



REDUCE VISUAL NOISE.
STRENGTHEN THE CONNECTION.

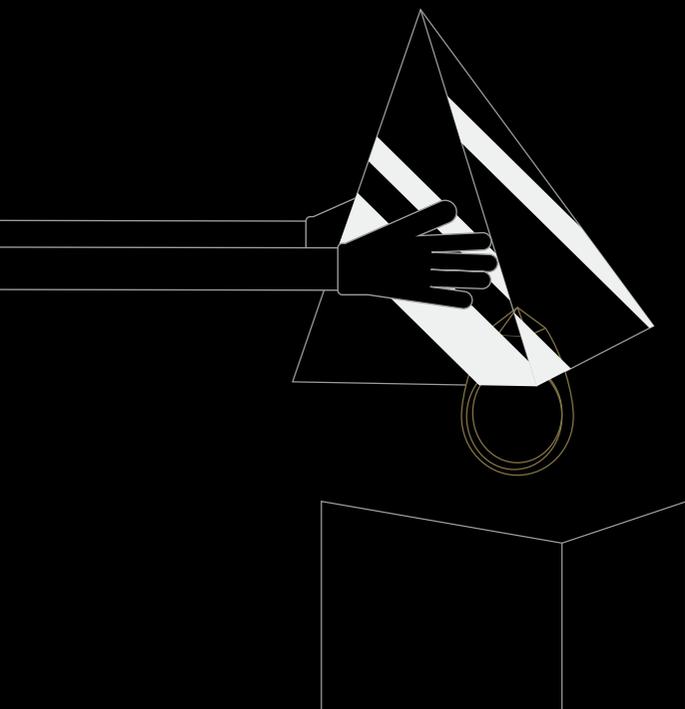


SAPPHIRE AR CLEAR

REGULAR GLASS



SAPPHIRE AR GLASS IMPROVES CUSTOMER EXPERIENCE IN JEWELRY RETAIL



Overnight, we replaced a number of regular glass jewellery showcases with Sapphire anti-reflective glass showcases in a reputable jewellery shop in Riga to measure how much it would impact on customer behaviour and sales.



Jewelry store:

GIVEN by Grenardi.

Location:

Shopping mall Riga Plaza, Latvia.

When:

October 16- 27, 2020.

**THEN WE HIRED AN INDEPENDENT RESEARCH COMPANY (ACADEMIA)
TO OBSERVE AND COMPARE BEHAVIOURAL DATA OF CUSTOMER
ENGAGEMENT AND CONDUCT INTERVIEWS WITH VISITORS ABOUT
THE HOW ATTRACTIVE THE DISPLAYS ARE.**

THE CHALLENGE

POOR RETAIL EXECUTION HAS A HIGH COST

25%

As much as 25% of **retail sales are lost** because of poor retail execution practices. ¹

