

nest

Retail Kit

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Introduction

Meet the Nest Retail Kit

Welcome to the official Nest Retail Kit. Inside you'll find everything you need to merchandise Nest products and talk about the Nest brand in store. Use it as a guide to pick the right point-of-sale fixture for your needs.

We know every store is different, and we want to create the most effective solution for each environment. But as Nest scales, we have to minimize customization and standardize our POS materials as much as possible. After years of developing and testing different designs and dimensions, we've found the ones in this kit to be the most versatile and effective.

The in-store experience

We have premium hardware, so it's important for customers to feel and experience our products at the point of sale. When displayed together, Nest products tell a cohesive brand story.

Execution and compliance are critical. When these fixtures are properly installed and maintained, they elevate our product and our brand, and help bring the connected home to life.

The Kit

Temporary or permanent?

To accommodate different retail environments and needs, we've developed a range of solutions. They fall into two general categories: temporary and permanent.

TEMPORARY

Temporary solutions are inexpensive displays that are meant to live on the floor for 2 to 6 months (and never longer than a year). Their primary use is to support promotions and incremental spaces.

PERMANENT

Permanent solutions are meant to live in store for 1 to 2 years. They're made of premium materials like wood and metal to reflect the quality of our products.

TEMPORARY



SHIPPER



CORRUGATED INLINE



PALLET

PERMANENT



WEDGE



L-SHAPE

PERMANENT



2nd GENERATION

Shipper

TEMPORARY

Standard

The standard shipper is a brand landmark and is able to display one or two products with box stock or pull cards. The iconic house design and color attract shoppers from a distance. And the angled top wedge gives them an easy-to-read overview of the product features.

We based the shipper dimensions on shopper experience and merchandising space. The width accommodates four boxes side by side, and the height makes feature copy easy to read while standing.



26.5" W x 44" H x 22" D (67 cm W x 112 cm H x 56 cm D)

Shipper

TEMPORARY

Small

The small footprint shipper is a brand landmark that's one-quarter the size of our normal shipper, so it can easily be situated in a number of different places within your store. The grab-and-go pull card design makes it simple and fast for shoppers to check out. And because the shelf is removable, it can be placed on a shelf, or stand alone without the rest of the display.



14" W x 18.5" H x 12.75" D (36 cm W x 47 cm H x 32 cm D)



15" W x 44" H x 12.5" D (38 cm W x 112 cm H x 32 cm D)



Corrugated inline

TEMPORARY

The corrugated inline product display is designed to sit on a shelf. It can accommodate box stock or pull cards. The front of the display gives shoppers an easy-to-read overview of product features.



14" W x 12" H x 7" D (36 cm W x 30 cm H x 18 cm D)

Pallet

TEMPORARY

The pallet is a multiproduct display for club environments. Its size and brand presence attract shoppers from a distance and afford ample space to tell our product story. Pallets have demo units to give shoppers a hands-on experience, and they can also accommodate box stock and pull cards.



48" W x 60" H x 40" D (122 cm W x 152 cm H x 102 cm D)

Wedge

PERMANENT

The wedge product display is carefully designed to elevate the Nest brand and encourage shoppers to demo our products. It can be stood upright or laid flat. A large front panel is a clean, uncluttered facade with room for product messaging. By keeping everything modular, we're free to easily update copy and graphics, and add more products down the line.

For convenience, we made the wedge 12 inches across, since most retailers allocate space by the foot.



Wedge (upright)

12" W x 13" H x 6.5" D (30.5 cm W x 33 cm H x 16.5 cm D)



Wedge (laid flat)

12" W x 6.5" H x 13" D (30.5 cm W x 16.5 cm H x 33 cm D)

Wedge

PERMANENT

Configuration options

The wedge comes in different configurations: single-product, combo, multiproduct and video.



Single-product & combo



Video wedge



Multiproduct wedge

24" W x 13" H x 6.5" D (61 cm W x 33 cm H x 16.5 cm D)

Wedge

PERMANENT

Easy updates

We designed the wedge with a magnetic graphic panel and removable display unit so you can easily update it.



Wedge

PERMANENT

Modular design

Wedges are modular. You can display them side by side to showcase the entire product line. Add a lightbox or backer graphic, and you can tell a complete brand story. Products or pull cards are merchandised underneath.



Standard Endcap – Mass

Wedge

PERMANENT



Standard Endcap – DIY

L-Shape

PERMANENT

The L-Shape is a premium plug-and-play display for multiple products. Here, the wedges, lightbox and brand logo are packaged together into one easy-to-install solution. It's designed to attract shoppers from a distance and can be easily updated.



48" W x 32" H x 12" D (122 cm W x 81 cm H x 30 cm D)

L-Shape

PERMANENT

Configuration options

We can configure L-Shapes based on space constraints, with up to four product wedges and an optional lightbox display.



L-Shape + 3 wedges

36" W x 12" H x 17" D (91 cm W x 30 cm H x 43 cm D)



L-Shape + 3 wedges + lightbox

36" W x 26" H x 17" D (91 cm W x 66 cm H x 43 cm D)



L-Shape + 4 wedges + lightbox

48" W x 32" H x 12" D (122 cm W x 81 cm H x 30 cm D)

L-Shape

PERMANENT

Easy updates

L-Shape displays are highly adaptable. Wedges can be replaced and lightbox graphics can be switched out.

Lightbox graphic

Removable wedges



L-Shape

PERMANENT

Tiering options

We offer a range of L-Shape displays for different retail tiers. For high-performing stores, we use premium fixtures with wood finishes and wedges.

For lower-performing stores, we can strip this down to be less expensive – losing the wood finish, the lightbox, the modular wedges and/or the video.



Top tier



Middle tier



Lower tier

2nd generation

PERMANENT

This is the most premium, efficient and longest-lasting fixture. It features adjustable wooden slats – reminiscent of a home library – and vertical metal panels for product demos, messaging and video displays. Plus you can replace the wooden slats with shelves for box stock and pull cards.



2nd generation

PERMANENT WITH INLINE DISPLAY

Examples

These are two examples of endcaps. The first contains the full product line plus a large video screen. The second is the endcap with inline display. This can be used as incremental space for Works with Nest partners, extra box stock and promotional messaging.



2nd generation permanent with inline display

Endcap: 48" W x 72" H x 18" D (122 cm W x 183 cm H x 46 cm D)

Inline: 48" W x 60" H x 24" D (122 cm W x 152 cm H x 60 cm D)

2nd generation

PERMANENT

Example – DIY

This is an example of a large DIY endcap. It's 8 feet wide and wrapped around an existing store fixture. The product line, video display and box stock are housed in front; the sides are used for promotional messaging.



2nd generation permanent endcap – DIY

96" W x 144" H x 40" D (244 cm W x 366 cm H x 102 cm D)

2nd generation

PERMANENT

Example – DIY

This display easily fits on your endcap shelves, making it one of our most space efficient displays.



2nd generation permanent endcap – DIY

96" W x 144" H x 40" D (244 cm W x 366 cm H x 102 cm D)

2nd generation

PERMANENT

Example – Shop in shop

This is a freestanding structure resembling our iconic house logo. It's striking and inviting, which makes it a good solution for busy environments like malls and department stores. And it creates an immersive shopping experience where shoppers can imagine a connected home.



House-shaped shop in shop

80" W x 108" H x 70" D (203 cm W x 274 cm H x 178 cm D)

