

5 TIPS FOR LAUNCHING YOUR PROFITS

PRESENTATION IS IMPORTANT!

A well organized display of products will increase your fireworks sales and Launch Your Profits!™

A few minutes of time could easily double your profits!

IS YOUR DISPLAY CUSTOMER FRIENDLY?

Attribute	Customer Friendly	Check ✓
Location	Is the fireworks display positioned in an eye catching location?	
View	Is there enough space around the display for your customers to easily view products and access the display?	
Organization	Has the product been neatly organized in a space that is sufficient to successfully promote the product?	
Cleanliness	Are your fireworks under a layer of dust, or does the display look fresh and clean?	
Promotion	Have you used your free promotional kit? Every fireworks order contains a complementary window poster, shelf poster, product description sheet, and merchandising tips to boost your sales!	



FIREWORKS STORAGE

As the importance of safety continues to dominate the public mindset, a review of your fireworks storage practices should be a crucial aspect of pre-launch preparations. It is vital to consider how you will be storing your fireworks, where they will be stored, and the physical amount of product that you intend to merchandise within your retail outlet.

Protocols pertaining to the safe storage of Family Fireworks are administered by Natural Resources Canada. Over the past couple of years, Natural Resources Canada has refined its standards for family fireworks storage, releasing "Bulletin 51".

A summary of the fireworks storage requirements, contained within Bulletin 51, are below.

Note: Fireworks contained within Family Packs or cellophane wrapping may be merchandised in areas allowing direct consumer access. Appropriate locations include: Bunk-end displays, profit panel displays, impulse and cash register displays, and seasonal-products sections.



RECOMMENDED:

- Consult with your local municipality or fire prevention office to verify municipal storage requirements prior to merchandising fireworks.
- Ensure that fireworks are displayed in a manner which prevents public access to loose products. Family packs, blister packs, or shrink wrapped items, however, may be merchandised without restricting public access.
- Loose fireworks items must be stored in such a way as to prevent fire from spreading rapidly from one lot to the next.
- Good areas for displaying loose fireworks products include:
 - ▶ Shelving areas behind your retail checkout.
 - ▶ In a locked display cabinet.
 - ▶ On a high product display shelf in your store.
 - ▶ In a BLAST-OFF Fireworks Loan-A-Cabinet™ display unit.
- Post a "NO SMOKING" sign near the display area.
- Ensure that your retail outlet satisfies Workplace Health and Safety regulations pertaining to unobstructed emergency exits.
- Install a suitable ABC fire extinguisher in your retail setting.
- Verify that the purchasers of fireworks are 18 years of age or older.

NOT RECOMMENDED:

- Merchandising illegal or unapproved fireworks articles.
- Storing in excess of 1000 kg of consumer fireworks at your retail outlet.
- Storing fireworks in retail lots greater than 25 kg.
- Storing fireworks with other dangerous goods like paint, propane cylinders, or cooking oil.
- Displaying fireworks in areas of direct sunlight or direct heat.
- Permitting minors to purchase or handle retail fireworks.