



STORE DESIGN & DEVELOPMENT

COMPREHENSIVE TEXTBOOK SOLUTIONS

RETAIL MANAGEMENT SYSTEMS

E-COMMERCE

BUYING POWER & ADVOCACY



Nebraska
Book Company

Business solutions for the college bookstore

Make Your Bookstore

THE PLACE WHERE SHOPPERS GO FIRST

SUCCESSFUL RETAILERS
RESPOND TO MILLENNIAL
GENERATION LIFESTYLE TRENDS
BY TRANSFORMING THE ACT OF
CONSUMPTION INTO AN INTIMATE,
CUSTOMIZED EVENT AND
PROVIDING EXCEPTIONAL SERVICE.

NBC/Archival white paper ©2006

Abercrombie & Fitch. Hollister. Urban Outfitters. For this generation of students, shopping is all about brands. These students — the Millennial Generation — are savvier than ever about the retail experience, and they are showing it with their wallets.

NBC's Store Planning & Design services can help your store achieve its true traffic and revenue potential by personalizing your brand, from floor to ceiling and everywhere in between. And that extends from your bookstore to your dining room, student union and more.

We won't just recommend the right fixtures, we will also help you study your target market, recommend product adjacencies and design a space that is perfectly suited to draw customers in, keep them shopping longer, ensure that they are comfortable and make them want to come back for more.



Garfield Book Company at Pacific Lutheran University

Specialty Retail Design

Today, college bookstore design goes beyond racks, shelves and counters. It is about creating an atmosphere that reflects the campus's people and personality. We will design and manufacture a store that suits your style and sets you apart. Our portfolio runs the gamut, from convenience stores and fan shops to a football event tent store and cruise ship store.

From the moment a shopper steps through your door, we will create a positive first impression that goes beyond surface details. Our focus is on designing bookstores, dining spaces and student unions that are great looking, highly functional and environmentally friendly, too.



Convenience and specialty stores are the wave of the future for bookstore design.

NBC CAN HELP YOU DESIGN THE STORE-WITHIN-A-STORE THAT REFLECTS YOUR CAMPUS CULTURE AND STUDENTS' NEED FOR MORE SERVICES, FASTER.



Retail Design and Fixture Showroom

Experience the NBC shopping environment firsthand with a visit to our showroom in Lincoln, Nebraska. See what fixtures, security systems, monitors, crowd control stanchions, flooring and music videos look like in an actual bookstore setting.

Our showroom is the perfect place to start your planning and envision your store's potential — even beyond what you ever imagined. Ask us about scheduling a tour, or set a time to meet with us while you are here for campus training on our premier retail management systems.

Easy Ordering Via the Web

Our partnership with distributors OPTO International® and Checkpoint® means you not only have access to these vendors' products but you can also order them via

our Web site. Whether you are tight on time or need to do business after hours, you can select from a wide array of fixtures and Electronic Article Surveillance items, all with the click of a mouse.

Authorized Dealer Partners

Our network of authorized fixture dealers provide quality, dependable products:

Lozier Corporation® Fixture Sales

Since 1956, Lozier has been a leading manufacturer of retail store fixtures, offering both front room display fixtures and backroom storage systems for even the most challenging spaces and set-ups. The Omaha-based company boasts more than 3.2 million square feet of manufacturing and warehouse space.

OPTO International® Fixture Sales

OPTO International designs quality

store fixtures created to fit in any retail environment. Choose from a single focal fixture to a full-store design, including wall systems, window displays, floor fixtures and feature fixtures. OPTO's Options Collection® gives retailers the ultimate flexibility in fixture style, material and color options and merchandise type. The system is modular, allowing you to change your display whenever the need arises.

LKS Custom Fixture® Sales

LKS and NBC have partnered to bring the college bookstore industry high-quality, custom-built, retail store fixtures that serve the needs and perform to the special requirements of the college bookstore market. Our special relationship with LKS allows the IIDA design team at NBC to meet and exceed the design challenges of our clients, and produce themed

retail shopping environments such as Scandinavian Country, Urban Market, Vermont Farmers Market, Tropical Cruise Ship Boutique and Urban Contemporary.

Together, LKS and College Store Design have designed NBC's ever-popular *Signature Collection*. This is an exquisite college bookstore fixture system that carries the elegance of custom millwork, but is economically produced in a fashion that allows for nail-less, on-site installation, saving the customer time and money during install. Its design also allows for future mobility if the bookstore needs to expand or relocate. The *Signature Collection* often is featured on the front cover of trade publications.

Checkpoint® EAS Security System Sales Checkpoint Electronic Article Surveillance (EAS) systems help protect your merchandise against shoplifters. Small security tags, applied to high-theft merchandise, alert retailers when shoplifters try to take stolen items through electronic sensors at exit doors.

Promo Only Networks® MUSE Systems Sales Promo Only Networks' vast selection of demographically targeted music and music videos lets you enhance the shopping experience for your consumers and optimize your return on investment. You will also enjoy control over your schedule, content and promotional elements — and increase the odds of keeping shoppers in the store longer and motivated to buy.

PiPP® Mobile Storage Systems Sales PiPP Mobile Storage Systems can save you as much as 80% of the space you need for storage, simply, efficiently and economically. These storage systems can be installed on virtually any surface with little or no site preparation and no expensive decking. They can be leveled anytime, even long after installation and loading, and can easily be removed and reinstalled.

Lavi® Public Guidance Sales Lavi Public Guidance Rigid Rails can function as retail store fixtures by allowing you the freedom to hang shelves and other accessories directly on the rails, thus increasing sales. A wide variety of styles, standard features, options, colors, textures and finishes are available to fit your store's style and budget.



WHETHER YOU ARE REMODELING YOUR CURRENT STORE, BUILDING A NEW STORE OR WANT TO ADD A STORE-WITHIN-A-STORE, NBC OFFERS A FULL RANGE OF RESOURCES TO HELP YOU CREATE AN ATTRACTIVE SHOPPING ENVIRONMENT:

- COLLEGE BOOKSTORE STORE PLANNING AND DESIGN CONSULTING
- DINING ROOM PLANNING AND DESIGN CONSULTING
- NATIONWIDE FIXTURE INSTALLATION SERVICES

Retail store fixtures were designed, engineered and provided to Garfield Book Company at Pacific Lutheran University by College Store Design. Photo credit: PLU.



We're here to help you get results.

Nebraska Book Company's team of business professionals has the experience and insight to help your bookstore ride the ever-changing wave of industry trends. We know the kind of competition you are facing. And we can create a solution that will have a positive impact on your bottom line.



Nebraska Book Company

Business solutions for the college bookstore

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