

## Creative Spotlight - Corrugated Displays



### Trend Makers Quarter Pallet Display

Trend Makers recently introduced Sight Bulb Pro, a Wi-Fi-enabled security camera plus LED light combination. Trend Makers received a time-sensitive opportunity from a big-box retailer, who wanted Sight Bulb Pro available in display cases in its nearly 2,000 U.S. stores. Trend Makers turned to Sutherland Packaging, which was able to ensure expedited, accurate turnaround on digitally printed, four-color, quarter-pallet corrugated floor display cases with head pieces. For more information, contact Sutherland Packaging, 254 Brighton Rd., Green Township NJ 07821; [www.sutherlandpackaging.com](http://www.sutherlandpackaging.com).



### Crook & Marker Flavor Bus

Crook and Marker's 2nd annual 'Cinco de Margo' campaign was designed to encourage national retailers to order pallets of organic brewed carbonated cocktails for a roadshow activation which featured product samplings, games and giveaways. In support of each retail location's activation there were three dynamic elements: the "flavor bus" case stacker end caps, Crook and Marker sign on top of display, and the dimensional pole topper. This display was created by Orora Visual, 3210 Innovative Way, Mesquite, TX 75159; [www.ororavvisual.com](http://www.ororavvisual.com).



### Abbott-Action Pop and Shop Display

Abbott-Action has introduced its "Pop and Shop Display," a patent-pending retail solution. Crafted from 100% corrugated fibers, it eliminates the use of metal, plastic, or rubber bands. With 2 or 3 shelf options, it supports up to 30 lbs. It can be shipped flat or fully stocked and assembles instantly at retail sites, delivering savings in space, time, and freight costs. For more information, contact Abbott-Action, Inc., 3 Venus Way, Attleboro, MA 02703; [www.abbottaction.com](http://www.abbottaction.com).



Beach Juice is utilizing this three-tiered, full-color corrugated pyramid display with a double-sided header that brings the essence of the beach to the retail environment. The pyramid design allows for all around visibility. The three tiers offers ample space to showcase a range of Beach Juice products while efficiently utilizing the available retail floor space. This display was created by The MRL Group, 511 SE 5th Ave., Fort Lauderdale FL 33301; [themrlgroup.com](http://themrlgroup.com).



### Walmart Paw Patrol Movie Pallet Train

The 12ft Walmart PAW Patrol WOW display played a huge role in the Paw Patrol movie promotion and release. The client was looking to create a display with dimensional, eye-catching elements that highlighted both the movie characters and the merchandise from various vendors. Bay Cities took care of all the logistics to assure the project was executed flawlessly in the 2,000 Walmart stores nationwide. This display was created by Bay Cities, 5138 Industry Ave, Pico Rivera, CA 90660; [www.bay-cities.com](http://www.bay-cities.com).



### BODYARMOR Pallet Display

BODYARMOR wanted to help consumers quench their thirst for summer with this warm weather inspired display. The die cut headers, base wraps, and floor graphics help tie their products together to build awareness of the variety of flavors they offer and increase sales during this busy time. This shoppable display demands consumers attention with unique elements that stop consumers in their tracks. This display was created by Imagine, 1000 Valley Park Drive, Shakopee, MN 55379; [www.theimagingroup.com](http://www.theimagingroup.com).



### Walmart Holiday Gift Card Showcase

Marketing Impact Ltd. designed this new creative gift card display for the holidays. This sturdy corrugate display features a 3-way gift card showcase from top to bottom, presenting itself as giant wrapped gifts. This unique corrugate, spinning design bears a balanced center of gravity and a reduced, compact footprint. Gift cards are easily accessible and provide customers with a full view of various card designs with its featured spin and maximizes load capacity. This display was tailored to customize to the client's layout preferences for future applications. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; [www.displaypeople.com](http://www.displaypeople.com).



### PetArmor Corrugated Display

The PetIQ brand equity is strong across the retail marketplace. It was looking to create a display differentiate the brand and increase attraction. The curved shape draws attention to the graphics and product while promoting the brand. This display was created by Vanguard Companies, 8800 Northeast Underground Drive, Kansas City MO 64161; [www.vanguardpkg.com](http://www.vanguardpkg.com).