

Client: Masco

Project Description DELTA stack-out displays for retail stores.

Challenge

Client approached Lowe-Martin to design and create stack-outs for the high-traffic retail environment. The corrugate product being used was not durable enough for use in a demanding retail environment.

Benefits & Solutions

Low-Martin produced a stack-out product that was much more durable but also interchangeable. The benefits to the client are:

- Each of the three main displays allows the client to utilize the same stack-out to display products that are different in shape, size and weight. This was made possible through the use of interchangeable inserts, labels and headers.
- More cost-effective than corrugate because stack-out longevity is extended. Fewer designs required (reducing production costs) due to component interchangeability.
- Much cleaner appearance ensuring product displays well on the stack-out.

Production Specifications

Quantity: 2,000

Versions: 3 Stack Out Creatives, headers and inserts

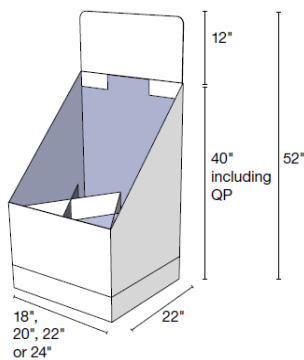
Print: Labels and Headers on PS Vinyl

Finishing: Cut, cut-score and double-sided tape application

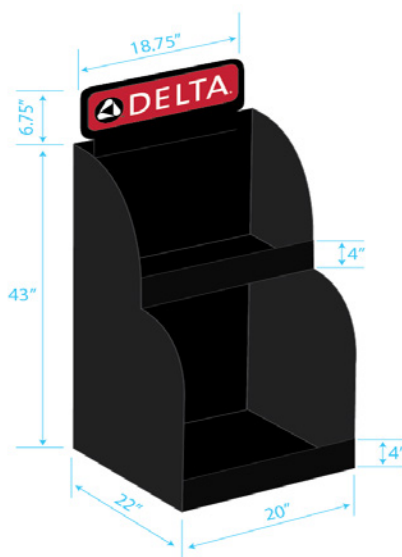
Process

Pallet Version:

More than 70 lbs. - pallet required



Restrictions from retail store



Low-Martin rendering



Full size prototype



Final product