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Survive the Thanksgiving Shopping Rush with Wire Display Systems and Merchandise Organizers

Providing innovative, economical and well-organized display solutions is Nu-Era's top priority. Keep your sales floor organized throughout the year-end holiday shopping season with easy-to-configure wire display fixtures offered in a variety of models.

/24-7PressRelease/ - DARDENNE PRAIRIE, MO, November 21, 2007 - Thanksgiving is just around the corner. And, you know what that means, right? Shoppers will hit the ground running on Black Friday to get things rolling on their holiday "to do" list. As the shopping stealthy flock to discount and department stores, looking to take advantage of sales, retailers can beat the rush with some advance preparation.

Afterall, a little organization upfront can go a long way towards ensuring sanity over the long haul. And, once you've gotten your buyers' attention, keep them shopping all season long with a fool proof, convenient way to maintain neatly organized merchandise: Wire Display Systems. Whether you're displaying hats, shoes, purses, CDs or magazines, Nu-Era (www.nu-era.com) has a display rack to fit your every need.

During the beginning of the year-end season, it is especially important to have a number of display options on hand to keep up with new products and product types and also ensure merchandise is displayed in an orderly fashion. Nu-Era's wire display solutions are versatile in that they offer floor and countertop models and can be easily moved and repositioned to meet the ever-changing framework of your store's floor plan.

"Providing innovative and economical fixture solutions is our number one goal," said Jim Minard of Nu-Era. "It's easy for retailers to configure high impact display areas and the entire store for that matter with Nu-Era's line of display fixtures, including wire racks and shelving systems. These displays can direct traffic, increase product visibility and support organizational efforts. Our countertop displays also enhance point-of-purchase sales for those last-minute impulse buys at the cash register."

A quick browse online will underscore how you can cut your creativity loose to build new spaces and give your store a fresh, well-organized look for the holidays. And, while you're at it, don't forget multipurpose racks with casters for increased portability and versatility. Nu-Era has Rolling Wall and Rolling Shelf Merchandisers available to keep products front and center where you need them most...and, they're easy to organize and maintain.

Nu-Era and nu-era.com are services of The Nu-Era Group - the industry leader in store fixtures, supplies, and fulfillment. Nu-Era has been providing its customers with competitively priced quality products with customer-oriented service since 1949. Nu-Era features an entire section of www.nu-era.com dedicated to wire displays, shelving and fixtures. For more tips and related articles, visit Nu-Era's Retail Supply Information Blog at www.retailstoresupplyinfo.com.