

Pallet Displays 2024



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. This display was created by Sutherland Packaging, 254 Brighton Rd., Green Township NJ 07821; www.sutherlandpackaging.com.



BODYARMOR recently developed an array of point-of-purchase display materials, including pole toppers, base wraps, and case cards, to amplify the launch of its new BA zero sugar sports drink. This eye-catching pallet display helped bring attention and increase sales within the zero sugar category. This display was created by Imagine, 1000 Valley Park Drive, Shakopee, MN 55379; www.theimagingroup.com.



Abbott-Action's advanced design expertise and printing capabilities enable it to create custom-designed pallet displays. From precision engineering to intuitive design elements, every aspect of its pallet displays are crafted to optimize efficiency and minimize labor requirements. These can be tailored specifically for the size and quantity of products desired and emblazoned with attention-grabbing graphics. They can be shipped to stores fully stocked. For more information, contact Abbott-Action, 3 Venus Way, Attleboro, MA 02703; www.abbottaction.com



Vanguard Companies leveraged their expertise in Multi-Vendor program management to execute a plan that designated Walmart as the destination for fire safety. The plan aimed to create prominent locations in-store to emphasize the importance of fire safety and products. A campaign theme was developed that could be shared across all Walmart mediums. The campaign and design structure were also modular to create stand-alone pallets, which can be scaled and customized for additional executions at retail. For more information, contact Vanguard Companies, 8800 Northeast Underground Drive Pillar #255E, Kansas City, MO 64161; www.vanguardpkg.com.



Coppertone wanted to create a permanent 4' x 4' pallet display for high volume Walmart stores. The end result was a bold beach themed surf shack complete with surfboards fabricated with melamine construction, faux driftwood laminates, and extruded plastic roof. This display was created for Coppertone by In-Store Experience, 37 Franklin St., Westport, CT 06880; www.instoreexperience.com.



Testrite Visual offers a Telescopic Pallet Signholder to help draw attention to and provide strong branding for pallet displays. The signholder elevates messages above free standing displays with full width graphics. Promotional graphics are easily changed and updated. The signholder is available in custom sizes and styles. For more information, contact Testrite Visual, 216 South Newman St., Hackensack NJ 07601; www.testrite.com.



Bay Cities, designed and produced this Barbie Movie-themed display train for Mattel. The display required them to precisely print, manufacture and combine multiple pallet displays to create an extended display opportunity showcasing some of the latest Barbie merchandise - from dolls and playsets to accessories and more. Each display was packed with Barbie product, shipped and assembled in-store at select Walmart locations so consumers could buy Barbie merchandise. For more information, contact Bay Cities, 5138 Industry Ave., Pico Rivera, CA 90660; www.bay-cities.com.



Kinter offers adjustable pallet guards to help keep shoppers safe. Pallet Guards reduce the risk of customer trips and/or falls, enhance the appearance of your store and protect merchandise from being damaged. Adjustable panels fit a wide range of pallets from 28 inch to 54 inches in size. Four pre-assembled panels are 6 inches high each. Removable and reusable time and time again. Easy to set up and extend with no tools required. Selling straight from the pallet made safe, secure and appealing. For more information about Kinter Pallet Guards, contact Kinter, 3333 Oak Grove Avenue, Waukegan, IL 60087; www.kinter.com.