

Creative Spotlight - 'Green P.O.P.'



Midway Displays offers environmentally friendly displays compliant with California's Proposition 65. Midway's self-nesting, knock down to pack small displays reduce carbon emissions. Midway creates displays from recycled materials to minimize environmental impact. For more information, contact Midway Displays, 6554 S Austin Ave., Bedford Park, IL 60638; www.midwaydisplays.com.



Testrite Visual has introduced patented steel fold out merchandisers that ship flat, and are designed to be reused and restocked again and again. In addition to big visual impact, these displays are sustainable, made with recycled materials, and built to last, eliminating the need to constantly replace displays. For more information, contact Testrite Visual, 216 South Newman Street, Hackensack NJ 07601; www.testrite.com.



Palram offers Palboard, created with both top and bottom layers of bright white, solid, yet flexible, polyvinyl chloride (PVC). The center is made of black recycled foam PVC, which is dense but lightweight. Palboard is 100% recyclable. That's because it is all PVC, not a mixture of other elements or a coated or laminated sheet. PALBOARD has an ultra smooth surface that offers excellent ink-adhesion for digital or screen printing, and it is easy to fabricate. For more information, contact Palram Americas, www.palram.com.



This Fever-Tree Elevator Spring Load Display is made from steel and features an ingenious spring-loaded mechanism. With steel being the primary material used this display can be recycled at the end of its life cycle. The spring-loaded mechanism adds an element of surprise and delight for customers. This display was created by The MRL Group, 511 SE 5th Ave., Fort Lauderdale FL 33301; themrlgroup.com.



Abbott-Action wanted to create a completely sustainable pole topper display that eliminated the need for paper tubes and metal legs. This patent-pending creation is made using entirely corrugated material. The display is not only fully recyclable but also compatible for eco-conscious shipping. By eliminating the need for paper tubes and metal legs, it reduces material use and shipping space, setting it apart from traditional pole toppers. The design simplifies assembly, with corrugated pieces that easily connect, making it less complicated and labor intensive than traditional pole toppers. For more information, contact Abbott-Action, 3 Venus Way, Attleboro, MA 02703; www.abbottaction.com.



Marketing Impact Ltd. designed this monolithic gift-card floor stand. It is built with laser-cut sheet metal with MDF accents to emphasize a weathered look, finished to match REI recycle-based materials, in alignment with their retail brand's interior design. Metal components are exposed to outdoor conditions for a rustic feel. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Petco needed to develop a new display solution for its bulk pet treats. Bulk pet treats had been displayed in an open-air display that caused the product to go stale too quickly, and was too large for their new layout. The display appearance and presentation were not consistent throughout the chain. The end objective was to create an affordable display that would be adaptable to various footprints and keep the product fresh with enclosed containers yet accessible to shoppers. The display is environmentally friendly, as it eliminates the need for individually packaged pet treats. This display was created by Siffon, 8181 Darrow Rd., Twinsburg, OH 44087; www.siffon.com.



Earth Animal distributes pet items to retail stores and needed a custom wood cart to hold and display inventory for purchase in an attractive and functional display. This unit is 50" wide and constructed of wood, plywood, and pegboard. Wood and plywood components are traditionally stained. The cart includes four casters, aluminum surface, and "Earth Animal" in laser-cut letters. The display was created by Heritage Sign & Display, Inc., 344 Industrial Road, Nesquehoning, PA 18240; www.popsigns.com.