

CREATIVE

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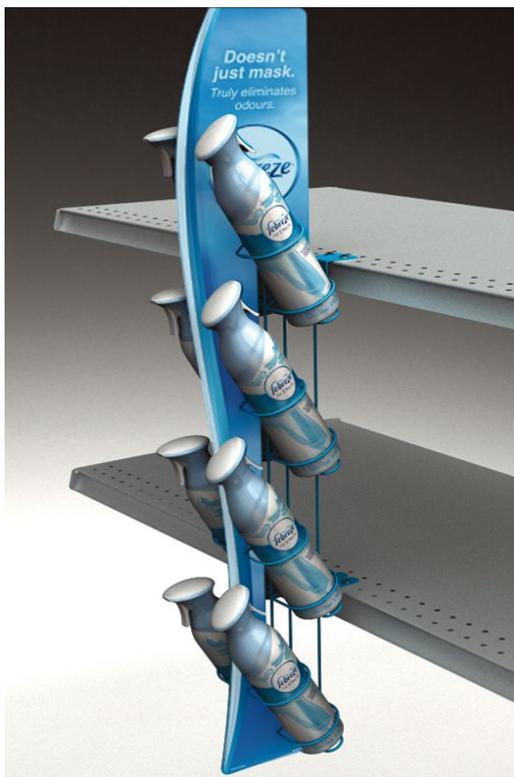


Supermarket Displays



Permanent Displays

Hardware Displays



Febreze Air Effects Hanging Retailer

Procter & Gamble engaged Marketing Impact Ltd. to develop a hanging display for its Febreze Air Effects room spray. MIL's solution consisted of a powder coated wire frame with loops for the product to slide into and mounts onto standard gondola shelves with screws and wing nuts. The lower anchor on the frame's spine is height-adjustable to accommodate a wide variety of gondola shelf spacing. Promotional graphics are printed on an interchangeable centre styrene panel. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



Testrite Metal Framettes

Testrite offers Metal Framettes™ for durable supermarket signage programs. The sign frames are available with fixed or telescopic uprights, and with horizontal or vertical orientations. Several styles are available from stock and custom sizes and shapes are available. The units are available with a black powder coated finish or custom colors. Units are available single or double sided. For more information, contact Testrite Visual Products, 216 South Newman Street, Hackensack, NJ 07601; www.testrite.com.



Frozen Food Merchandising Solution

Trion has redeveloped its Frozen Food Merchandising Solution. Trion's system retrofits your current shelving units with their EWT™ (Expandable Wire Tray) system. Trion's system comes with a continuous front rail ensuring your facings are equal and flush throughout your frozen food department. All of Trion's merchandising systems are designed to gain facings, cut labor and energy costs, enhance a products' appearance to increase sales. For more information, contact Trion Industries, Inc., 297 Laird Street, Wilkes-Barre PA 18702; www.triononline.com.



Sheba Perfect Portions Custom Power Wing

To maximize Mars premium secondary location placement and increase penetration of the company's Sheba Perfect Portions product line, Insignia developed a full-color 6-shelf, custom corrugated display with inserts to maximize the small product's display using tiered merchandising strategy, to improve shopability and visual impact. For more information, contact Insignia Systems, 8799 Brooklyn Blvd., Minneapolis MN 55445; www.insigniasystems.com.



Marketing Impact Limited has introduced the Kwickload™ Pusher System. Kwickload™'s sleek and visually minimal design is ideal for pushing bagged salad, packaged cheese and deli meats. The Kwickload™ Pusher System also allows for quick and easy product restocking and rotation. For more information, contact Marketing Impact Ltd., 50 Planchet Rd., Concord, Ontario, Canada L4K 2C7; www.displaypeople.com.



