

# 'TIS THE SEASON



FOR THE SECOND YEAR IN A ROW, CORONA CHOSE BAIRD DISPLAY TO PRODUCE ITS IN-STORE HOLIDAY DISPLAYS.

With the holiday season just around the corner, consumers are often in need of food and beverages for their celebrations and get-togethers. This corrugated display is a festive invitation to consider a case or six-pack of Corona beer.

Baird Display, a division of Green Bay Packaging, designed the display, which will begin appearing in grocery and liquor stores in early November. "This is the second year we're running it so that's a good sign that it was a successful program," Terry Krause, Baird Display Creative Director, says. "The customer changed the graphics but they liked the overall structural design enough to run it a second time."



## Design Excellence

The creative tiki hut design ties in nicely with the brand's advertising, which often features beach scenes. Corona is produced in Mexico and is one of the top selling beers worldwide.

While the display's structural appearance seems fairly uncomplicated, Krause says it looks simpler than it is. "It's fairly clean looking and pretty straightforward but there are certain design challenges that unless you built it yourself you wouldn't recognize," he says.

The tall, narrow footprint created a few stability issues. The display is 80 inches tall and only 10.5 inches wide. Baird designed two flaps positioned at the bottom to close off the columns on either side and provide stability, especially when the cases and six packs are stacked on top of the flaps, which extend out beyond the display's footprint.

"Because it was 80 inches tall and only 10 and a half inches front to back, we used the ballast of the weight of the product to rest on the closure flaps at the bottom so that's where they got the stability," Krause says. "Once it was filled with cases of product it was extremely stable."

With the exception of the jute rope that holds the sign and the bamboo patterned litho wrapped fiber poles, the entire display is B-flute. The litho printed top sheets were laminated to B-flute on Baird's new Stock laminator.

The display consists of four pieces plus the poles. Two of the forms were diecut on Baird's Nuri large format flatbed diecutter. Baird has two Nuri 67- x 98-inch diecutters. The smaller sheets were run on a clamshell diecutter.

Having a diecutter that can accommodate larger sheets gives Baird a competitive advantage, Krause says. "The biggest sheet was 58 x 63 inches.



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### technical

#### NUMBER OF COLORS

Four + aqueous coating

#### BOARD GRADE

32# B-flute

#### EQUIPMENT

Nuri flatbed diecutter

Stock laminator

#### LITHO TOP SHEET

Philipp Litho

#### CAD

ArtiosCAD

Kongsberg sample table

That would have been too big for any of our equipment prior to buying the Nuri." Baird installed the first Nuri about 10 years ago and then purchased a second one two years later.

The new Stock laminator also provides a competitive edge. "The 58- x 63-inch sheet would have been a bit of a challenge for our previous equipment but not a problem for the stock laminator," he says.

The sub assemblies are pre-glued at Baird before the displays are shipped to stores where they are fully assembled. The total production run was 2500.

## Cost-effective Solutions

The customer wanted several features, such as four poles instead of two and a LED light harness that would have driven up the cost. Baird provided a design that could successfully accommodate two poles and suggested printing holiday lights on the roof instead of using actual LED lights.

"Sometimes we'll come up with a fantastic design and we get a little disappointed when the graphics are mediocre, but I really liked the way this one looked," Krause says.

"What I thought was fun about designing this display was taking the challenge of the size and the modest budget and coming up with a solution that was going to fit the customer's requirements, be structurally sound and match their budget and the fact that they accepted some of our suggestions in cost saving measures and then for it to be so successful that they wanted to run it a second year in a row," he says. "A lot of our designs are one and done so when we see something come through a second time it always tells us that it was a success the first go-around and we love re-runs." ■