



DISPENSARY MERCHANDISING

CAPABILITIES & CASE STUDIES



ZENGENIUS AWAKENS CREATIVITY

"THE ZEN GENIUS SLEEPS IN EVERY ONE OF US AND DEMANDS AN AWAKENING."

- D.T. SUZUKI -

MERCHANDISING MATTERS

Elevate your presentation with visual merchandising support, service, and solutions to make your dispensary customer-ready.

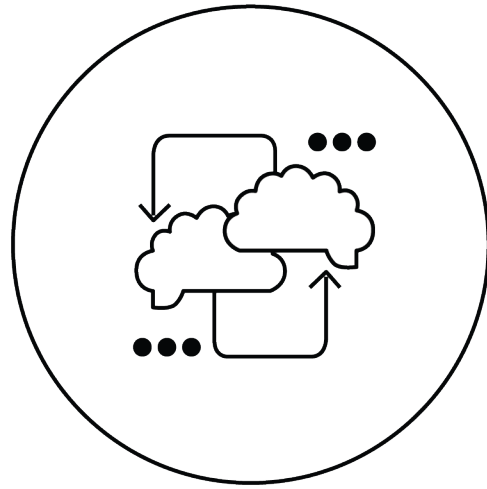
At our core, we believe that visual merchandising has the ability to positively impact your business aesthetically and operationally while influencing those who experience it. Leading the way for retailers and brands for over 20 years, ZenGenius, Inc. has provided creative direction, merchandising strategy, sourcing, and execution for more than 50 dispensaries across the United States.

Expertly implemented merchandising strategies create inviting and comfortable spaces that engage, guide, and educate both first-time and repeat shoppers. Visual merchandising not only elevates the look and feel of a space but also supports the operational demands of your business. Well-organized and beautifully presented products allow you to offer each customer the personal attention they deserve, or the freedom to explore and navigate on their own - ultimately leading to product sales and repeat business.



SERVICE
& STRATEGY

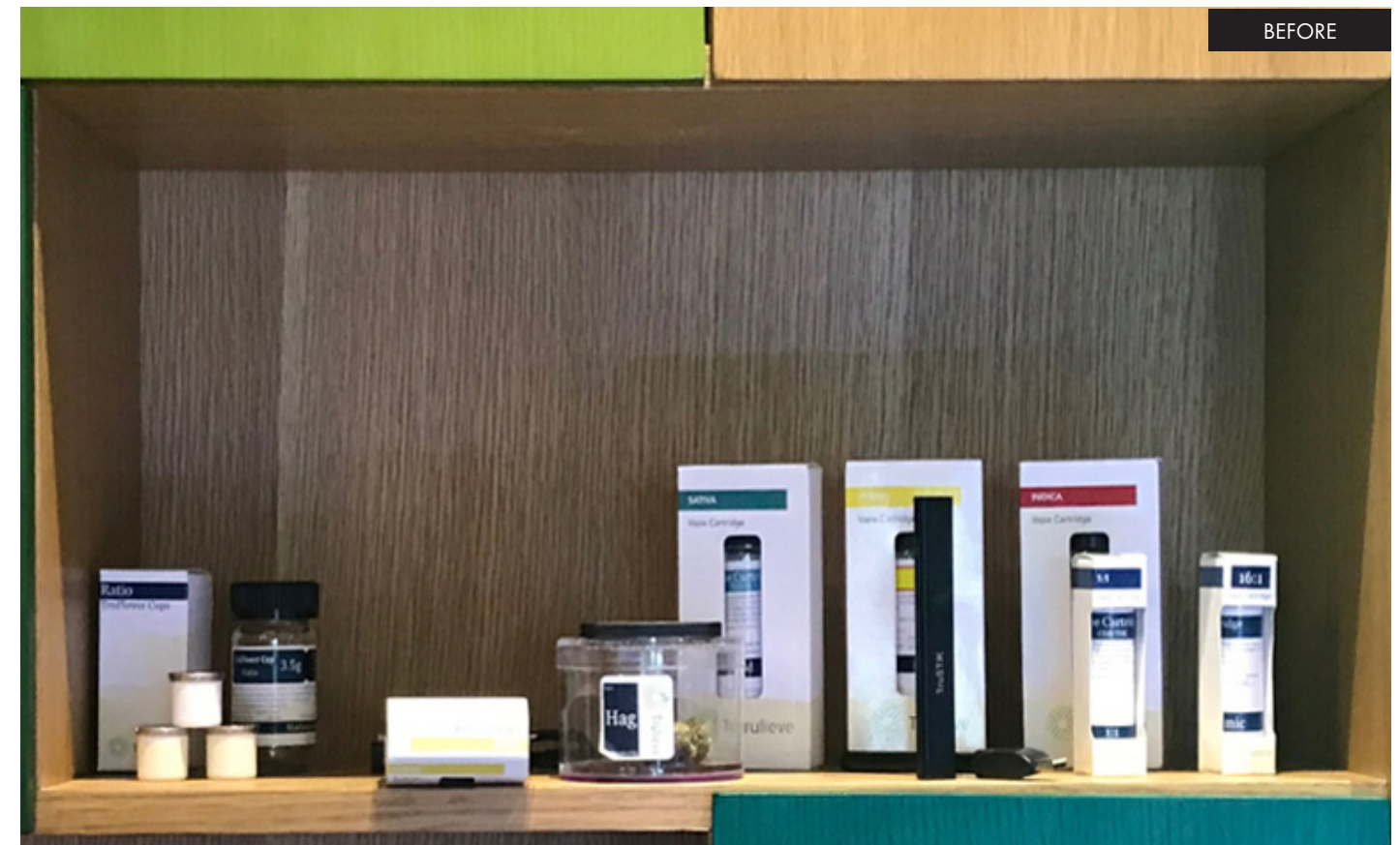
IT'S WHAT WE DO

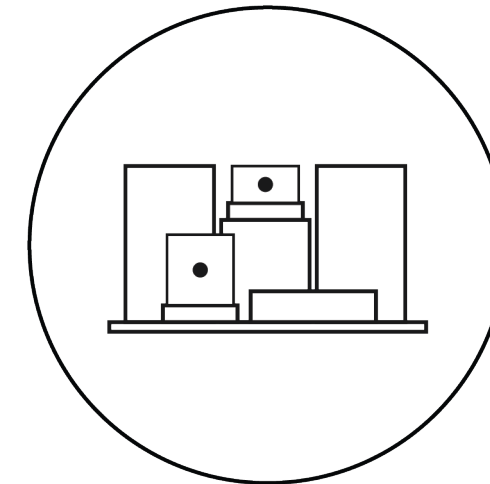


VISUAL STRATEGY

Visual merchandising is more than making things look pretty – it's designing how customers navigate and experience the space and the products within it. From your lobby or waiting area to your consultation areas and selling spaces, our team of experts develops visual strategies that move merchandise.

