

**Bringing Practical**

**Sustainable**

**Innovation to**

**YOUR In-Store**

**Displays**



## Designing and Manufacturing 3D Cardboard Displays

Easypack/POP Displays is part of the Fencor Packaging Group and is a dedicated manufacturer of Temporary 3D Cardboard Displays whilst also offering an additional co-packing service for pre-filled displays.

The company holds current approved supplier status to several leading retailers and brands. Based in Mildenhall, Suffolk, the company continues to go from strength to strength, making us an increasingly valuable partner for you to rely upon for a highly effective, single source, supply chain solution for all your 3D display requirements.

Since its foundation in 1978 Easypack has grown to a team of 71 employees, turning over in excess of £9 million and continually seeking out better ways to deliver exceptional levels of service. The wider Fencor Packaging Group consists of 172 employees and turnover in excess of £25 million.

The philosophy is not just to deliver exceptional well manufactured displays but to do it in such a way that your part in the process is made as simple and easy as possible. We understand that you have a choice

which is why we continuously invest in people, training, and the latest equipment. This ensures standards and efficiencies are maximised at both of our manufacturing locations.

Everything we do is geared towards delivering the highest levels of creativity, innovation, and consistent quality within our manufacturing process, with the service and reliability you need and deserve.

**The focus is  
on your needs, not  
ours. We win by  
ensuring you win.  
It really is  
that simple!**

# How We Can Help You

Here at Easypack, we deliver proven benefits that will help make your POP campaigns successful. Take a look below to see how we can help you.



1

**Inspirational designs that really help sell your products.**



2

**Technical development team on hand to resolve all your 3D POP/POS challenges.**



3

**In house design, manufacture and co-packing.**



4

**Quality standards supported by a 'can do' attitude that guarantees you never miss a POP/POS campaign.**



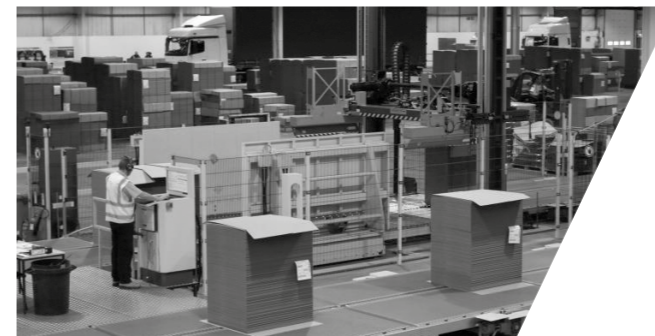
5

**Large format digital printers that deliver consistent print quality and multiple print types across short, medium, and long runs.**



6

**Co-packing operation that consistently achieves a confirmed delivery success rate of 99.5%.**



7

**Total, comprehensive understanding of the supply chain and how to leverage it to your advantage.**



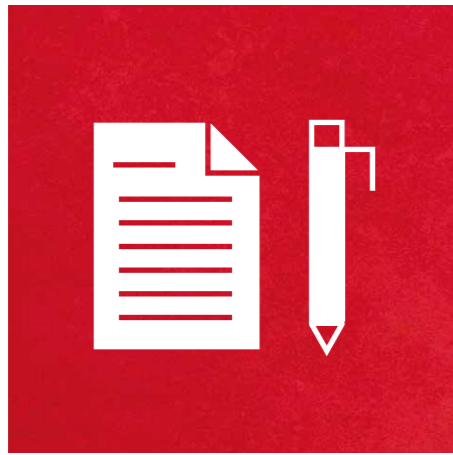
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**Dedicated Project Managers to give you complete peace of mind.**

# How It Works

The progression from initial brief to your displays arriving in store follows a step-by-step process. The first four stages of this process are the same for every project we handle, but the last steps vary depending on whether your displays are being supplied flat packed or co-packed. Delivery dates are agreed, and our project managers ensure that each step of the process is completed on time to ensure budgets and delivery dates are met.

