



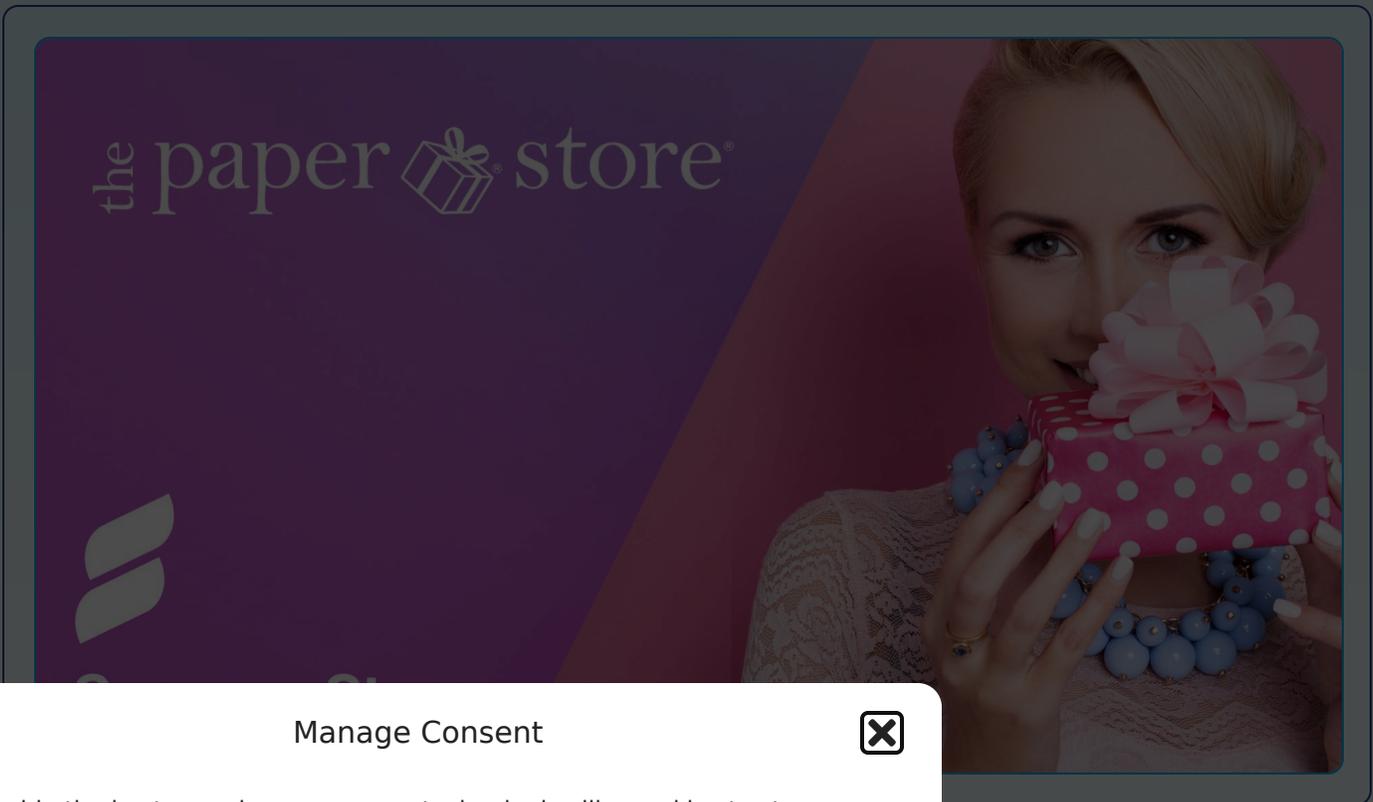
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The Paper Store

The Paper Store uses Athos Commerce's merchandising features to maintain an online experience that is consistent with their in store promotions.



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Josh Pinsonneault
Ecommerce Manager

the paper  store[®]

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nd-mortar retailer
organizational

business within a business".
al departments in retail

be coherent and effective,

Store has merchandising floor plans which are strictly managed in order to ensure that the shopping experience is coherent and logical.



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storefront, which is managed in a similar way.

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Consistent Physical and Online Storefronts

First, The Paper Store wants to maintain a consistent look between their online and physical storefronts.

In practice, this means logging in and manually manipulating the way that products are arranged on various pages of the website.

For example, if the Jewelry Gifts aisle receives an update with new products at physical stores, those products are first added to the Jewelry Gifts section on The Paper Store's website. Then, the virtual arrangement of those products (what comes in position 1, 2, 3, etc.) is changed.

