



Creating A Sustainable Display That Eliminated Product Packing?!

Brand

Marketing Agency

Business Type

Retail

Food Service

Services

Design & Engineering

Print Manufacturing

Concept

A marketing agency came to us looking for our help to design a display for their client. They had recently been accepted into multiple national grocery stores spanning over 800 locations. They needed a display that would be easy to stock and restock their items. The display would be placed in a location that would be heavily mopped, meaning it also needed to withstand water and light abuse. We created a water resistant display that store associates could quickly stock product by using the product packing itself.

Challenge

Design and manufacture a display to be water resistant and quickly to stock product.



Solution

< 3%

Wasted Shipping Boxes

10 min

Reduced Re-Stock Time By

To keep cost down, we designed the display to be made of multiple materials. We printed the base on a durable alternate material that could withstand water. To make the display quick to restock, we just designed the display to have the product packaging fit inside the display.

To restock, just open the box the product shipped in and place it inside the display. This design meant less material which also impact the overall cost and waste. This didn't just help the client but it also saved the grocery retailers by eliminating the time it took their associates to restock material.