Purina Friskies Mobile Cat Food Display

Purina is using this Friskies Mobile Cat Food Display, a free standing display that can be moved to different locations in the store. The gravity feed top sections of the display merchandise 72 SKUs of individual cans and the lower section provides space for case packs. The display provides space for additional new flavors, excellent product visibility and ample space for brand graphics. This display was created by Nashville Display, 306 Hartman Drive, Lebanon, TN 37087; www.nashvilledisplay.com.

Nasacort In-Line Media Tray

Chattem Inc., is using this In-Line interactive Kiosk to help introduce its Nasacort Allergy 24 Hour Over-The-Counter nasal spray. The interactive display attracts attention, engages consumers and helps to explain the benefits of the new product. This display was created by Sonoco Display & Packaging, 65 Harristown Rd., Glenrock, NJ 07452; www.sonoco.com.

Gillette/H-E-B Men's Zone Guy Aisle

The Gillette Men's Zone features dramatic graphics that attract shoppers to view Procter & Gamble's extensive lines of men's grooming products. The aisle graphics are contemporary and masculine, and provide strong visual branding support to enhance the Gillette brand. This display was created by New Dimensions Research, Corp., 260 Spagnoli Road, Melville, NY 11747; www.ndrc.com.

Buckinhot BBQ Sauce Lama® Display

Buckinhot BBQ Sauce recently used this Lama® display, provided by Trumari to stand out on the retail floor. The display's graphics support the tagline, "Buck The Trend of Boring BBQ Sauce and Bring it Hot and Spicy." The Lama® is an eye-catching, three-dimensional instant foldable display system. Lama displays are made of 100% recyclable materials. The portable displays deploy with little to no assembly required. The Lama was created by France-based Marin's International, and distributed in the U.S. by Trumari; 14900 Interurban Ave S, Seattle WA 98168; www.trumari.com.

Kraft Photo Booth Display

Kraft Peanut Butter recently conducted a "Stick Together" campaign to build stronger emotional connections with families. To promote the contest, Kraft featured these heavy duty photo booths for long term use in store. There is a cut out hole for people to stick their heads through and take a photo to enter online to win one of 1500 pairs of bears available. By utilizing existing five shelf bookcases the photo booth turns into a fun playhouse within the store location. This allows plenty of product to be displayed on either end of the booth. This display was created by Proprint Services Inc., 5-5621 Finch Avenue East, Toronto, Ontario, Canada, M1B 2T9; www.proprintservices.com.

Cooler Door Handle Displays

OSI has developed innovative cooler door handles to provide a new in-store branding space. Placing the ad directly onto the handle engages the senses of sight and touch to draw consumers to products and increase sales. Cool Ads advertising has shown to lift sales from 34% to 79%. Cool-Ads fits any cooler door with easy installation. For more information, contact OSI Creative, 185 Technology Drive, Irvine, CA 92618; www.osicreative.com.

WonderBar® Dual Lane Merchandiser Tray

New Dual Lane WonderBar® Trays from Trion Industries promote improved cross sell, more comprehensive adjacencies, and better small product merchandising throughout the supermarket. Dual Lane Trays make it possible to display a greater range of product, including two completely dissimilar, unequal-size products in a single tray. Separate paddles and spring-feed keep each lane individually faced and forwarded. For information contact Trion Industries, 297 Laird St., Wilkes-Barre, PA, 18702, www.trionline.com.

Marley's Beverage Co. Wood Floor Stand

Marley's Beverage Co. is using this wood floor stand to merchandise its line of Marley Mellow Mood beverages. The display supports a great weight of products and helps to convey the products' natural ingredients. The display header and side panels provide ample room for brand graphics. This display was created by JH Dunning Corp., 1 Dunning Lane, N. Walpole, NH 03609; www.jhdunning.com.