- Plan the navigational paths from store entry to exit ensuring a visual experience throughout the space
- Review product selection, identifying merchandise categories, and grouping opportunities
- Create product layout and placement strategies utilizing the center of the store and perimeter areas
- Develop signage and branding opportunities to reinforce brand mission or lifestyle

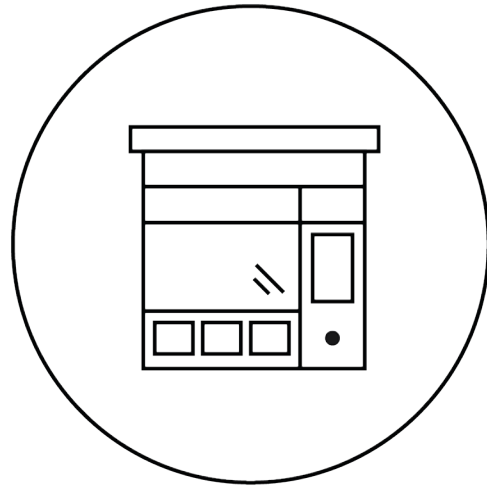




MERCHANDISING ELEMENTS

From bud and flower to vape pens and branded swag, ZenGenius Inc. designs, specifies, and sources key merchandising elements to display all products offered within your dispensary. Whether using risers, platforms, jars, or a cloche, the right tools engage and move toward a path to purchase.

- Review established interior finishes and brand standards for inspiration, driving the look and feel of tools
- Propose aesthetic concepts that balance form and function required for the full range of merchandise offered
- Design graphic communication tools to highlight product information, pricing, and availability
- Source or fabricate custom tools from our network of trusted partners



ONSITE EXECUTION

Our professionally trained visual merchandisers have supported retailers and brands for more than 20 years. Their extensive knowledge of retail operations and comprehensive understanding of product placement ultimately drives sales by inspiring shoppers to walk away with products in hand.

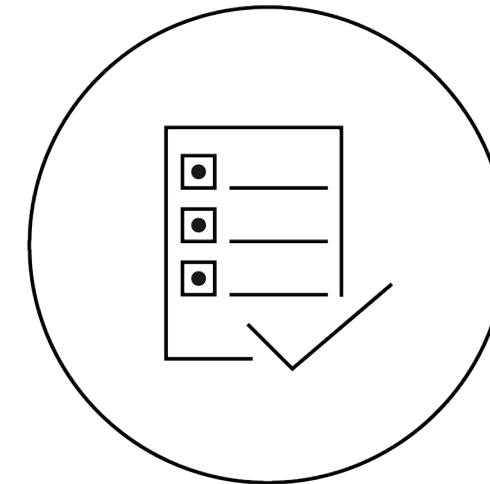
- Place all fixtures and displays based on established plans, or create focal and impact areas on the spot
- Execute established visual strategies throughout the store, including store exteriors or entryways
- Install and implement visual communications, graphics, and signage packages
- Complete propping and styling throughout the entire space to bring a cohesive look to the retail environment





VISUAL MERCHANDISING PLAYBOOK

STORE EXPERIENCE GUIDE
ISSUE # 1 - 03.05.21



TRAINING & GUIDES

Set your team up for success with our detailed training guides, documenting visual standards for your brand. Whether in-person or virtual, we'll teach you how to engage shoppers with stunning visuals and educate them with informative graphics and signage.

- Document all implemented strategies into a clear, easy-to-understand guide for reinforcement of brand standards
- Create a program of scheduled merchandising updates based on seasonal changes or product introductions
- Host in-person or virtual sessions with your team, introducing the basics of visual merchandising
- Conduct in-person or virtual visual audits to review newly implemented products or merchandising strategies



CUSTOM MERCHANDISING TOOLS

Platforms and risers and trays, oh my! Our visual experts and designers team up to create merchandising tools that elevate your product. We evaluate your assortment, study the packaging, and even dive into the SKUs so we can create displays that work. Working with our network of trusted fabricators, we'll manage design, manufacturing, and distribution from start to finish.



P.O.P. & VENDOR DISPLAYS

With multi-brand stores gaining popularity, individual product brands are looking to make their mark in-store. Partner with our team to create a point-of-purchase display or develop vendor fixture programs. From custom design and brand evaluation to project management of fabrication and allocation, our team is here to help.



TRADE SHOW BOOTH DESIGN

Visual presentation supports marketing and sales initiatives, which is why the team at ZenGenius has provided brands with trade show booth design support for more than two decades. We work to understand booth design limitations, consider how your brand stands out, how products are presented, and how to engage and entice those walking the show floor.

FEATURED PROJECTS

CREATING CLIENT SUCCESS

CANNABIST

BY COLUMBIA CARE

Known for its clinical approach to medical marijuana, Columbia Care looked to transition from its pharmacy-feel to one that welcomed a broader audience. With plans to rebrand, they connected with ZenGenius to bring their new concept, Cannabist, to life through visual merchandising. Focused on creating an educational environment with an upscale feel, ZenGenius provided the following services to support Columbia Care in its mission:

- MERCHANDISING AUDIT
- VISUAL STRATEGY
- CREATIVE CONCEPT DEVELOPMENT
- MERCHANDISING ELEMENTS DESIGN
- SOURCING & PROCUREMENT
- MERCHANDISING DIRECTIVES
- MULTI-STATE INSTALLATION

Thirty seven store installations throughout the United States.