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locations so that they match

and physical stores. For a very
, so we want to make sure
with Pinsonneault, Ecommerce



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nged in a way that's most

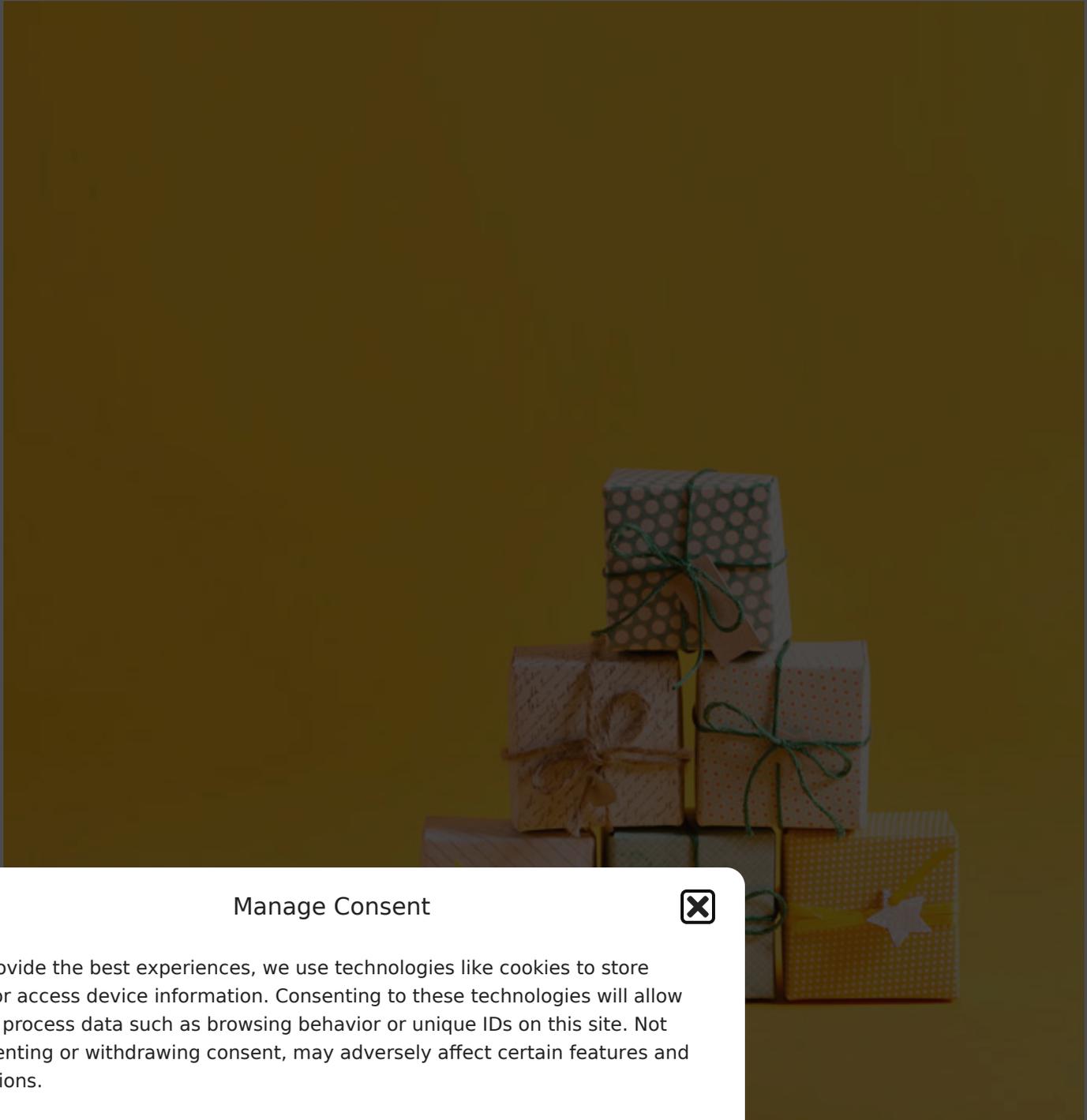
re arranged. Rather than
(such as increasing



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more prominent positions both in-store and online if they are trending and when they become more seasonally appropriate," said Pinsonneault.



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So if an email is sent that advertises handbags, the handbags featured in the email will be at the top of the "handbags" category page.

"We usually send multiple emails each week in order to generate interest in specific products. Since that's the case, we work hard to make sure that the pages those shoppers visit are merchandised properly,"said Pinsonneault.

The Paper Store has been **extremely successful in their merchandising efforts**, creating brand consistency, and making it easier for shoppers to find the products they want. At any given time, they have custom merchandising live for dozens of category pages and search results.

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