

# In-store Theatre

## A Case Study for Fold Hill Foods

Weedon

Group

### Customer Profile

Fold Hill Foods is a family-run business based in Boston in Lincolnshire. Fold Hill was originally a mixed farm with sheep and cattle, vegetables and cereals but in the late 1970s the rising price of oil for drying the crops after harvest prompted a change of direction. Today the farm covers 3,000 acres, employs over 150 local people and specialises in growing baby vegetables and cereal, and producing high quality dog and cat food.

### The Problem

- Fold Hill Foods needed a Point of Sale display unit to drive sales of their dog biscuits.
- The stand had to be reminiscent of an old fashioned sweet cart which would co-ordinate with their existing packet designs, and it had to showcase various sizes of packets of dog biscuits.
- It also had to be capable of being moved easily around the store.

### The Solution

- Attractive graphics, with the look of an olde worlde sweet shop.
- A pre-filled display unit with a robust structural design.
- Standing on a mini-pallet with wheels for easy movement.
- Designed as a mixed product display incorporating the full Laughing Dog range.
- Open display, making it easy for consumers to shop.

### Additional Benefits

- The Weedon Group is the UK's leading independent producer of Point of Sale display units.
- Because our structural designers and our graphic designers work closely together as a team, we were able to produce a stand that is both stunning visually and strong enough to withstand pre-loading and transportation, as well as being repeatedly moved around store.

### The Weedon Group – the UK's leading independent producer of Point of Sale displays



For more information, please contact us on 01543 423 838,  
email [peaceofmind@weedonpsc.com](mailto:peaceofmind@weedonpsc.com) or visit our website: [www.weedonpsc.com](http://www.weedonpsc.com)