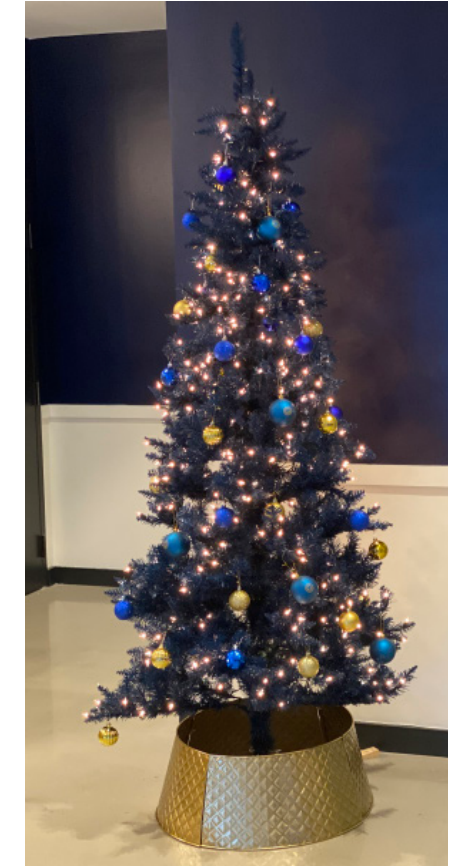


CANNABIST - SEASONAL DECOR

BY COLUMBIA CARE

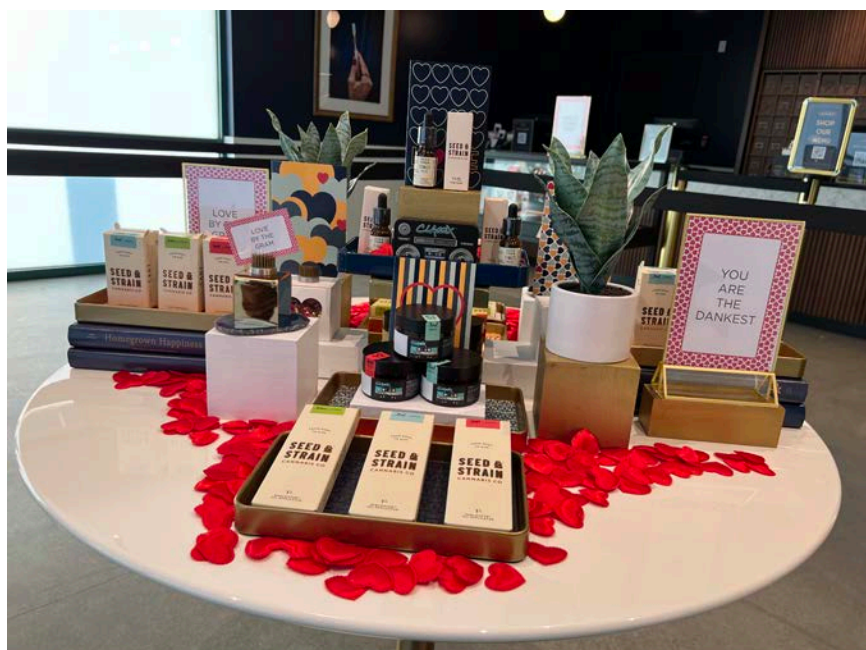
After providing visual merchandising strategy and design services, ZenGenius received the opportunity to develop seasonal decor for all the major holidays for Columbia Care. Custom and in-stock items were sourced, packed and shipped to 30+ stores along with a directive guide to ensure that all the displays looked uniform in all stores. Some of the holidays are listed below:

- WINTER HOLIDAYS
- VALENTINE'S DAY
- ST PATRICK'S DAY
- 420
- PRIDE
- JULY 4TH
- 710
- HALLOWEEN



CANNABIST - SEASONAL DECOR

BY COLUMBIA CARE



TRULIEVE

As the leading medical cannabis company in the state of Florida, Trulieve wanted to take its vertically integrated "seed-to-sale" approach to a new level. Serving an ever-growing patient base with a variety of unique, fresh and exciting products, they chose ZenGenius to provide:

- MERCHANDISING AUDIT
- VISUAL STRATEGY
- CREATIVE CONCEPT DEVELOPMENT
- MERCHANDISING ELEMENTS DESIGN
- SOURCING & PROCUREMENT
- SEASONAL VISUAL COMMUNICATION
- MERCHANDISING DIRECTIVES
- MULTI-STATE INSTALLATION

Phase 1: 30 store locations throughout Florida

Phase 2: 25 store locations throughout Florida





TRUFLOWER CUSTOM FIXTURE DESIGN

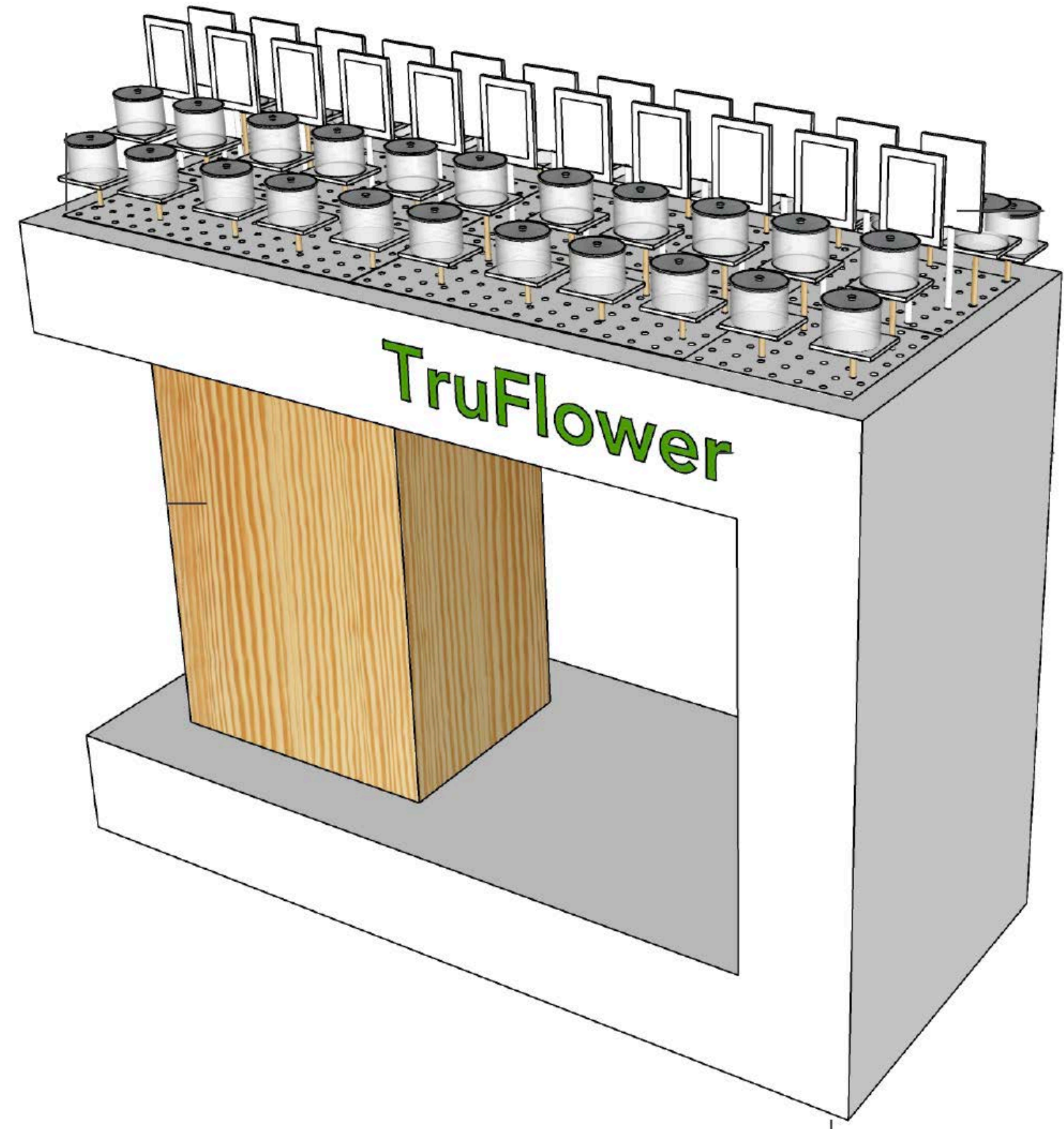
Expanding on Trulieve's elevated merchandising and in-store environment, ZenGenius developed multiple display concepts to highlight the TruFlower product. Stepping out from behind the counter and into the center of the store, the product is more approachable for exploration.

Design considerations included continuity of materials and finishes to complement the aesthetic throughout the space and the integration of existing merchandising tools for multiple uses from behind-the-counter to the center of the store.

