



## **New Purple Ice®? Instant Pop Display Drives Earnings and Turns for Auto Parts Retailers**

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Porter, TX ([PRWEB](#)) February 16, 2005 -- Ever wonder if point-of-purchase (POP) displays really increase sales? Numerous retailers using the new Purple Ice®? instant POP display from Royal Purple are seeing double-digit and triple-digit sales increases of the product and more frequent impulse purchases. And, a growing number of new retailers are carrying the product. So what's driving the success?

■ Consumer in-store Purchasing Decisions - According to the Point-of-Purchase Advertising Institute, 74% of purchase decisions are made in-store and POP is the only advertising medium that reaches the customer at the point of purchase. The new Purple Ice®? eye-catching display attracts customers to the product and graphically illustrates product performance.

■ A Quality Product with Solid Margins and Broad Appeal - Purple Ice®? radiator coolant additive is a product that can benefit almost anyone's car, truck or RV. It's been shown in independent tests to reduce engine temperatures as much as 30 degrees F or more. Its solid profit margins and the product's nearly universal appeal can meaningfully impact a store's earnings and turns.

■ Convenience ■ The new POP display for Purple Ice is all about convenience. Every case of Purple Ice is shipped in the display itself. Once removed from the shipper box, the header of the display is popped into place and instantly it's ready for placement. The display's small footprint of only 10 inches wide by 7 inches deep allow it to be placed almost anywhere, even in the precious real estate near the register.

■ We've been pretty amazed at the feedback, says Mark McFann, director of marketing and corporate communication for Royal Purple. ■ A number of store managers have told me that the new display is getting their counter folks to talk about Royal Purple which is turning into more suggestive sales of all of our other products. There's been much more of an impact than I expected. ■

### **About Purple Ice**

Purple Ice® was engineered to reduce the surface tension of the coolant, which improves heat transfer throughout the cooling system. It also protects the radiator and other cooling system components against corrosion. It prevents the formation of scale deposits in the radiator for optimum coolant flow, and it lubricates water pump seals. Purple Ice® is compatible with traditional ethylene glycol antifreeze (green) and GM Dex-Cool antifreeze.

### **About Royal Purple**

Royal Purple makes synthetic products for all your automotive needs, including engine oils, transmission fluids, gear oil, coolant additives, fuel system cleaner, power steering fluid, chain lubricant, grease, penetrating lubricant, assembly lube and shop compressor lubricant. For more information on Royal Purple or its products, contact Royal Purple Ltd., One Royal Purple Lane, Porter, TX 77365, 281-354-8600, [www.royalpurple.com](http://www.royalpurple.com).

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