube. Commonly used to hold up pole toppers. |
| Wobbler | Also called a "dangler," a very small, lightweight sign that hangs from a shelf or wire. (Gallery) |
| Wrap around | Often called "base wrap," a roll of continuously printed materials -- typically on single-face corrugate -- used to decorate a display. Base wrap is most commonly used around beer case stacks. See base wrap. |