

Maximized

Merchandising Maximized

Cellasene

Challenge:

Rexall Sundown needed a flexible display to increase trial and awareness during a new product introduction for their Celasene brand. The design needed to be effective in a variety of retail environments. The product was a high-ticket item that required an effective, attention-getting design.

Response:

- Display could be used as floorstand, powerwing or counter display, maximizing product visibility
- Brochure dispenser educated the customer about the advantages of the product
- The flexibility of the display satisfied the parameters of retail categories and chains
- Each individual tray converted easily to a counter display with brochure dispenser – maintaining shelf appeal while reinforcing product benefits

Results:

The modular design and small footprint of the display helped Celasene exceed its retail objectives for the new product introduction. The high-impact physical design mirrored the packaging and reinforced the benefits of the product.



TempleInland

317.390.3300 | www.templeinland.com

DisplayandPackaging@templeinland.com