

GO Travel's TR display generates interest at TFWA



Travel accessory leader's new merchandising solution maximizes stock holding on minimal floor space

Leaders in travel accessories for over 40 years; Go Travel unveiled "The Quad" at the TFWA World Exhibition and Conference this week to great acclaim. The new TR product fixture focuses on maximizing stock holding, while keeping the stand's footprint to a minimum. Designed to offer 360° visibility of the brand's extensive travel accessories range, its flexible layout allows the retailer to easily focus on core TR categories such as pillows and travel adaptors. However, its ability to instantly increase pillow stock holding with the capacity to hold a large volume has undoubtedly been one of the biggest draws at the show.

A fully customizable display, the new Quad fixture from Go Travel offers a TR store outstanding flexibility with a footprint of just under 4.5 square feet. This four-sided display has the capacity to hold up to 40 product types on two facings with the other two facings dedicated to pillow stock holding.

Steve Worden, Sales Director, Go Travel commented: "The new Quad stand has had a fantastic reception in Cannes, we couldn't be more pleased with the positive response from our TR partners. The combined flexibility and outstanding stock holding, particularly for pillows, on such a small retail footprint has really resonated with buyers."

"Typically, TR consumers don't have time for leisurely browsing and this new display allows us to offer a more focused and edited range that targets the needs of a traveler at that specific point in their journey. We look forward to seeing the impact on sell-through when this new display rolls out across TR in the coming months," he added.