## Project Process



**Step 1**  
Your initial brief is taken



**Step 2**  
Creation of concepts, samples and mock ups

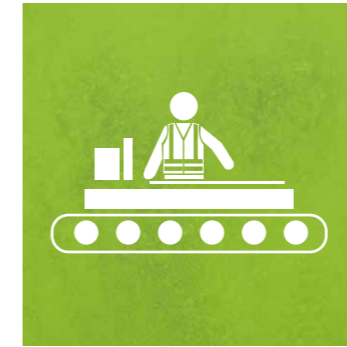


**Step 3**  
Customer and retailer sign off on units

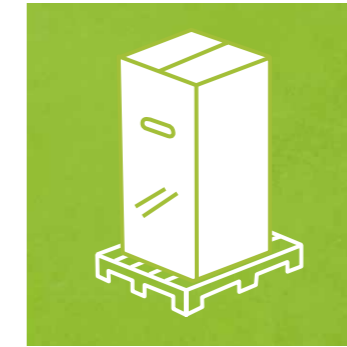


**Step 4**  
Receive approved artwork

## Flat Packed Units



**Step 5**  
Displays are manufactured



**Step 6**  
Displays are palletised



**Step 7**  
Delivered to customer/  
merchandise

## Co-packed Units



**Step 5**  
Stock forecasts agreed



**Step 6**  
Displays are manufactured



**Step 7**  
Co-packing is completed



**Step 8**  
Filled display units are  
delivered to RDC

# Display Examples

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There are a whole host of products and services that we can help you with. There are lots of different types of displays which suit different products, spaces and volumes. Read on to find out more about the benefits of each display type.

## FSDU's and Shelved Displays

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**Free Standing Display Units – bespoke displays in cardboard, designed to help sell your product.**

FSDU's, specifically designed for purpose, can encourage customers to buy and increase the sales of any product. Merchandising Units help to promote your brand, they focus your customers' mind and attention on your products. Point of Sale display FSDU's are available in a complete range of sizes and shapes dependent upon your needs and requirements. As your FSDU's can be critical to the ongoing success of your products, the design team at Easypack POP Displays will ensure your FSDU's stand out in any retail environment and grab the attention of your prospective buyers.

**Shelved units readily allow for more than one type of product to be displayed.**



## Quarter Pallet Displays

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**The footprint of quarter pallet displays is generally a footprint of 600mm x 500mm or 600mm x 400mm and can be used differently to larger units.**

Quarter pallets are very versatile, they can utilise shelves in the unit to display a number of separate products or bulk filled with one product. When bulk filled, quarter pallet displays can be stabilised with layer cards.

Despite having a relatively small footprint, the ability of quarter pallet displays to sell through is high.

**Quarter pallet displays can be very effective at competing for attention, something even the most recognised brands need.**



# Merchandising Units

**Merchandising Units – also known as Dollies, K-Roll, UDP's and RDP's.**

Although there are a number of different names used for merchandising units, one thing remains consistent – the size – they're large! With a footprint of 800mm x 600mm and their general bulk they are easier to identify from a distance, which makes them great for pulling customers towards them from the opposite end of the aisle, for example.

Merchandising units are ideal for offering bulky, large or heavy items – such as store catalogues, filled bottles or jars – the type of products where a larger amount of display and floor area is needed. Merchandising units are very often delivered straight into retail stores ready to sell through. They'll arrive full of product with a cover or sleeve protector which is then removed on the shop floor.

Attention grabbing promotional headers, perhaps die cut for additional impact, can be added to any merchandising unit to assist in 'catching the eye' of your customers.



# HOD Units and Quickboxes

**Hod units, for displaying products in-store, are floor standing units which are ideal for the retail display of a range of different products but are particularly suited to displaying pre-packaged items which are not overly heavy.**

Hod Units store the top bin and header unit in the displays base, a highly cost effective method which reduces transport costs. In-store, the top bin and header lift out and sit on the base section making a great looking presentation which is very appealing for your customers to shop for your products. By inserting shelves into a hod unit, it can be used to exhibit numerous different products on one unit, again very cost effective and very good for the cross-selling of related products.

