

KEEP YOUR REGISTER RINGING

ROMA MOULDING'S HOME-DECOR ITEMS

Even though Los Gatos Framing primarily offers custom framing, the owner, Margaret Garland, doesn't like to rely on the service as the sole source of revenue.

So, she carries **Roma Moulding's** ready-made photo frames, custom-framed mirrors and pre-framed art—all of which have given her endless ways to land sales from the front door to the front counter.

To lure customers into the Los Gatos, Calif., store, Garland decorates her window displays with gift items. "If people walk by and all they see is custom framing items in the window, they might not come in because they don't have anything to frame right then. But, if I have something else to attract their attention, people will follow the merchandise in and then say, 'Oh, you're a frame-shop?' Then, they'll come back later with pieces to frame."

If Garland is assisting a customer when another one enters the store, the merchandise sometimes serves as a salesperson. "If I'm busy, it gives them something to look at," she says. "If all you offer is custom framing, and there's nothing to look at, they're liable to walk out, and you don't want to lose a customer."



Ready-mades on display at Los Gatos Framing in Los Gatos, Calif.



A piece from Roma's Florentine Mirror Collection

Oftentimes, shoppers will browse the items on display, particularly Roma Moulding's ready-mades, which are a huge hit during the holidays when people are framing family pictures. "They're a very popular item," she says. "The customers really like them."

Roma Moulding's custom-framed mirrors have given customers endless ideas of what they can do in their homes, and the company's pre-framed art has gone over well with time-crunched consumers who value the convenience of being able to purchase and hang their wall decor in the same day. "If they like it (pre-framed art),

and it's a good fit, they'll take it home instantly," Garland says.

Another benefit of carrying Roma Moulding's high-quality home-decor items: They set Los Gatos Framing apart from other retailers, even the big guys. "If you go to any other retailer like Macy's, the photo frames are really very much the same, whereas Roma's are extremely different. They're high-end and beautiful."

Debra Keller, owner of Beaver Framing in Avon, Colo., has had success with Roma Moulding's readymade frames and wall decor as well.

"We love Roma. They make beautiful products," she says.

"Everybody comments on how pretty the ready-mades are. It's never a hard sell. The wall decor works well because there are big homes in our area, and we have designers that need to fill a space right away."

Don Fairholm, director of sales for Roma Moulding, says diversifying offerings, as both Garland and Keller have done, is a good business move these days. "Cross-merchandising and offering customers more choices and a wider variety of products in their retail environment is a smart way to go."



The Bellina line from Roma Moulding

The Belle Epoque line from Roma Moulding



A sampling of Roma Moulding's wall decor

For more information on Roma Moulding's home-decor items, call 800-263-2322, or visit www.romamoulding.com.