Features include:

- PROMINENT BRANDING
- RECESSED VM TOOLS
- HIDDEN CASTERS FOR MOBILITY
- LOCKING STORAGE FOR ADDITIONAL PRODUCT
- SIGNAGE FOR PRODUCT INFORMATION
- SCALED DESIGN FOR PRODUCT VISIBILITY

Concepts developed in collaboration with The High Road Design Studio.



LIBERTY

BY HOLISTIC INDUSTRIES

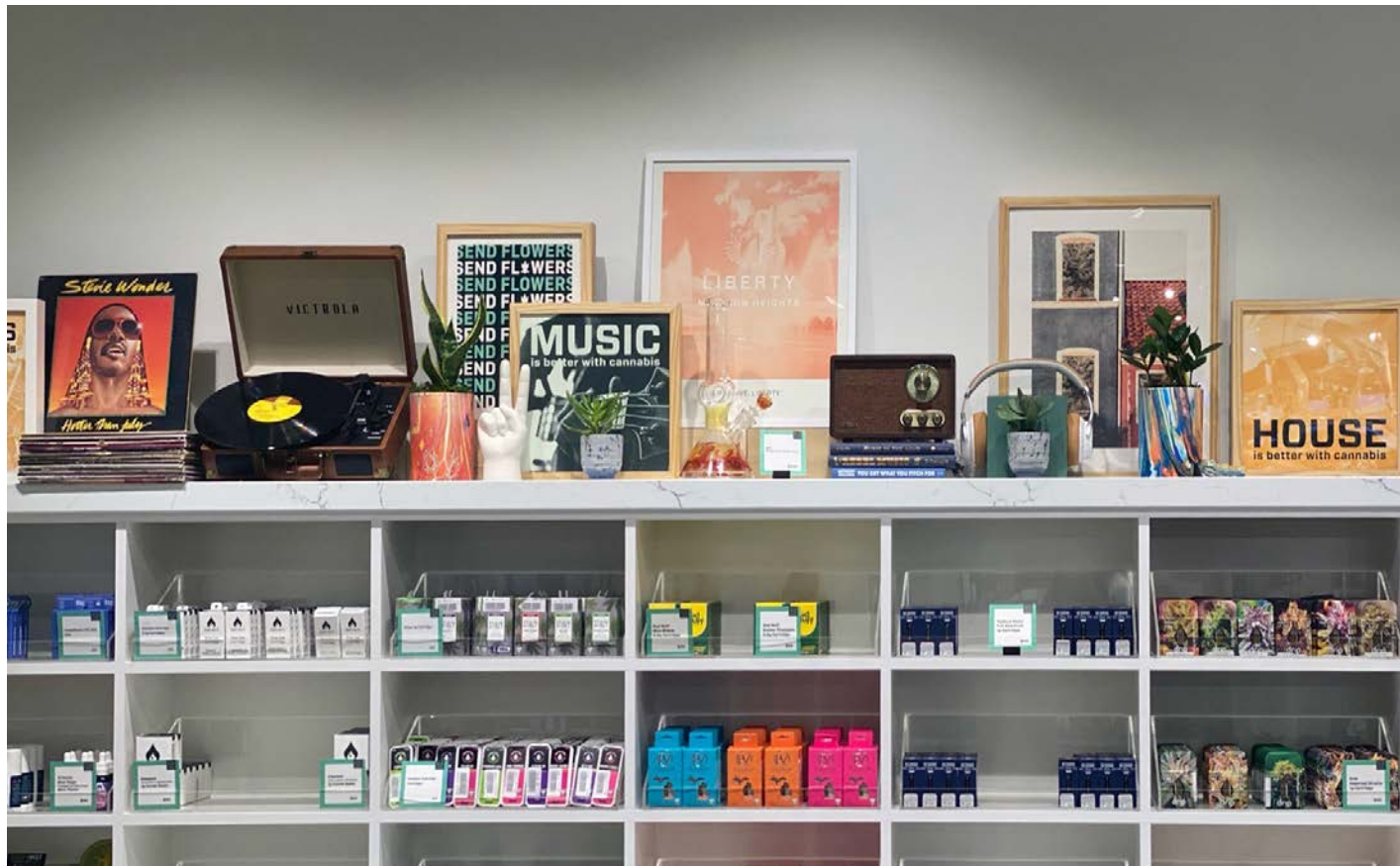
One of Holistic Industries' many brands, Liberty Cannabis, aimed to expand and reach a new audience as cannabis reached a new level in the mainstream. With a playful approach, they wanted to develop a visual merchandising program that engaged kindred spirits. ZenGenius provided the following services to support their lively marketing strategy:

- MERCHANDISING AUDIT
- VISUAL STRATEGY
- CREATIVE CONCEPT DEVELOPMENT
- VISUAL MERCHANDISING PROGRAM
- MERCHANDISING ELEMENTS DESIGN
- VISUAL SOURCING AND PROCUREMENT
- LIFESTYLE & WINDOW DISPLAYS
- MULTI-STATE INSTALLATION

Four stores and counting:

- Springfield, Massachusetts
- Easthampton, Massachusetts
- San Francisco, California
- Los Angeles, California







Visual merchandising is an extension of your brand and can support your current marketing initiatives. Whether it's incorporating lifestyle graphics, brand messages, or one-of-a-kind props, each play a part in storytelling throughout the space.



STRANE

BY HOLISTIC INDUSTRIES

With a cheeky and playful wink, as seen in its packaging, Strane, by Holistic Industries, strives to stand out in a sea of competing products. Influenced by the brand's bold lemon yellow accents, the ZenGenius creative team developed a suite of display elements that could roll out nationwide to highlight the full line of Strane products in any dispensary. In addition, ZenGenius provided the following services to support this in-store product presentation:

- PACKAGING REVIEW & AUDIT
- CREATIVE CONCEPT DEVELOPMENT
- VENDOR VETTING AND SELECTION
- PROTOTYPING & TESTING
- FIXTURE-SPECIFIC MERCHANDISING DIRECTIVE
- MULTI-LOCATION DISTRIBUTION

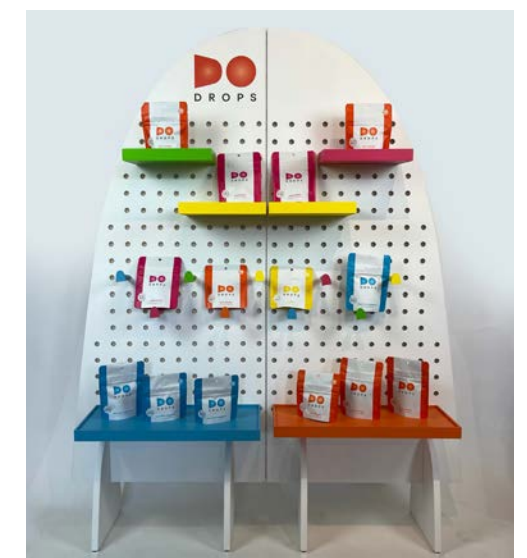


DO DROPS

BY HOLISTIC INDUSTRIES

Mild doesn't have to mean boring! Do Drops Edibles strives for approachability and inclusivity while infusing each day with a bit of wild fun. Looking to make a strong visual impact, the ZenGenius creative team developed an easy-to-assemble pop-up fixture for in-store and at-event promotion. With more than seven flavors in a variety of package sizes, ZenGenius provided the following services:

