

New Display Design

Project Improvement

CLIENT NEEDS

A popular food manufacturer wanted to redesign the existing POP display to improve its overall appearance on the floor and to improve product visibility. The client was also looking for ways to cut down material costs and improve sustainability on the current design along with maintaining the accelerated timeline.

STEPS TAKEN BY THE ADEPT TEAM

- Reviewed the billboarded primary pack tray design to understand possibilities
- Given the accelerated timeline, it was beneficial to find an existing structure that could cater to marketing requirements
- Collaborated with supplier to make minor structural changes without affecting the structural integrity of the display
- Upon show and tell, marketing loved the new structure, since it met all the requirements that the client was looking for without affecting the development timeline
- The new structure also met compression values and was good to withstand distribution
- Reduce total material consumption by 30% (3,090lbs)
- The new POP display resulted in material cost savings of \$16,000



30% Reduction
Of Material Consumption



\$16k Cost Savings
Resulting From Material
Reduction



Increased
Speed-to-Market
Due to a Minimal
Development Timeline



Simplistic Assembly
With Multiple Viewpoints



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