

RetailVision Europe: Building European Retail Partnerships Webinar
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Group Chat Log File

Casey Hughes: Thanks for joining us today! We encourage you to type any questions which we can address!!!

John Eckert: Most vendors would prefer the cost savings of smaller packaging. However, no vendor wants to be the first in his/her category to switch to the smaller package! If the retailers want smaller packaging isn't it up to them to demand this without exception from their vendors?

Casey Hughes: Let's discuss with our panel...

Johnny van Esch @ Patriot Memory: In regards to the packaging, the demands are different per country, even in Europe. As a supplier of memory products with packaging being relatively small in terms of size, I have received questions to increase the size of packaging. Reason for this is the high risk of theft when packages are too small. Since uniformity is important too, constantly changing packing is not an option.

Bob Snyder: Yes, it will vary by product category.

Casey Hughes: Have you considered "clamshell" packaging to address the theft issue at retail... or even "empty" packages that can be fulfilled at the cash register?

Johnny van Esch @ Patriot Memory: Yes, these are in place in some cases, but again different retailers have different needs. Packaging is not our biggest challenge, I just wanted to give some feedback on it.

Casey Hughes: Great feedback too, Johnny... I'm sure others here can benefit.

John Eckert: It is difficult to balance effective packaging with size and format. In any case, Johnny is correct... we can't offer multiple formats in each market due to costs.

Casey Hughes: So true... so you have to find the right balance with your packaging... one that serves the consumer (demand generation and merchandising value on the "shelf") AND the logistics issues at retail.

Gino Carbosiero: We are actually distributors to Peter ...and have worked closely with the Vendor to invest in resizing packaging in order to get more products onto the bay....surely it makes sense anyway because it means you can get more product on the bay.

Johnny van Esch @ Patriot Memory: In regards to dealing with Etailer and Retailers, it remains a challenge to manage the channel. Especially Etailers are able to sell not restricted to a particular country or region. Any feedback you can give on how the panel would deal with this. As Etail and Retail are competitors, they will be looking at each other's product portfolio and pricing.

John Eckert: We offer our software to etailers in DVD case packaging... However, our retail partners require a box and due to consumer psychology (value perception) and the competition's packaging we believe that we have to continue with oversized packaging... until the retailers demand a change.

John Eckert: Sorry to ramble on about packaging but what are the market requirements on language localization on packaging? Is English acceptable in most markets or do vendors need to provide each local language?

Monique Rutgers: Many European countries such as France require local language in either packaging or manual.

Monique Rutgers: Scandinavia, as well.

Johnny van Esch @ Patriot Memory: Monique, Scandinavia English can do in many cases, depending on the product category and target group.

Monique Rutgers: Interesting, our distributor from Finland had us add a local manual.

Monique Rutgers: Thanks, Johnny.

Johnny van Esch @ Patriot Memory: True, Finland will tend to do this quicker, Sweden/Norway most cases English is more than ok.

Johnny van Esch @ Patriot Memory: In case of Finland use Swedish, this covers both Finland and Sweden.

John Eckert: There is a large English speaking population in Norway and Sweden.

Monique Rutgers: Thanks 😊

Johnny van Esch @ Patriot Memory: @ Casey, will we receive this presentation by mail as well?

Casey Hughes: Yep! Also a recorded archive we call DeskTV.

Johnny van Esch @ Patriot Memory: Thanks.

Casey Hughes: 😊 You're welcome.

Gino Carbosiero: We've attended the last 3 RVE and can vouch for these reasons for coming to RVE.

Casey Hughes: So kind of you to say, Gino.

John Eckert: Gino, what is your product category?

Gino Carbosiero: CCTV

John Eckert: Thanks.

Gino Carbosiero: No problem.

Silvio Brancato: Gino- which distributor do you work for?

Gino Carbosiero: Computers Unlimited in the UK.

John Eckert: Gino, Does CU offer software?

Gino Carbosiero: Not a broadliner.... particular focus on Creative Professional.

John Eckert: Thanks.

Bob Snyder: Thanks, everybody.

Gemma Walker: Thank you all.

Gino Carbosiero: Thank you.

Casey Hughes: Thanks everyone!

Garrett Rezzonico: Thanks.

Lori Spendley: Thank you everyone for your time today!! 😊

Johnny van Esch @ Patriot Memory: Thanks, looking forward to the presentation :-)

Lori Spendley: We'll send out the recorded archive and PPT and any follow-up Q&A to everyone.

John Eckert: Thanks Everyone!