

SUBSTRATES/COMMON USES/CHARACTERISTICS

Corrugate:

Micro-flutes – small packaging – minimal fluting, not very strong

E-flute – small counter units, flexed elements – minimal fluting, readily available

B-flute – most common substrate for temporary – some fluting, increased strength

C-flute – cartons, structural elements – more fluting, strength & cushioning

Double Wall – heavy duty cartons, structural - very strong

Chip: case cards – no fluting, cut score to fold

Foam Pillowing: lug-ons, signage – no fluting, can be embossed, “finished” edge

Foam Non-Pillowing: same as pillowing – can’t emboss, thicker edge

Corroplast: mop guards, signage – durable, difficult to fold, adhesion concerns

PETG: pockets, “invisible” elements – very clear, folds well

Styrene: signage, pegboard – white and colors available, does not fold well

Sintra: - signage, construction, “feet” – can laminate to, durable, waterproof

Enviro Friendly Boards (EE Double Wall):

3 X’s White – signage, construction – very rigid, 100% recyclable

3 X’s Kraft – 100% recycled content

QUESTIONS TO ASK WHEN SELLING TEMPORARY POP

Does an image exist of what they want?

Color or B/W rendering

Technical drawing

Photo of a similar display

Hand sketch

Doodling on a napkin

What type of display?

What size is the display?

What is the production quantity?

What is the budget?

What environment will the display be used in?

How long does it have to last?

How does it ship?

Drop ship
per carton
Bulk on skids

Does it have to meet UPS requirements?

QUESTIONS TO ASK ABOUT MERCHANDISERS

A Merchandiser is any display that accommodates product within the perimeter of the display.

What type of display?

Floor Display
Counter Unit
Pallet Display
Sidekick
Stacker
Bin

What is the product?

Size and weight
Quantity
of SKU's
Is a full complement of product available?
Is any product available?

How does it shop?

of sides that it shops from

Does it shop top-down or from different levels?

Is it a one-time shop or will it be reloaded?

How does it ship?

KDF – Knocked Down Flat

Pack-out – KDF and shipped with product

Pre-pack – partially assembled and loaded with product

Fully Assembled & Loaded