



Multi-Function Point-of-Sale

Challenge: Floor space at independent retailers of juvenile products is at a premium. And, because they are independents, there is no consistency in their POP strategy, floor space or planogram. Yet, they demand POP support to help sell products. We were challenged to develop a POP solution that was flexible, cost effective and easy to ship.

Solution: We created a unique POP display that incorporated three hi-impact boxes (20" x 20" x 3") that were printed four color process and laminated to micro-flute corrugated. The boxes assemble shipped flat and were assembled with tuck tabs. The 3 boxes could be assembled stacked three high, stacked three across or made into a winged ceiling mobile. Custom joiners and assembly instructions were included in the shipping carton.

Results: Peg Perego's Juvenile display was a huge hit with their retailers. Since the initial run, we have updated the graphics and re-produced this display concept four times. The Juvenile POP display won a Gold Award at the annual POP Show in Chicago.

So, next time you're looking for really unique creative to support your marketing or brand strategy, give us a call. We have the creative horsepower and innovative products that are sure to meet your needs.

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