

CASE STUDY

MAJOR RETAILER

Manufacturer of Consumer Goods Products Utilizes Engineering Expertise for Retail Point of Purchase Display Design

A MANUFACTURER OF CONSUMER GOODS PRODUCTS WANTED TO CREATE A POINT OF PURCHASE PALLET DISPLAY TO INCREASE SALES ON DISPOSABLE TABLEWARE MATERIALS FOR THEIR CUSTOMER, A FORTUNE 100 DISTRIBUTOR OF LOW COST RETAIL PRODUCTS. THE DISPLAY HAD SPECIFIC REQUIREMENTS BUT THERE WAS NOT AN EXISTING MODEL WITH SPECIFIC MATERIALS TO USE FOR THE DESIGN.

As an organization faced with distributing retail products at a low cost to consumers, the company decided to seek the help of a packaging partner that had expertise in shoppable action displays. The client's requirements for the display included:

- A sustainable display that could easily be reconfigured
- A display that was easy to load and assemble as all component were being manufactured and assembled in-house
- Pallets had to be able to stack three high
- Easy to move around retail storefront

Victory Packaging's packaging engineering team had expertise in shoppable displays and was able to understand the major retailer's comprehensive documentation related to this subject matter. The team worked to create a completely sustainable display that exceeded the client's expectations. With sustainability, efficiency, and ease of use as the key drivers, the team quickly put together a working prototype for the client that then turned into a full display. The client's sales on the tableware increased significantly.



CHALLENGE

Create a retail point of purchase display that showcased several unique but related products and could be easily scaled from full pallet to half pallet.

DIFFICULTIES

Developing a design from scratch that incorporated multiple unique but related products on the display, could be easily reconfigured, stacked, and moved.

SOLUTION

A sustainable display was designed and engineered that increased sales far beyond expectations of the client.