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## designer picks

# Branded Transactions



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**T**HE TRANSACTION COUNTER marks the final point in your customers' sales journey before they walk out the door. Therefore, it's crucial that this counter leaves a positive lasting impression, and keeps your brand at the forefront of the consumer's mind. A successfully designed checkout counter is attention-getting and provides an engaging experience. Here are some examples of how the design of a transaction counter can make a difference.

## Attention-Getting Focal Points

The transaction counter should serve as an easily identified focal point in your store. Make it stand out by fashioning an accent wall behind it—whether it's a bold pop of color or unique texture. Hang track lighting, pendants or chandeliers to bring a brighter light level to this area.

## Fun Finishes

Always consider materials and textures that reflect your brand. The look and style of the counter should complement the personality and theme of your business. Counter façades can be constructed using a variety of finishes, both 2-D and 3-D. Get creative!

## Bold Branding

Brand your checkout counter by prominently showcasing your logo either above, behind or on top of your counter. Choose colors and finishes that evoke your brand, and display takeaways such as business cards, brochures or cards with your social media handles.

## Clear, Concise Signage

Well designed signage can help people navigate their purchase experience, whether it's distinguishing between the service and checkout areas, instructing customers where to begin a line or explaining your return policy. Incorporate colors and fonts that are consistent with the rest of your store's signage.

## Engaging Impulse Buys

Squeeze in a last-minute sale by incorporating a display of impulse buys on or near your transaction counter. Remember that less is more—avoid over-cluttering by limiting the display to no more than three product lines. If you have multiple items, coordinate the containers in which they are housed. You will be amazed how this will increase purchases.

LYN M. FALK, A CONSUMER BEHAVIOR SPECIALIST AND REGISTERED RETAIL DESIGNER, IS THE OWNER/PRESIDENT OF RETAILWORKS INC., A COMMERCIAL INTERIOR DESIGN AND BRANDING FIRM LOCATED IN MILWAUKEE. HER PORTFOLIO INCLUDES COMMERCIAL INTERIOR DESIGN, DISPLAY, MARKETING AND BRANDING, AND MAIN STREET REVITALIZATION WORK.