

Twang | Case Study

Point of purchase display/merchandiser helps increase sales while reducing packaging

CHALLENGE:

Twang Partners LTD, San Antonio, Texas, was using a multi-piece, printed chute-type merchandiser to display and dispense its line of beer salts. The unit was expensive to produce, was inconvenient for consumers and store clerks to use, and failed to display the product to its full advantage because it was hidden behind two layers of packaging. This resulted in high costs, reduced product recognition, and lower-than-expected sales and profits.

SOLUTION:

WS Packaging designed a one-piece merchandiser that eliminated the use of 13 printed cartons and sleeves, as well as the carton/sleeve organizer for each display. The new display strip attaches to the door of the beer cooler, so it's directly in the consumer's line of site. The improved product visibility has led to increased sales.

The display strips are shaped like a beer bottle and die cut with 12 individual tabs, which securely hold the 1.4-ounce longneck shakers in plain sight, like ornaments on a Christmas tree. Each tab is perforated to ensure easy dispensing and refilling. Because the displays are reusable and refillable, they offer a longer service life and cost-effectively deliver product in a convenient way.

Composed of 30-mil white high-density polyethylene (HDPE), the display is screen-printed using four-color process plus black with a 65-line screen and requires no special finishing other than die cutting. The HDPE is a stock material, which helps overall cost-effectiveness, but still delivers a highly durable structure that die cuts easily and holds up well to continued use. And because it's made of HDPE, the display has the added benefit of being fully recyclable. WS Packaging produced the display at its facility in Algoma, Wisconsin.



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