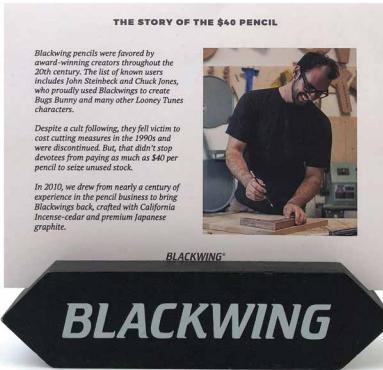


HIKING / OUTDOOR

IN-STORE BRANDING / MERCHANDISING



TELLING THE BLACKWING STORY

Blackwing products pair timeless design and utility with a captivating story to create a truly unique customer experience. In order to communicate this story to your customer, we recommend using a combination of simple **branded signage**, **printed storytelling** and **curated props** that tell the history of the tool that fueled John Steinbeck and was buried in the arms of a Disney animator.

BRANDED SIGNAGE / STORYTELLER

PROP IDEAS

- Old maps
- Classic surf/skate gear
- Travel bags
- Wooden crates/boxes
- Vintage outdoor accessories

Think travel/adventure!



GENERAL GUIDELINES

- **Brand the space.** Use a combination of props, signage and products to give Blackwing its own branded area.
- **Keep it together.** Merchandise our pencils in 12-packs!
- **Tell the story.** Storyteller unit should be present near the primary merchandising location.
- **Sell the experience.** Don't be afraid to let people test the pencils (we include a sample set with your first order!).
- **Stand 'em up.** Blackwings sell best when merchandised vertically, with the boxes standing up.

BLACKWING®