

Tips from our top customers to maximise Ocean Shell Studios sales



Treasures for sharing your memories of New Zealand with loved ones and friends

Genuine New Zealand Paua Shell (Abalone)

Nourish your soul
Pāua Shell (Abalone) blesses the person holding it with tranquility, representing the water that quiets emotional strife.

Wellbeing
Pāua Shells (Abalone) symbolise wealth, fertility and purity, carrying the energy of protection and holistic balance.

Crafted from the heart in Riverton, New Zealand.
These products are made with Paua from the pure ocean waters of New Zealand, one of the only sustainably managed Abalone fisheries in the world.

Naturally Formed in New Zealand • Sustainably Harvested • Sharing Nature's Signature

83% of the information our brains process comes through our sense of sight

- Customers are attracted to colour. Use a subtle backdrop behind Ocean Shell Studios product (we have backdrops and mats available in Ocean Shell Colours) to highlight.
- Signage to tell the story. Use the Ocean Shell Studios sign to help customers understand why our product is special.
- Let there be light. Ocean Shell Studios product sells better when it is well lit.



d. Grouped and themed:

- Ocean Shell Studios product is more likely to attract attention when it is grouped. The brain is triggered by imbalance, so uneven numbers are good. It is also triggered by the unexpected (unrelated item).
- In the same breath, repeating elements sooth.
- Create the imagined usage situation – group products according to use or something that makes sense to the customer, such as creating a kitchen or living room scene.

- Think in levels and pyramids – Ocean Shell Studios product sells better when it is on a number of levels.
- Avoid clutter and keep it clean.
- Rearrange often to keep it fresh – 1 x month is good.
- Ocean Shell Studios product sells better when it is on a central display or close to the front of the store.
- Our product sells better when it is priced.
- We love being in window displays!

