

# Smarty instant pop-up displays

## A Case Study for Henkel

Weedon

Packaging Solutions Centre

### Customer Profile

Henkel is a large multi-national organisation with leading brands in three areas: adhesive technologies, beauty care and laundry & home care. Their products include brands such as Persil, Schwarzkopf and Loctite.

### The Problem

- Henkel was looking for new ways to streamline its in-store merchandising. It wanted to make implementation of its Point of Sale (POS) displays quicker and easier, thus reducing costs.
- The stand had to be strong enough to carry a heavy product (60kg) – tubes of No More Nails adhesive.

### The Solution

A Smarty instant pop-up POS display unit!

- Amazingly quick to assemble
- Eye-catching
- Extremely strong – suitable for heavy products

We ran a trial for Henkel – their response was that this was one of the best units they had ever used!

### The Benefits

Smarty floor stand displays:

- Go up automatically (typically in under 3 seconds), dramatically reducing in-store implementation times (and costs!) compared with traditional floor stand designs
- Strong and able to withstand significant weight – ideal for heavy products including cakes and beverages
- Perfect for retail operations where pre-filled displays are unsuitable

### Weedon PSC – the right partner for the job

We have exclusive rights in the UK and Ireland to manufacture the Smarty range of patented designs for instant pop-up POS display units. We offer both off-the-peg shelf and floor standing displays, as well as units made to order.

Smarty products also include promotional displays to communicate a brand message – miniature totem displays, cubes and dump bins, all manufactured to Smarty's innovative patented specifications.

