

CREATIVE CASEBOOK - HBA DISPLAYS

Lumene Secret of Arctic Nature Brand Event

There are 3 pdqs that comprise the Secret of Arctic Nature family: Mascara and Eye Makeup; Mineral Makeup; and Vitamin C Age Defying. Each pdq tray houses the products, color-keyed to the packaging. The attractive angled side panels and internal raised product inserts allows for easy product access. The displays are comprised of sturdy, litho-lam E-flute corrugated, which is highly attractive and 100% recyclable. The pdqs can be stationed on end-caps or aisle shelving. Each display within the family of Secret of Arctic Nature strategically organizes the products contained within on either side of the center graphic panel. This allows the graphic panel to provide easy to understand product information relative to the neatly arranged items on either side of it. The pdqs are pre-packed. The displays can be set-up together on an end-cap or separately in aisle. These Lumene Secret of the Arctic displays were created by Menasha Packaging Company, 601 East Erie Avenue, Philadelphia, PA 19134.



Canus Goat's Milk Products Permanent Display

This display was designed as a permanent unit to offer brand recognition, and to provide a place off the retail shelf, to place the product front center for the consumer. The custom display is single-sided with shelving to hold the product for retail at health food, drug and other retail establishments. 350 permanent displays were produced. The Canus Goat's Milk Products Permanent Display was created by Avante Manufacturing, 4725 Iris Road, Okanagan Falls, BC, Canada VOH-1R0.



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Victoria's Secret Displays Very Sexy Cosmetics

Victoria's Secret wanted to develop a flexible modular display system for its Very Sexy Cosmetics that would provide open sell inventory and backstock organization while encouraging consumer product testing. This display system was created with laser cutting, injection molding, vacuum forms and CNC routing work. There are laser cut replaceable acrylic templates for product feature and testing. The injection molded product and stock-keeping drawer system features flexible dividers. The vacuum formed feature components highlight promotional product presentations. This modular display system was created by Retail Solution Center, 75 Hanse Avenue, Freeport, NY 11520.



Walgreens Signage System

Walgreens wanted to increase awareness and sales of various sun care products through the use of high impact, signage components. Ease of assembly in-store was a must. These highly sustainable display components are constructed from .030 laminated solid fiber. The two-sided signage panels ship KD and are easily assembled. The high impact graphics are achieved through offset printing. The signage system is executed in a matter of minutes due to its pre-glued components. The signage panels were positioned above eye level to create the necessary level of visual excitement. The Walgreens Signage System was created by Great Northern Corporation Consumer Packaging and Supply, 1800 South Street, Racine, WI 53404.

