



Scratch & Win Display Case Plan-o-gram

5-part case, cash register on RIGHT side - Strategic Layout

The "Power L"

- Display new tickets across the front to maximize awareness.
- Keep your high-value tickets closest to the cash register.

Tips for Sales Success:

- Organize your tray as shown -- it's designed to give more space to high-value tickets.
- Don't put anything on top of the display case, especially covering high-value tickets.
- Always keep your case fully stocked. Every time you run out of stock you lose potential sales.

Prevent Out-of-Stocks:

- Call Hotline to place an emergency order between call days if needed.

* Does not apply to Retail Stores Group accounts. For more information, contact your Territory Manager or visit the Retailer Hub.





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