

CASE STUDY

A SWEET DISPLAY

Natural Sweetener Manufacturer Utilizes Engineering Expertise or Retail Point of Purchase Stackable Display Design

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A NATURAL SWEETENERS MANUFACTURER WAS LOOKING TO REVITALIZE THEIR EXISTING POP PROGRAM. THE CURRENT DISPLAYS WERE DIFFICULT TO ASSEMBLE DUE TO MULTIPLE PARTS, LOST INTEGRITY DURING THE TRANSPORTATION PROCESS AND MISSED OPPORTUNITIES IN STORE DUE TO AN INFLEXIBLE DESIGN OPTIONS.

Our engineering and design team developed a universal stackable tray solution consisting of a base, three stackable trays and header. The more efficient design reduced the total number of parts needed from 32 to 17, simplifying the assembly process and lowering material costs. The trays also allowed for better pallet layout providing greater protection during transportation.

The team's quick response and speed to market was paramount in the success of the display rollout. Our team worked closely with the customer to provide support throughout the engineering and graphic processes as well as coordination through the supply chain. The new display was successfully rolled out to existing retail channels and continues to provide numerous cost optimization related efficiencies.

In addition to maximized branding opportunities and high product visibility, the modularity of the trays gave the customer greater flexibility and customization in store during promotional and seasonal campaigns. The new design reduced labor assembly time, eliminated overall number of SKUs by 46%, improved efficiencies throughout the supply chain and created an impactful shopping experience.



CHALLENGE

Develop a creative solution to replace six existing displays that were difficult to assemble and experienced failure in shipping.

DIFFICULTIES

Our team was faced with developing a display design that could accommodate the customer's multiple product types, sizes and weights and at the same time reducing the total number of displays from 6 to 2.

SOLUTION

A stackable trays program that simplified the assembly process, provided strength throughout the supply chain and offered multi-solution opportunities in store.