- PACKAGING REVIEW & AUDIT
- CREATIVE CONCEPT DEVELOPMENT
- VENDOR VETTING AND SELECTION
- PROTOTYPING & TESTING
- FIXTURE-SPECIFIC MERCHANDISING DIRECTIVE
- MULTI-LOCATION DISTRIBUTION



RYTHM - SHOP IN SHOP

GREEN THUMB INDUSTRIES

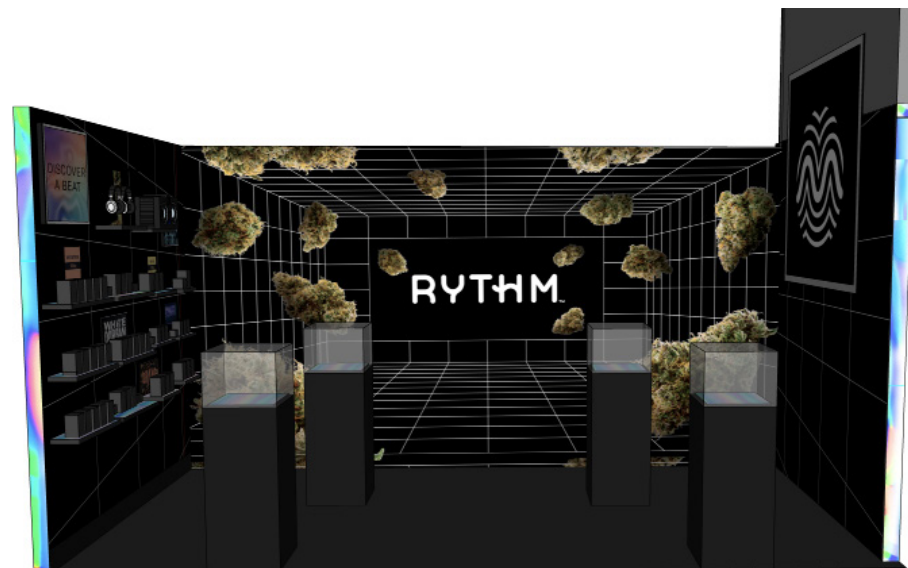
Designed a Shop in Shop for Green Thumb Industries for their brand Rythm inside the Remedy dispensary in Maryland. From initial design concept to final installation, ZenGenius provided solid partnership to the GTI team to create the ultimate brand experience for Rythm.

CREATIVE CONCEPT DEVELOPMENT

- SHOP IN SHOP DESIGN
- SOURCING AND PROCUREMENT
- INSTALLATION

Location:

- Windsor Mill, Maryland



MAITRI MEDICINALS

In collaboration with The High Road Design Studio, ZenGenius set the standard for visual merchandising display at Maitri Medicinals – a leader in the medical marijuana industry that provides first-class patient services in their sophisticated dispensaries. We provided:

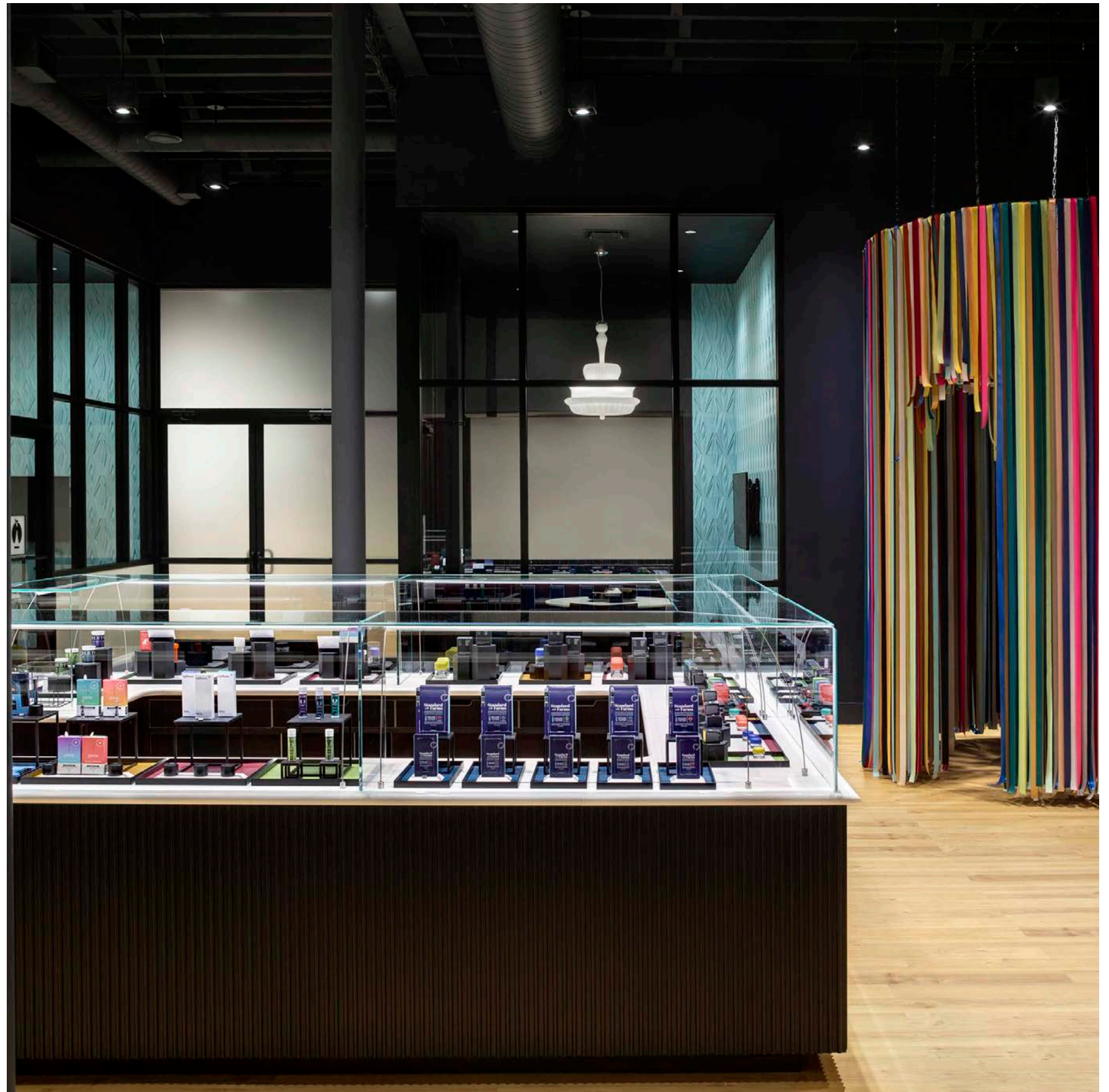
- VISUAL STRATEGY
- CREATIVE CONCEPT DEVELOPMENT
- MERCHANDISING ELEMENTS DESIGN
- SOURCING AND PROCUREMENT
- INSTALLATION
- SEASONAL VISUAL COMMUNICATION
- MERCHANDISING DIRECTIVES