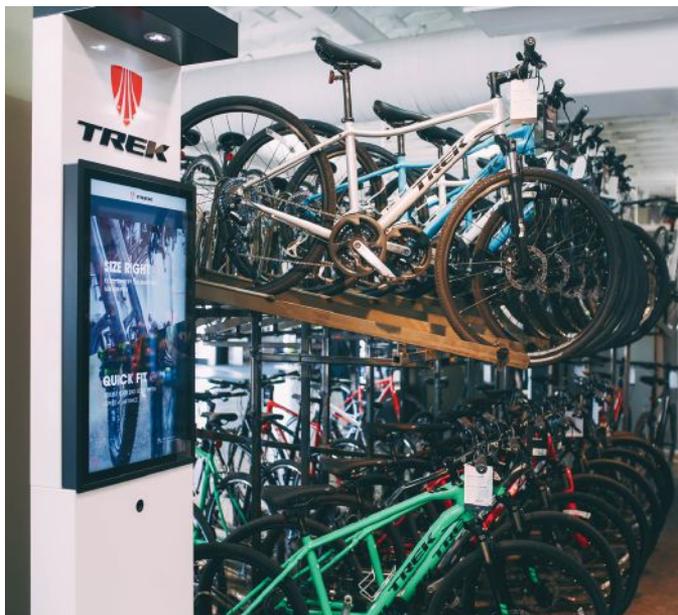
Nashville Displays offers this stock wire display rack in a 4-shelf and 5-shelf version. The 5 shelf display is 60" high x 24" x 17.25" deep. The 4 shelf display is 48" high. The displays have an egg shell white powder finish. The shelves are adjustable and can be tilted down. Each shelf can hold up to 25 pounds. For more information, contact Nashville Display, 306 Hartman Dr., Lebanon, TN 37087; www.nashvilledisplay.com.



Insignia Systems offers an array of stock merchandising solutions, including Sidecaps, Power Panels and Free Standing Shippers. To support the launch of Ferrero's new Tic Tac Gum, which was to be featured on a premium sidecap display, Insignia developed a tiered merchandising strategy that included full color header and tray insert signage. For more information, contact Insignia Systems, 8799 Brooklyn Blvd., Minneapolis MN 55445; www.insigniasystems.com.



Masonways offers this stock plastic Merchandising Tower, which can support a great weight of product. Morton Salt requested a home for their 40 lb. bags of rock salt and water softener products. MasonWays developed and manufactured a tower to hold 24 bags in a small area at retail. The display generated impulse sales and additional product placement at retail. Morton Salts "when it Rains it Pours" logo is easy to recognize and reinforces decades of promotion. For more information, contact MasonWays Indestructible Plastics LLC, 580 Village Blvd., West Palm Beach, FL 33409; www.masonways.com.



The Trek Precision Fit WorkStation Rider uses augmented reality, motion-tracking, and recording technology to dramatically reduce time spent in the bike fit process. In conjunction with Next/Now Agency, Axis Display Group worked with Trek to create an intuitive system that not only provides shoppers with instantaneous custom, data-driven recommendations, but also gives Trek a competitive advantage as they are the first of their kind to implement this sort of in-store technology. All results can be printed, or emailed to the shopper. This interactive display was created by Axis Display Group, 8272 Douglas Ave, South Beloit, IL 61080; www.axisdisplaygroup.com.



Glass-Media helps retailers and brands harness the power of digital marketing on their storefront through proprietary, projection-based display technology. In collaboration with Fossil Group, Glass-Media has released a new digital storefront display hybrid referred to as a digital/vinyl. Through a proprietary application process, Glass-Media embeds its liquid crystal substrate with a custom vinyl print. As a result, brands are able to increase the square footage of their digital storefront activation. For more information, contact Glass-Media, Inc., 3102 Oak Lawn Ave., Ste. 605, Dallas, TX 75219 www.glass-media.com.

Malt-O-Meal wanted to drive conversion among loyal consumers. Insignia Systems built a campaign for Malt-O-Meal that tied together in-store point-of-purchase signage, geotargeted mobile advertising and ibotta loyalty rewards program to build brand awareness and drive conversion among existing loyal Malt-O-Meal consumers. The campaign reached consumers in real time while they are in close proximity to selected store locations. It reaches Malt-O-Meal key demographics with ad units that prominently feature popular Malt-O-Meal bagged cereal varieties with a stock-up message and an ibotta \$0.50 savings message. The program drove a sharp increase in brand switchers and drove almost 3x the new retailer shoppers from the previous year. For more information, contact Insignia Systems, 8799 Brooklyn Blvd., Minneapolis MN 55445; www.insigniasystems.com.



Outwater Plastic's Low Voltage Power Track Lighting Systems are perfect for standard Gondola Shelves and can accommodate lights such as t-5 sunrays, premium low voltage single, double or triple ribbons and more. The Track Lighting System also comes equipped with magnets that can help to neatly hide any wiring in order to create a seamless and illuminated look. The system can be easily installed without the need for heavy duty tools or professional electricians, saving money on premium labor costs. Power Track Lighting Systems come in 6 ft. black or white pieces and can be easily cut to any size. For more information, contact Outwater Plastics Industries, 24 River Road, P.O. Box 500, Bogota, NJ 07603; www.outwater.com.