

Preparing for Product Line Reviews



Valued Quality. Delivered.



Approach your line review with the knowledge & skills that level the competitive landscape & maximize your products' potential for shelf space.

When retailers look to change in-store assortments or their supplier base, their main means of doing so is through Product Line Reviews where buyers are able to identify products suitable to sell on their store shelves.

During Product Line Reviews you have the opportunity to educate retailers on your products and programs, while establishing how these new items will assist them in growing their sales, profits, and market shares, all while minimizing space and inventory investment.

However, it is not enough to state that your products are the best; you need proof in order to validate your claims and earn a chance at winning coveted shelf space in a retail store.

Intertek Product Assurance gives brands the competitive information they need to differentiate their products from others in the marketplace and help win and/or maintain shelf space. We utilize performance testing to prepare an impartial market comparison of products, based on features important to consumers, that helps brands develop a value proposition for their products.

As independent third-party product evaluation specialists, Intertek provides unbiased data to support your claims for shelf space and withstand price negotiations.

CUSTOMER TESTIMONIAL

"On numerous occasions, we have called upon 4th Strand (Intertek) to provide independent category evaluations based on their industry expertise. We have always found their work to be extremely thorough and insightful. This work has helped us repeatedly put our best foot forward and win the line reviews."

- Joe T., Chervon NA

Intertek Product Assurance provides:

Retail Assurance

Retail Assurance offers the strategy needed to capitalize on the opportunity of a Product Line Review (PLR). Only by understanding strategic direction and key initiatives can the PLR participant "align" with the retailer. By illustrating a thorough understanding of the competitive landscape, the in-store environment, and emerging sales trends, a supplier can present a compelling vision for the program of the future.

Consumer Assurance

Consumer Assurance is the source for you to tap into the mind of the consumer, identifying their needs, expectations and purchase journey. Retailers demand this level of insight so their assortment and merchandising presentation resonate with their customers.

Product Assurance

Product Assurance leverages our custom-built testing protocols to determine true product performance from the end users' perspective ensuring the strategy for a product is executed by the product. This knowledge and our single page data-driven answer provides you the negotiating leverage you need to get your product in stores, while preserving price.

*Preparing for an upcoming Product Line Review?
Let Intertek Product Assurance help.*

Don't Promise Quality & Performance. Prove it.

Through Benchmark Testing and Performance Evaluation, we are able to a structure and analyze a scorecard report of all products tested which allows for a price/cost comparison that ultimately shows where your product stands among competitors within the marketplace. Outlining features, specifications, and program insights, and scoring at open, middle, high and premium price points our comprehensive comparison report provides the necessary proof needed to validate your claims and assure retailers that your product should be on their store shelves.

For more information, please visit www.HowToWinPLRs.com, contact us at product.assurance@intertek.com, or call us at +1.770.558.4828.