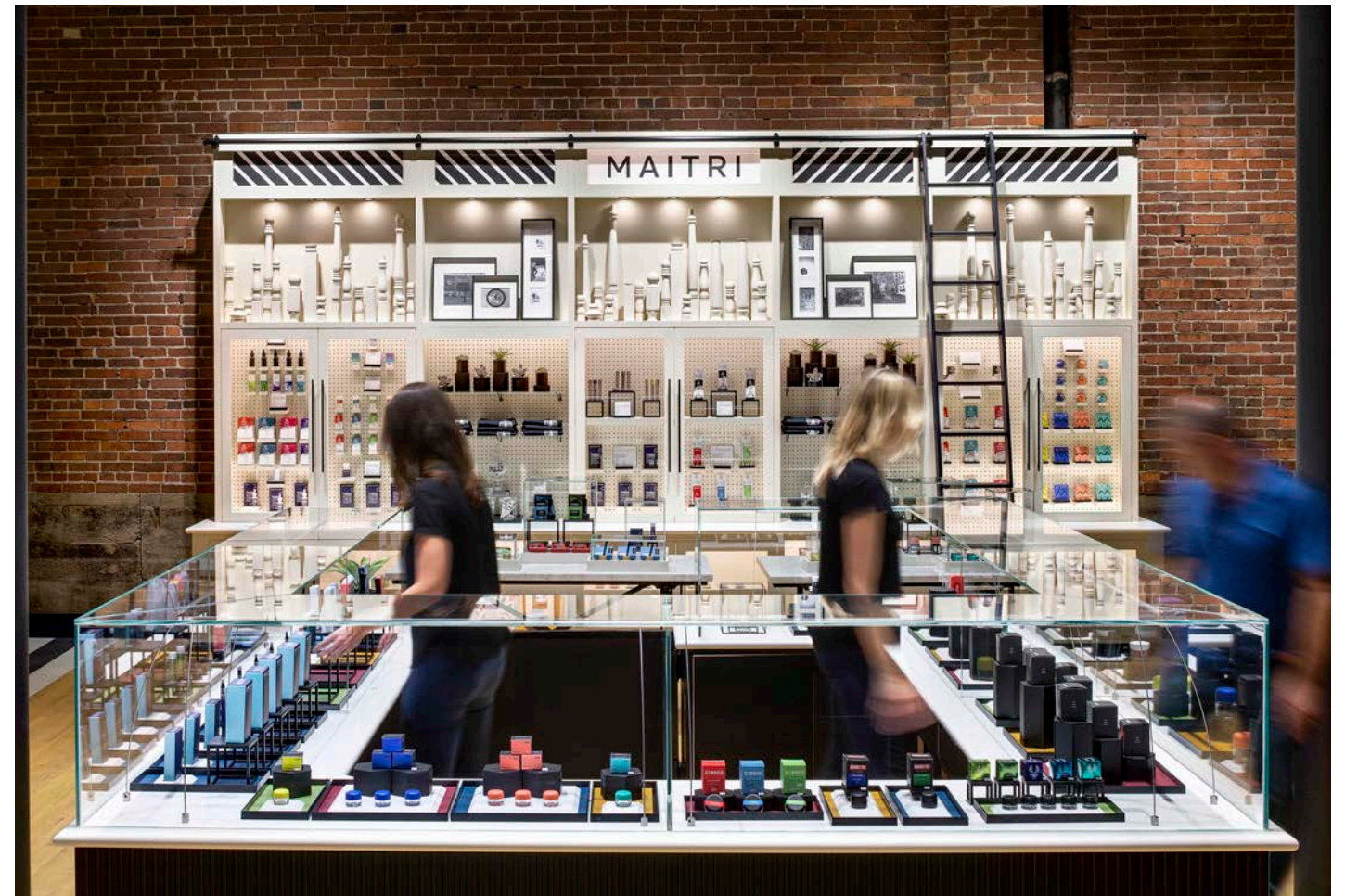
Locations:

