

The Dream Showroom

Key factors to
creating an
ideal retail space

By Emily Kay Thompson

This fall, fenestration dealers will gather at Window & Door Dealer Days to see new products, network with peers and participate in educational sessions designed to improve their profitability. The focal point of the new event will be the Dream Showroom, a 4,400-square-foot pavilion on the GlassBuild America tradeshow floor featuring residential windows and doors from the industry's leading suppliers.

"The goal of the Dream Showroom is to serve as inspiration for dealers looking to upgrade their retail spaces aesthetically and in terms of the products they offer," explains Nicole Harris, president and CEO of the Window & Door Dealers Alliance, which is hosting the event.

In that spirit, the following pages take you on a tour of impressive showrooms across the country and the key characteristics dealers attribute to their success. These 'dream elements' are aspects such as the depth of products on display, the manner in which they are displayed, the integration of technology and all-important factors such as location and ambiance. See and read how others view their showrooms and hopefully, that insight can be applied to yours. For additional showroom ideas, visit Window & Door Dealer Days, September 16-18, 2015 in Atlanta. See Page 7 for more information on the event.



THE DREAM SHOWROOM

Depth of Display

Dream Elements

Breadth of Product
on Display, Use of
Technology

Company

Windows, Doors & More
windowshowroom.com

Location

Seattle

“It’s difficult to visualize a front entry just from a door slab, corner sample or even from a picture,” Rick Locke, Windows, Doors & More, says. “We regularly have architects, builders and their clients in the showroom reviewing product choices, product configurations, and hardware and finish options. They are able to see and touch products, which brings their plans to life.”

The Seattle-based company is constantly upgrading its displays and the showroom, Locke reports. It also showcases a variety of unique accessory items including door automation, specialty glass products and cutting edge products, such as Andersen’s VeriLock integrated wireless security sensors (see above, inset). “We display the full solution including professional monitoring and self-monitoring on a portable device like a tablet or iPad,” he says.

This isn’t the only technology that Windows, Doors & More incorporates. Locke says the company recently added a 70-inch high definition TV on which the sales team can put up drawings or review websites with customers.

One of the biggest keys to displaying quality and value is to provide lots of full size samples in a wide variety of materials and configurations. “The breadth of product on display in our showroom allows architects, builders and homeowners to see first-hand the differences and value propositions of a variety of materials, manufacturers and styles,” he says.

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