

Corrugated Displays 2008

Sunglass PALLET PACK for Wal-Mart

This 60-piece Pallet Pack display is constructed of 100% recyclable corrugated material, with 4-color lithography for graphic impact. There were eight interior components for structural integrity and the outer shell was hand-glued to the inner structure for stability in shipping. It was designed for a seasonal promotion of sunglasses with licensed product. The time frame from initial contact to shipping was four weeks. The entire job pre-assembly, pack out/fulfillment and drop shipping, met Wal-Mart requirements. The Sunglass Pallet Pack was created by Alpak Display Group, 575 N. Midland Ave., Saddle Brook, NJ 07663.



Kraft End-Aisle Corrugated Display

This Kraft corrugated display is part of a program that included basewrap, header cards, wobblers, cling vinyl, coupon pads, recipe booklets, and posters. The corrugated unit is multi-functional as it has print on the outside to draw the consumers attention. In addition, there is a colourful large header showcasing the product and lifestyle graphics. The unit has space to hold many products in front and it also contains recipe booklets in specially made pockets in the front. As one of the larger parts of the overall multi pieces, this unit was extremely impactful and ensured great product placement on site. Significant product sales increases were achieved. This Kraft End-Aisle corrugated display was created by PROPRINT Services Inc., 5621 Finch Avenue East, Suite #5, Toronto, Ontario, Canada, M1B 2T9.



Claritin NASCAR Pallet

This modular 1/2 pallet display was designed for Wal-Mart stores and used also at Kmart stores. The unit effectively used professional driver and allergy sufferer Carl Edwards' imagery to help promote the Claritin brand sponsorship as well as a NASCAR "match and win" sweepstakes. The graphics used 4-color litho, corrugated and creative die cuts to capture consumer attention in Wal-Mart's action alleys and at Kmart stores. Claritin's signature blue color was used as the dominant color of the display to reinforce brand awareness. The base carries the current Wal-Mart branding message, 'Save money Live better' The Claritin NASCAR Pallet program was created by Henschel-Steinau, Inc., 300 Grand Avenue, Englewood, NJ 07631.



Big Idea - Pirates DVD Standee

This Pirates Standee was designed to promote "The Pirates Who Don't Do Anything" movie release on DVD in October. It also promotes a free giveaway of a pirate hat and inflatable sword with purchase of the DVD. Big Idea wanted to increase brand recognition of licensed merchandise by creating an attractive display that retailers would give prime placement in their stores. The display is made with 200 #B flute with an E flute front lug on. The Big Idea - Pirates DVD Standee was created by U.S. Display Group, 810 S. Washington St., Tullahoma, TN 37388.