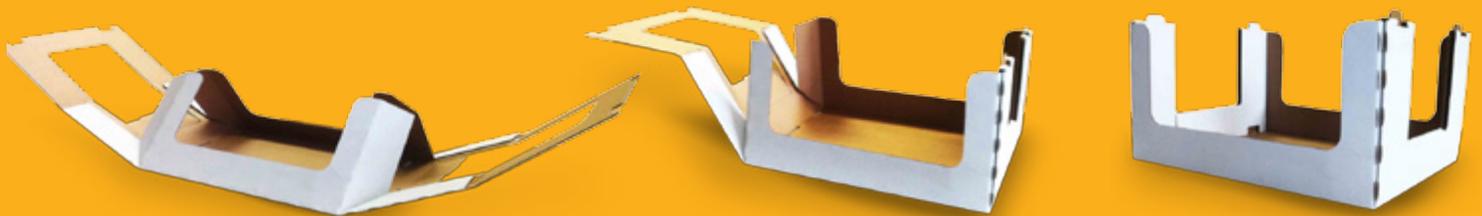




How a Snack Food Company **Boosted Sales** using a Custom POP Display!





ABOUT:

Our client, a leading snack food company, can trace its roots to the late 1800s. As the company grew and expanded its product lines, they never lost their focus and commitment to customers of providing 'top quality freshness' for every product.

The company made its tortilla chips using a high-speed production process, which included packing product into bags or primary packaging. The bags were then put into master cartons – also known as shipper boxes – of varying sizes.

Those master cartons get packed and shipped to stores by company-owned delivery trucks. Drivers are responsible for delivering products, as well as opening the master cartons and stocking shelves.

CHALLENGE

Our snack food customer wanted to include an off-shelf program for their grocery retailers, in order to gain incremental sales for their tortilla chip line. Prior to our engagement, they were not able to implement an efficient and profitable off-shelf merchandising and restocking program for these chips. Their existing manufacturing and product distribution system limited their capabilities until ProCorr's involvement..

At the same time, the company could not incur additional labor or storage costs for the warehousing and pack-out of product-filled POP displays. This customer needed a cost-effective merchandising and restocking program that would work with their existing production, packaging and distribution systems. A unique POP display design and restocking program will meet retailer requirements for POP displays.

THEIR OBJECTIVE

To implement a POP display and restocking program in their grocery sales channel.



SOLUTION

ProCorr Display & Packaging designed a unique, POP display-tray system, which worked directly off their product production lines and exceeded all their expectations.

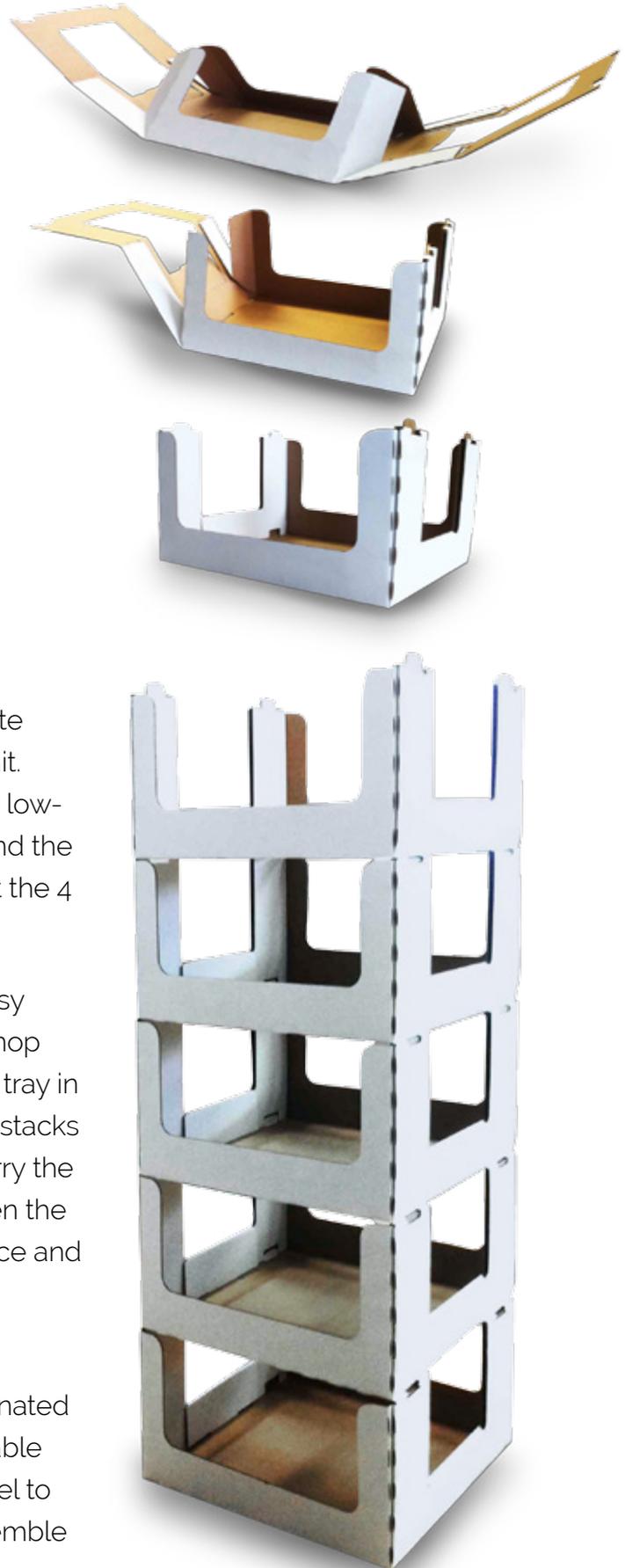
First, this specially designed stackable double-tray 'weekender' is easy to assemble and took less time to put together than any of their master shipping containers.

