



The Flute Wire

March 2011



Old World Industries - Peak Auto Division

March Display of the Month

Brief overview of the display program:

Project: 2011 Auto Brush Pallet

Quantity: 1,000

Retailer: BJ's Wholesale Club

Holds: 24 Value Pack Auto Brushes

The marketing objective of this POP campaign was to promote the Auto Brush value pack for the first time in a club store environment. The entire display is produced out of 32 ECT B and direct printed 1 color with 4 color spot litho labels. Labels were only placed on three sides due to the fact that the display will be placed in BJ's Wholesale club as an endcap pallet display. Set-up instructions printed on the display shipper guarantees the retailer places the display properly in stores.



USDG Graphic Designer provides rendering to customer.

Previous Auto Brush Display Programs



Spot Labels on three sides of display

Product Quantity: 24 Auto Brush Value Packs

Footprint: 40"W x 48"D x 17.5"H (without product)

Top & Bottom Cap - PMS 375 C

Trend Report: QR Codes



In 2010, QR codes saw an increase in use of 700% with 52% of people having seen or heard of QR codes. In 2011, an emerging trend is using QR codes to tie in product packaging, in-store materials and point-of-purchase displays. QR codes, also known as SnapTag logos, are targeted at consumers with mobile phone cameras and a great way to connect with a younger audience who has really gotten behind this emerging technology. By placing the QR codes right on the display, it allows a company to engage with a shopper while they are in the store rather than depending on them to go home and get on the company website. Ask your sales executive how you can incorporate your QR codes into display programs. (Source: In-store Marketing Institute/Shopper Marketing)

Displays in Retail

Advanced
Beauty
Systems

Location:
Walgreens



Cooper Wiring

Location:
Lowe's

Upcoming Tradeshows



Booth # 486
Location: Chicago
May 24th-26th

U.S. Display Group will be exhibiting at the Sweets and Snacks Expo in Chicago May 24th-26th. This expo is the largest confectionery, cookie and snack show in the Americas. If you are interested in attending the show, please contact brittney.tedder@usdisplaygroup.com for information on how you can attend for FREE!

Show Hours:
Tuesday May 24th - 10am to 5pm
Wednesday May 25th - 10am to 5pm
Thursday May 26th - 9am to 2pm

If you would like to be added to The Flute Wire monthly email, please contact brittney.tedder@usdisplaygroup.com.