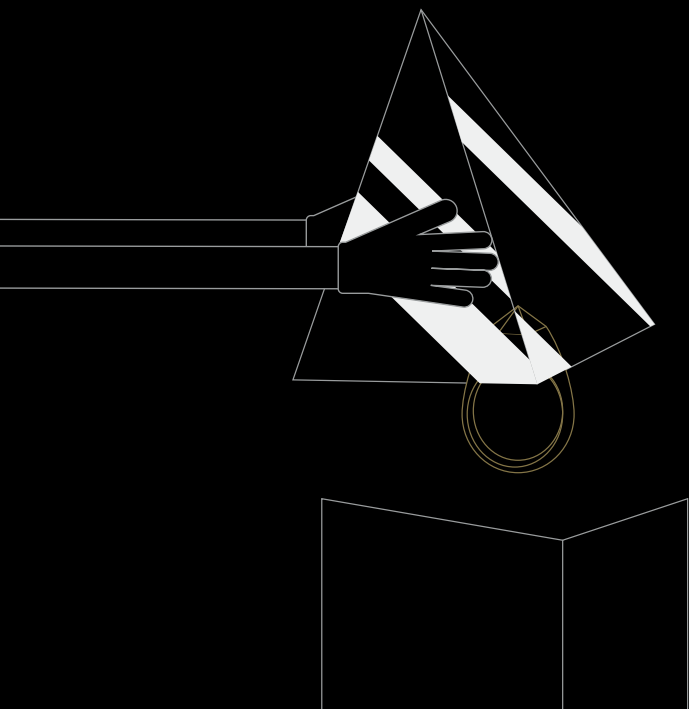




REDUCE VISUAL NOISE.  
STRENGTHEN THE CONNECTION.



## 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. <sup>1</sup>

76%

of all purchase decisions happen when shoppers are **in the store**. <sup>2</sup>

68%

of all purchases are **impulsive**. <sup>3,4</sup>

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

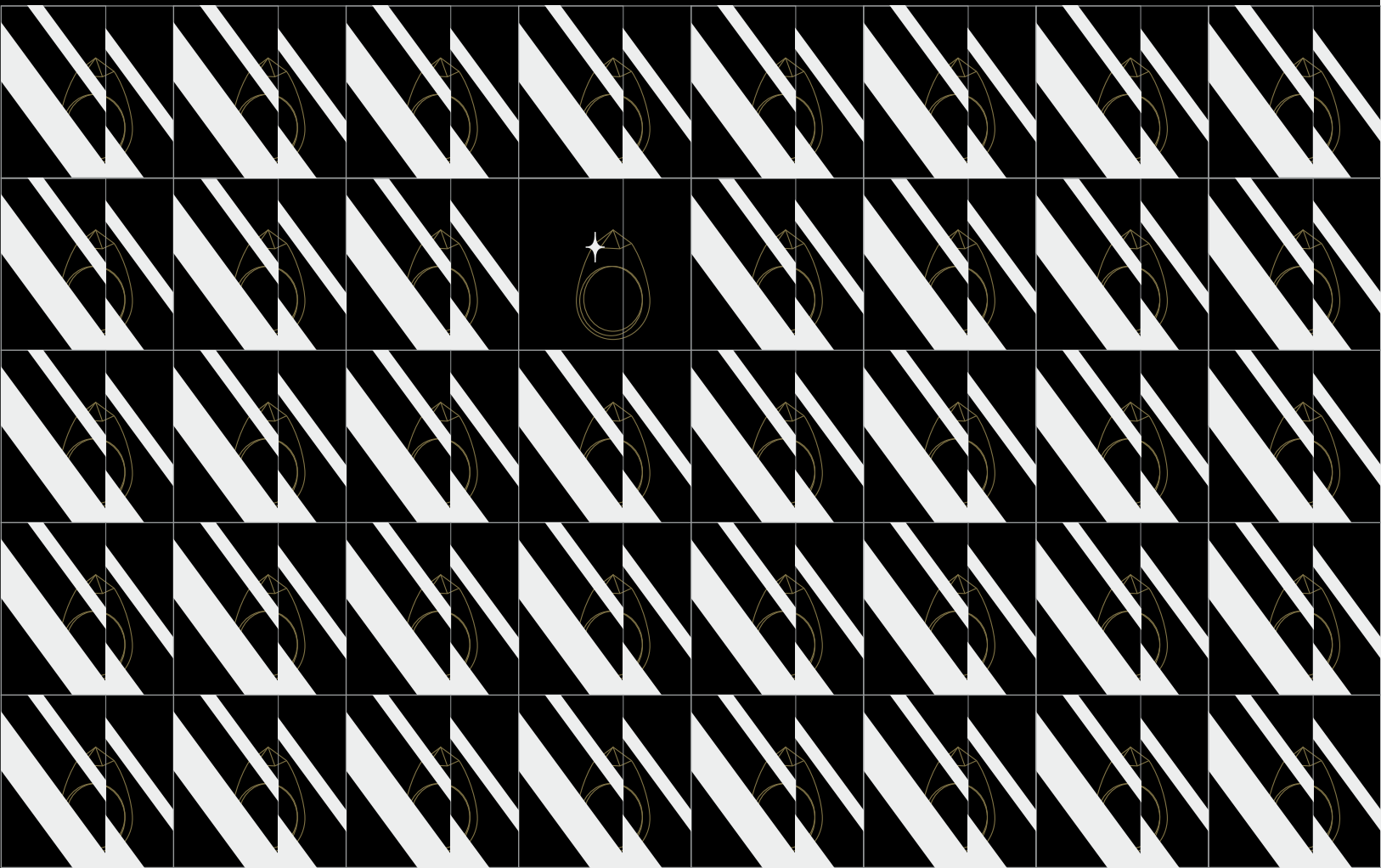
HENCE, DISPLAYS THAT ARE INCORRECTLY  
SET UP DIRECTLY IMPACT SALES.



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.<sup>5 6 7 8</sup>

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

REFERENCES [5](#) [6](#) [7](#) [8](#)



## 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

+63<sub>sec</sub>

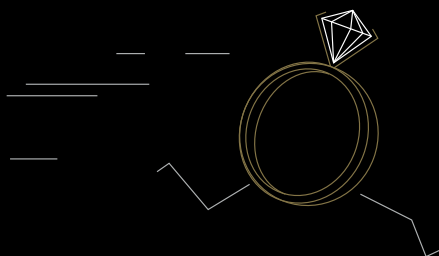
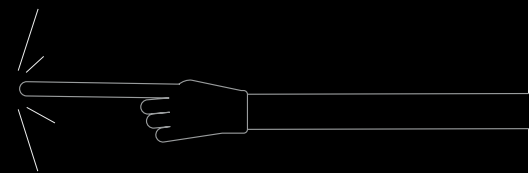
Average time spent at  
Sapphire AR glass vs  
regular glass displays

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

”

REDUCE VISUAL NOISE.  
STRENGTHEN THE CONNECTION.



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

SIA Groglass  
Katlakalna iela 4B  
Riga, LV-1073  
Latvia

+371 67502910  
[sales@groglass.com](mailto:sales@groglass.com)