

RETAIL DISPLAY STANDS

Pop Modular Display

Results: Consolidated Display Systems

BoldtSmith packaging specializes in designing customizable and efficient display systems that will meet your specific needs and showcase your products in the best way possible.



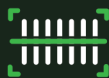
Size Variations

3 different base sizes



Hanging Solutions

Pegs & hooks for packaging types



SKU Compatibility

Works for 1,000+ different SKUs



COMPANY

Betty Crocker



Packaging Design Challenge

Betty Crocker reached out to BoldtSmith packaging to design a modular POP display system that would be utilized for over 1,000 product SKUs.

Requirements



Ensure multiple SKUs will fit



Optimize for sturdiness without raising material costs



BoldtSmith Actions

- 1 Find dimensions that work for varying products
- 2 Consolidate the physical sizes of the products into the POP display form
- 3 Ensure the POP displays are sturdy and not overusing material