

## CAMPAIGNS

# Leki Wheel Expands Line

**Brand:** Leki USA, Buffalo, N.Y.  
**Display company:** American Slide Chart, Wheaton, IL  
**Product:** Hiking poles  
**Display:** Paperboard wheel that hooks to a floorstand  
**Key insight:** Prior to the informational wheel, shoppers did not have access to -- or knowledge of -- Leki's full line of hiking poles. It answers their need for more choices, and has bumped up sales of the full line.



**Leki USA** produces 21 different hiking and walking poles, owning an 85% market share of the nation's specialty outdoor retailers in this niche area. However, buyers only select a sampling of the poles to sell at retail, limiting the brand's exposure to shoppers.

But after a simple wheel display launched in July, shoppers are buying more than just what's in stock, and consumers and floor staff are urging retailers to carry more poles or the entire line.

The four-color "Pick-a-Pole" answer wheel explains the features of each Leki trekking pole with a simple turn of the dial. The 9-inch paperboard wheel divides Leki poles across five main color-coded product categories; highlights a model name and photo; and then specifies length, weight, model number and key features of the pole in cutout windows.

Intended for placement wherever small specialty retailers merchandise Leki poles – whether on pegs, grids or slatwalls, or from the company's existing floorstand – the Pick-a-Pole answer wheel serves as a hand-held silent salesman that "really facilitates decision-making for consumers, most of whom don't know all the products' many features and considerations before walking into the store," says Lindy Spiezer, marketing manager with Buffalo, N.Y.-based Leki USA. "It really bothered us that most sales were going unaided. This tool is probably the best thing we've provided to customers."

She adds, "The tool helps educate the salespeople, who can now speak knowledgeably about every model; and it is very helpful for satisfying the customer, who ends up ordering what they wanted instead of what happened to be hanging on the rack."

With all of Leki's 21 models summarized on a wheel, consumers and retail staff are requesting the full line. Though increased sales figures were not available at press time, Spiezer says that "reps are reporting new interest in different models -- like ultra light, antishock, women's, camera-mounted and others -- that wheel users did not know were available."

The idea for a solution finder clicked when Spiezer saw a similar device for another diverse line of outdoor products. Research brought her to that wheel designer's manufacturer – **American Slide Chart** in Wheaton, IL – which integrated Leki's plethora of linear, brochure-type data into the portable wheel. American Slide Chart produced 2,000 of the compact wheels, which were shipped from July through October with outbound orders and are supplied by reps to stocked retailers who don't have one.

Though Leki provides retailers with an informational header card and brochure intended for display with the current floorstand, the freestanding unit is often found in back storerooms, and the poles are merchandised on other devices without a sales aid.

The Pick-a-Pole wheel's colors and graphics mesh with each product year's creative theme. As Leki prepares for this year's trekking pole season, a new wheel is being produced to match.

-- Lorna Pappas