- Pittsburgh, Pennsylvania
- Uniontown, Pennsylvania



2019 Winner of Shop! Association Silver Award for
Speciality Food and Consumable Retailer





HIGH STREET CBD

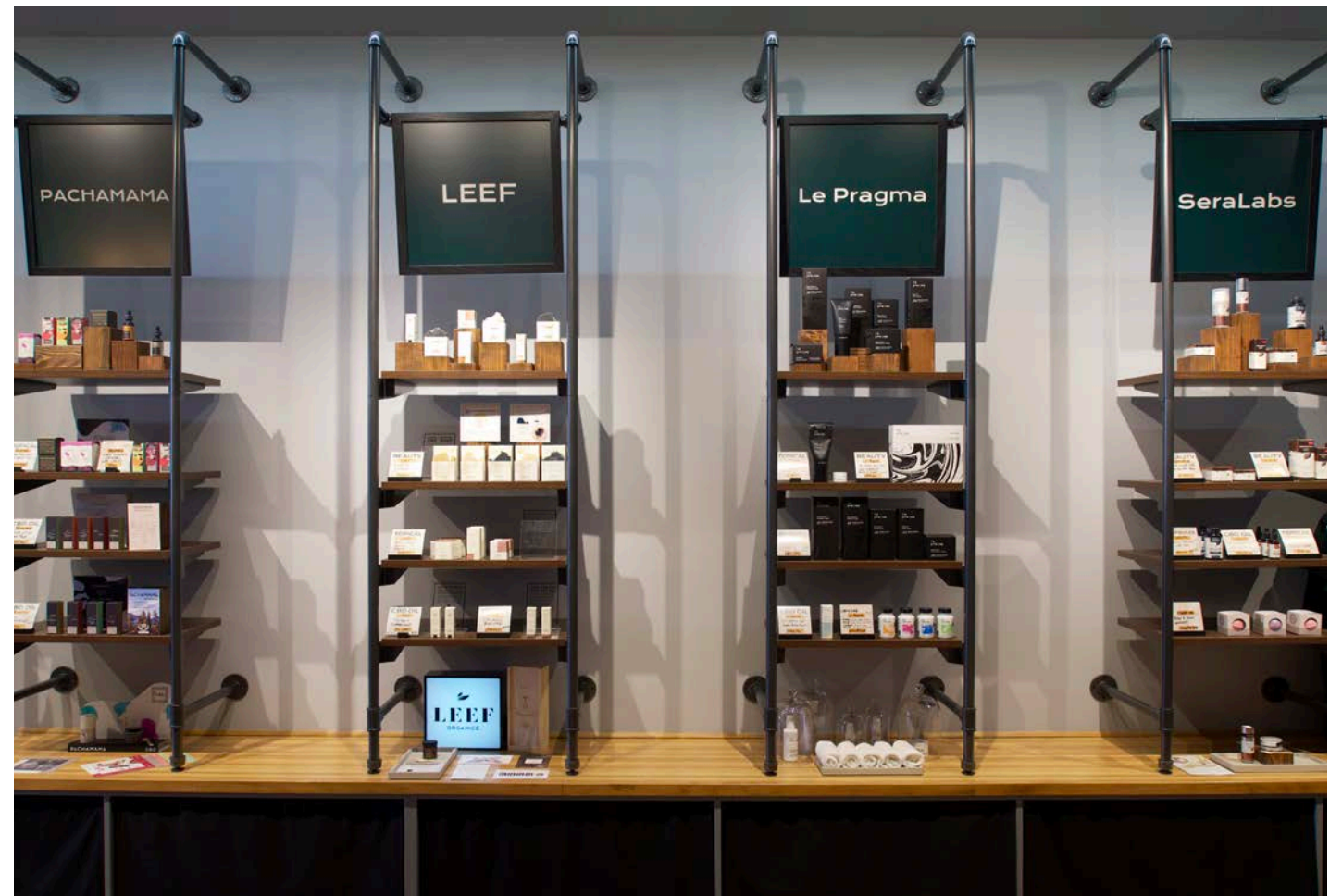
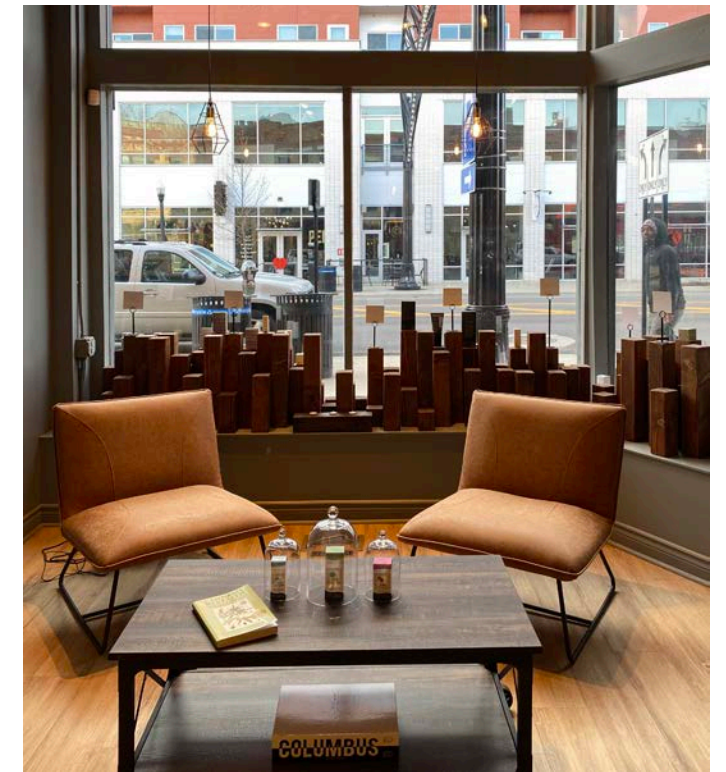
Located in Columbus' trendy, high-traffic Short North neighborhood, High Street CBD sought out ZenGenius as a collaborative partner to build their brand from the ground up. Focused on education and creating a culture of positivity around their brand, the team at High Street CBD relied on ZenGenius to provide:

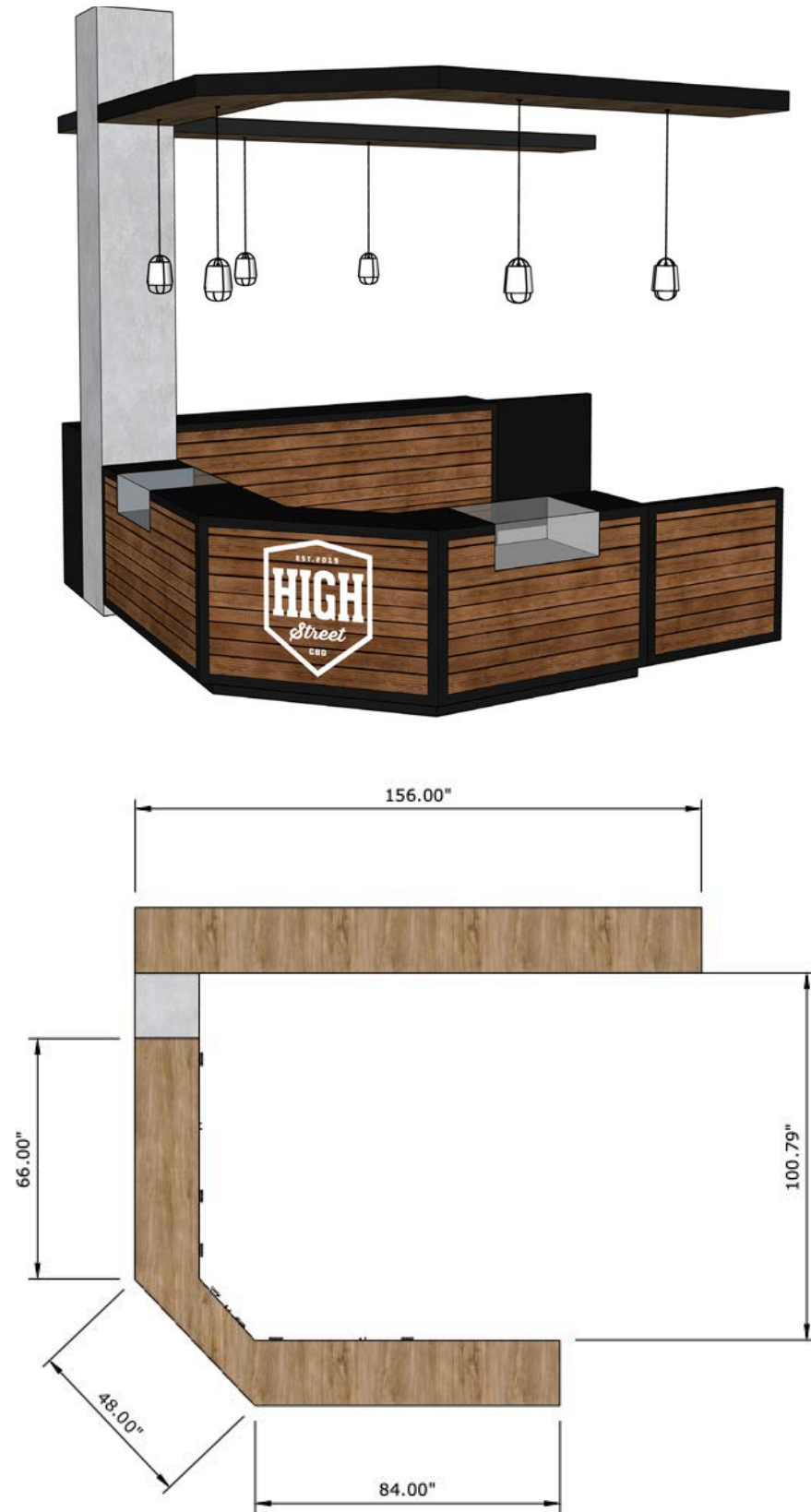
- VISUAL STRATEGY
- FULL-STORE CONCEPT DEVELOPMENT
- FIXTURE & DISPLAY SPECIFICATION
- CUSTOM CASHWRAP DESIGN
- VISUAL MERCHANDISING PROGRAM
- MERCHANDISING ELEMENT DESIGN
- VISUAL SOURCING AND PROCUREMENT
- INTERACTIVE / SHOPPABLE WINDOWS

