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Spenco Tackles Total Category Management

New shoe care, lace lines strengthen brand's position

Spenco has exploded the benefits of its brand name recognition into a full shoe care line with more than 90 shoe care products, including 50 styles of laces. Launched in September, Spenco's protectors, cleaners & conditioners, polishes, and special care accessories mean better looking, longer-lasting athletic and outdoor footwear, and maximum returns for the retailer.

Cam Brown, Spenco's Shoe Care Project Manager, said these products provide retailers with what the company calls "total category management" for athletic and outdoor shoe accessories. Buying insoles and shoe care products from one company increases visibility on the floor, and makes inventory and shipping more efficient. "If the retailer is picking the right supplier, they'll be able to maximize their return."

Brown says Spenco's devotion to quality makes them an attractive supplier. Their heavy-duty boot protector, for example, contains 15 percent silicone—the highest percentage of any product on the market. Unlike the other, generic accessories and brushes on the market, Spenco's are designed specifically for footwear—including cleats. And Spenco is the only major supplier to offer a standard protector with UV-ray protection. "We've looked closely at the competition to ensure we have delivered a superior shoe care program," adds Brown.

The specially designed packaging is very consumer friendly. Protectors, cleaners and polishes come in unique containers with easy-to-use and convenient applicators. Packaging features photographs of people participating in a range of active lifestyle activities in which the product is designed for. "The packaging is color-coded by family category to coincide with our extensive training program," says Brown. "The end result is better understanding and confidence on the floor, and better sales on the top line."



Spenco's Shoe care line includes more than 90 products and makes the brand a compelling full-service supplier.

SPENCO INTRODUCES "PERFORMANCE PER SQUARE FOOT"

Today's retailers need more than just a profit on inventory investment—they want to maximize their gross margin return on inventory while using the smallest amount of merchandising space possible.

Spenco has developed what they are calling Gross Margin Return On Space, a formula based on historical sales analysis compared to the actual retail floor space used to sell accessory

products. Through this analysis, Spenco is able to clearly show their retail partners how to maximize their sales, gross margin and performance per square foot.

"We've created a program that looks at Gross Margin Return on Inventory Investment, but takes it to another level," says Blake Boulden, Foot Care Business Manager for Spenco.

The GMROS system is the final link to the Spenco strategy. "It's a combination of creating store traffic, educating the store employees and creating display solutions that focus on the consumer and maximizing turns," said Boulden. "This program is tried, tested and proven to produce the results that our retail partners demand."