Next, this stackable double-tray display- also known as a weekender - enabled them to fill it with product directly from their high-speed manufacturing system which substantially lowered labor and warehouse costs.

This unique POP 'tower' display consists of 4 separate components. The bottom is a double-tray, 6-tab unit. The top is a double-tray, no-tab unit. The center is a low-height, single-tray for a complimentary salsa SKU and the fourth is a mop guard which is often used to protect the 4 or 5 bottom inches of a display that sits on the floor.

This 'tower' display was also designed to make it easy for drivers. The bottom component sits inside the mop guard, the 6 tabs on the bottom unit hold the single tray in the center and lastly, the top double-tray unit fits or stacks over the bottom and center units. Drivers would carry the components into the store, then they would cut open the protective outer wrapping and lastly they would place and stack the components accordingly.

The structure was ship tested and met all retailer specifications for weight, size, etc. This design eliminated the need for partitions - resulting in a more sustainable display - and eliminated the need for retail personnel to assemble. The stackable structure was easy to assemble and knock down, thus gaining route driver approval.



ADDITIONAL BENEFITS INCLUDED

- A 25 percent increase in the amount of product displayed.
- Enhanced a typical 'weekender' program due to the product being visible from all four sides.
- Reduced the # of SKUs, inventory, and handling of multiple parts.
- Shipped on a 48 x 40 pallet, four trays to a bundle, 12 bundles to a unit, 96 trays to a double-stacked unit. (header/base) **

CLOSING

ProCorr designs and manufactures corrugated POP displays, trays, graphic packaging, standees and other retail displays, all customized according to project and customer needs.

We offer full-scale samples, full-color prototypes, have a 98% on-time delivery record and identify cost saving solutions for each project.

We ask the right questions – delving into areas such as retailer environments, product production processes, distribution systems and overall supply chain characteristics. Our design and development process is built to deliver results.

This stackable tray system was designed to work with our customer's existing production and distribution system. It saved the customer time and money, made a complete off-shelf merchandising solution that provided simple, easy restocking.

ProCorr received a full compliment of product from the customer in this case, which we prefer whenever possible to accurately execute a design based on actual dimensions, etc. When the project was finished, ProCorr donated this food to a local homeless shelter.





procorrdisplay.com
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About ProCorr Display & Packaging

From concept development to full-color prototypes, ProCorr Display & Packaging provides a consultative approach and fresh ideas to the entire process. We finish with customer-focused fulfillment programs that include assembly, pack-out, shipping and inventory management services.

**Contact us today to learn more about how we safeguard products,
maximize profits and propel sales.**