Single location:

- Columbus, Ohio







In addition to space planning and fixture specification, ZenGenius designed a custom cashwrap solution complete with integrated branding



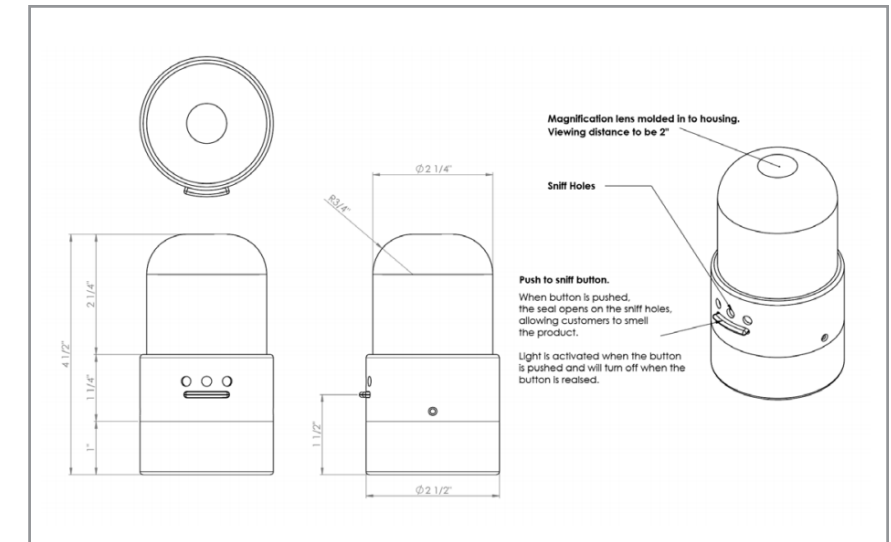
CLOUD CANNABIS

Michigan-based dispensary Cloud Cannabis was looking to stand apart in the crowd since the recent recreational legalization in their state. Focusing on product education for all, Cloud Cannabis tasked ZenGenius with designing a custom sniff jar to enhance the flower buying experience. We responded with a fully custom jar that featured:

- ACRYLIC LID WITH 2X MAGNIFYING ELEMENT AND MAGNETIC SECURITY LOCK
- COMPACT BASE COMPLETE WITH:
 - FOOD-SAFE SILICON MAT WITH PIN
 - PUSH-TO-ILLUMINATE LED LIGHT
 - PUSH-TO-OPEN VENT FOR SNIFF EXPERIENCE
 - BATTERY ACCESS
 - RUBBER GRID PAD

ZenGenius also provided:

- CUSTOM PRODUCT DESIGN
- PROJECT MANAGEMENT
- MANUFACTURING COORDINATION
- DISTRIBUTION & ALLOCATION
- QUALITY ASSURANCE REVIEW



MEET ZENGENIUS

YOUR VISUAL MERCHANDISING EXPERTS

ABOUT US

At the heart of every visual merchandiser is the ability to be ingenious - the ability to think differently and creatively solve problems. For more than 20 years, ZenGenius has brought calm to chaos, providing solutions for brand activation through visual merchandising, strategy and development, planning, sourcing, implementation, and hands-on execution.

As your on-demand creative resource, our team of experts addresses visual merchandising challenges where and when you need us, bringing life to consumer experiences across all platforms.

Our suite of services includes:

VISUAL STRATEGY
MERCHANDISING ELEMENTS
TRAINING + GUIDES
ONSITE EXECUTION
EVENT DESIGN & DECOR

Our team of experts includes:

VISUAL MERCHANDISERS
CREATIVE DIRECTORS
PROJECT MANAGERS
SOURCING SPECIALISTS
PROP + PHOTO STYLISTS
INSTALLATION ARTISTS
GRAPHIC DESIGNERS



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 info@zengenius.com



FINDING YOUR ZEN

We're a team of creative problem solvers. Your secret weapon. The solution to your visual emergencies. Thinkers and doers who get the job done. We deliver exceptional results because we have exceptional people. We're led by a team that constantly questions, tinkers, and challenges the status quo to unlock creativity around every turn.

Whether you need an extra set of hands to fold and finesse, are seeking a collaborative partner to evaluate your merchandising strategy, or create a new one, ZenGenius is here to help. Available nationwide, schedule a Zen for a full day, a half-day, or as long as you need us. No matter the challenge, we're here to bring calm to your chaos, expertly addressing all your visual merchandising emergencies.



JOE BAER
Co-Founder & CEO



MEG LEFELD
Business Development Manager



JALPA PATEL
Interior Architect
& Sr. Visual Merchandiser



JENNIFER COHEN
Visual Merchandising
Manager



STEPHANIE BAIR- GARANT
Director of
Visual Merchandising

OUR CLIENTS ARE OUR PARTNERS

We believe in partnership, not just projects. Over the years, we have developed many long-standing relationships that have resulted in successful visual merchandising execution.



Our client roster also includes:

- ABERCROMBIE & FITCH
- ALDO
- AQUATALIA
- ARAMARK
- AVON
- BATH & BODY WORKS
- C&A
- CHICO'S
- CLOUD CANNABIS, CO.
- CRESCO LABS
- COLUMBIA CARE
- COLUMBUS BLUE JACKETS
- DKNY
- DO DROPS
- EASTON TOWN CENTER
- EXPRESS
- FUJIFILM

- GAIAM
- GCAC
- GREEN THUMB INDUSTRIES
- GODIVA
- HIGH STREET CBD
- HMS HOST
- HOLISTIC INDUSTRIES
- LANE BRYANT
- LBRANDS
- LUXOTTICA
- LOUIS VUITTON
- LORD & TAYLOR
- MACY'S
- NATIONWIDE
- OHIO HEALTH
- OHIO STATE UNIVERSITY
- PEEPS
- PELOTONIA

- PINK
- POLARIS FASHION PLACE
- SCOTTS MIRACLE GROW
- SIX FLAGS
- ST. VINCENT DEPAUL
- STRANE
- STEINER
- STITCH WOW
- TAFE NSW
- TARGET
- TIFFANY & CO.
- TOTAL WINE & MORE
- VALUE CITY FURNITURE
- VICTORIA'S SECRET
- VMSD MAGAZINE
- WESTFIELD



THANK YOU!