



A Beautiful Display Case Study

Privately Held Large Grocery
Store Chain Turns Photo into
Reality

Challenge

Create a point of purchase display from a photo.

Difficulties

Design from scratch a purchasing display for stocking stuffers that increases holiday sales with only a picture of the idea.

Solution

Constructed and launched the point of purchase display which increased sales of holiday stocking stuffers by 47%.

Background

A large grocery store chain approached Victory Packaging to create a point of purchase display to increase holiday stocking stuffer sales. After researching with the customer and being handed a dozen photos of different point of purchase displays found in large stores across town, our Sales Representative and Engineering and Design team worked together to create and present options to display beauty and other glam products around the store and at checkouts for the holiday season.

The Engineering and Design team created two prototypes for the grocery chain to choose from after concerns that the first prototype would not be sturdy enough to hold all the beauty products. Once a prototype was selected, the customer let our engineers know that they wanted all of the point of purchase displays to arrive 100% set up so that they could then ship them to individual stores. Our team worked on a transportation solution that involved stretch wrapping individual displays together on a pallet for shipment. With a few tweaks and additional material to make the displays sturdier and ready for shipment, they were approved and moved into production.

Following the holiday season, the customer wanted a corrugated shroud that wraps around the display so it has an outer wall to protect during shipping. In addition to the corrugated shroud, our Engineering team changed the footprint of the display to be a 24" x 20" footprint inches on the outside so they fit onto the customer's standard ¼ pallets. This allows their distribution channels to use special forklifts to move the displays around their distribution network much safer and efficiently.

Compared to the previous year, the point of purchase displays designed by our Engineering and Design team helped the customer increase their sales of holiday stocking stuffers by 47% and is projected to increase even more next year.