76%

of all purchase decisions happen when shoppers are **in the store.** ²

68%

of all purchases are **impulsive.** ^{3,4}

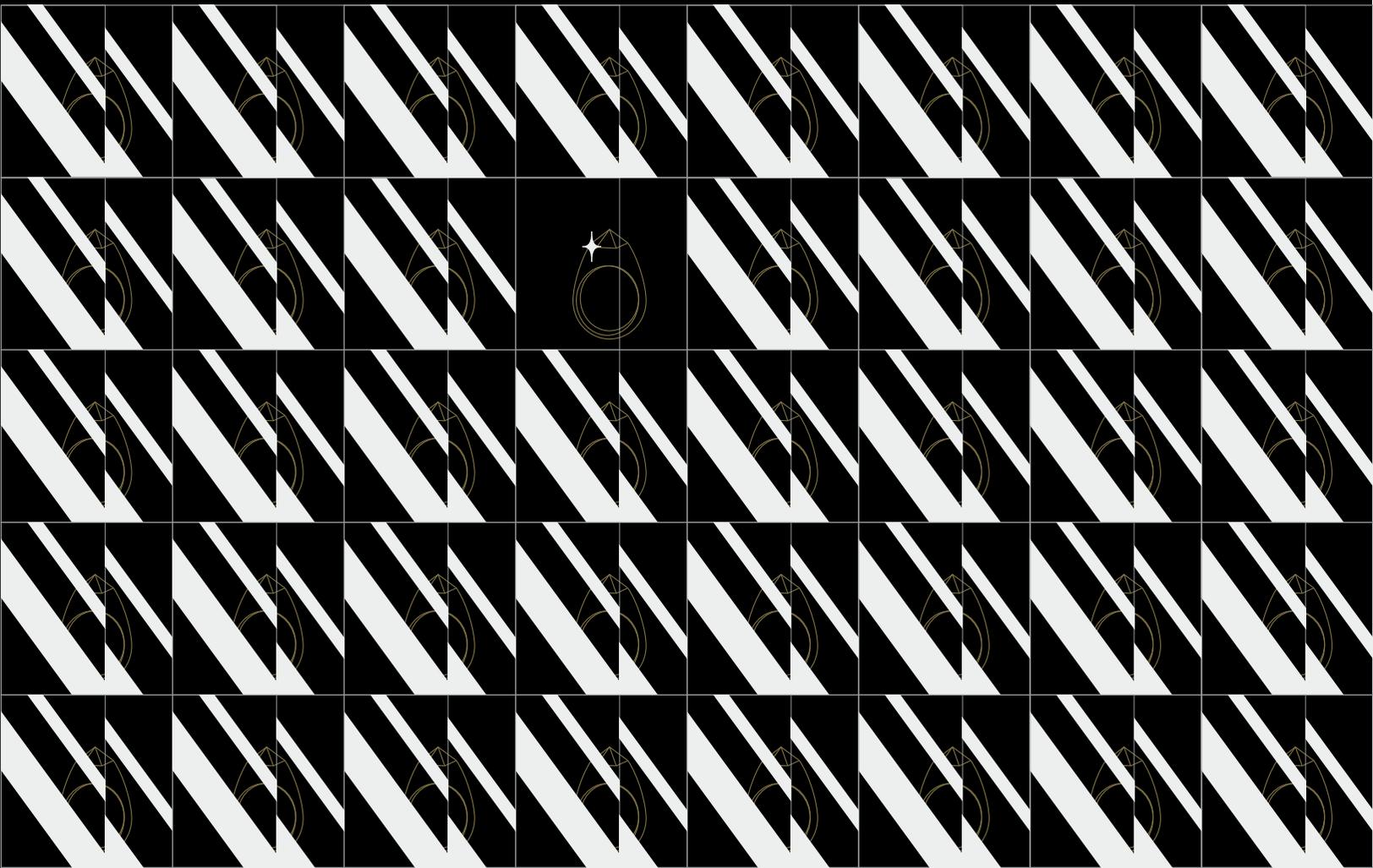
REFERENCES [1](#) [2](#) [3](#) [4](#)

HENCE, DISPLAYS THAT ARE INCORRECTLY SET UP DIRECTLY IMPACT SALES.

RECENT STUDIES DEMONSTRATE
THAT VISUAL NOISE, ALSO CAUSED BY
REFLECTION, HAS NEGATIVE EFFECT ON OUR
BRAINS. IT MAY IMPAIR A PERSON'S ABILITY TO FIND
CERTAIN OBJECTS AND AFFECT CONSCIOUS
INTELLECTUAL ACTIVITY.^{5 6 7 8}

IN ORDER TO SEE IT, YOU NEED TO NOTICE IT AND LIKE WHAT YOU SEE

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THE SOLUTION

SAPPHIRE ANTI-REFLECTIVE GLASS REDUCES VISUAL NOISE AND STRENGTHENS THE CONNECTION BETWEEN THE CUSTOMER AND THE PRODUCT.

| The physically closer the customer feels to the product, and with greater visual clarity, the more he/she is inclined to try it and eventually buy it.

| Products behind Sapphire anti-reflective glass seem to be, luxurious, of supreme quality and inviting.

| In the environment of visual noise a store fitted with Sapphire AR glass seems like an oasis for the eyes, making the customer feel more at ease, relaxed and engaged.



SEE THE DIFFERENCE FOR YOURSELF

REGULAR GLASS

SAPPHIRE AR CLEAR

THE IMPACT WE CREATED

IMPROVED VISUAL PERCEPTION OF THE STORE, CUSTOMER ENGAGEMENT AND INCREASE IN SALES.

2/3

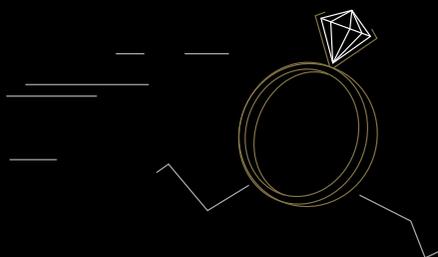
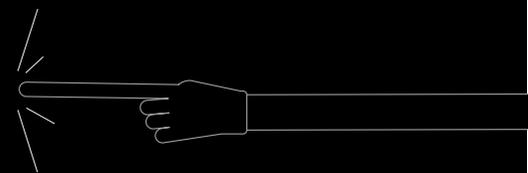
of shoppers evaluate the showcases with Sapphire AR glass as more transparent when asked to compare them to showcases with regular glass

+63sec

Average time spent at Sapphire AR glass vs regular glass displays

Observed increase in sales of premium products after installation of Sapphire AR glass

“ You have the feeling that you can touch the product, that there is no glass between you and the product “



“ It seems like the products run to you “

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STRENGTHEN THE CONNECTION.



Talk to us about how you
can improve your customer
engagement and shopping
experience by reducing
visual barriers.

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