Hod units can often be used to sell where larger display units can't. They are also very cost effective and allow for multiple products on one display.



## Celled Displays

**Celled, hooked and waterfall display units – promoting everything, from books and records to bird seed and confectionery.**

Celled display units are highly effective for promoting and displaying smaller items that face toward your customer. An advantage of multi-celled units is that they can be used to promote a variety of products on one unit. If a particular book collection, such as the Harry Potter series or the back catalogue for The Beatles, needed to be promoted – the whole series could be offered for sale in a very eye catching way on one unit.

**Celled displays are a great way to utilise your retail footprint as they really help maximise product visibility.**



## CDU's and Standees

**The number of different types of CDU's (Counter Display Unit's) and standees that could possibly be created is huge.**

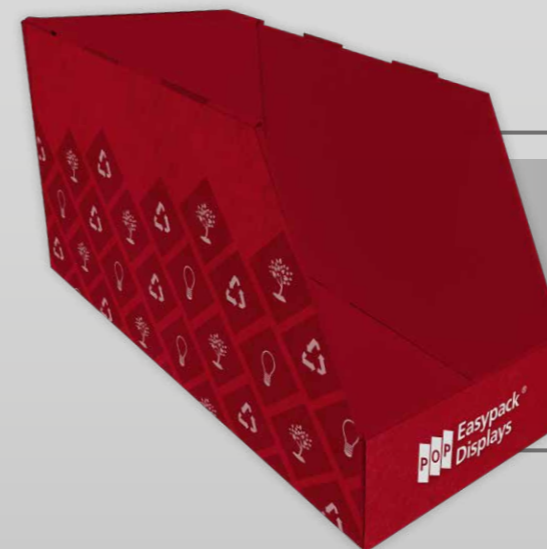
CDU's and standees are both highly effective but do slightly different jobs. CDU's (generally) display small product lines at the Point of Sale whereas a standee advertises a product or service, drawing a customer's attention to the offer.

Standees, are excellent at communicating a very strong visual message. They can be large or small and die-cut to characterise people, animals or any other product. CDU's are perfect for counter top display or even shelf top display where space may be limited. Again, they're extremely versatile and can be virtually any size, shape, design or colour with or without inserts, partitions, hangers or other display elements.

**Standees help grab customer's attention drawing them towards the promotional offer.**



**CDU's make the best use of even the smallest space and are superb for last minute impulse purchases and 'add ons' such as confectionery, stationery or cosmetics.**



# Dumpbins

## Dump Bins – ideal for creating impulse purchases.

Dump bins are floor standing display units with a whole host of products (a single product or a range), which can be removed by customers as they pass. This type of display is a very popular way to present a vast assortment of products in store and has been for many years. Your dump bins can be manufactured in all manner of shapes, sizes and permutations.

Like most point of sale, or point of purchase displays, dump bins can be a plain and simple square, circle or hexagon or more complex shapes with or without headers. Your choices are numerous and varied giving you options on how to increase your brand awareness and promote your products in-store.

Floor standing dump bins can be quite a size so displaying a variety of products that 'bundle' well makes for a great attention grabbing display.



# Half and Full Pallet Displays

## Half and full pallet displays – cost effective displays that 'shout' to your customers.

Full or half pallet displays of corrugated cardboard are a perfect way to present a considerable volume of merchandise ready to sell through. As half and full pallet displays can sell such significant numbers of products they are very cost effective.

There is a full range of sizes for you to choose from including quarter pallet, half pallet, full pallet or bespoke manufacture. Your display units can be created to fit wheeled plastic pallets specific to each individual retailer as needed. If required, the inner fittings can also be designed to perfectly suit and fit your products – all without the need to order large quantities.

Pallet displays are a perfect solution for presenting a considerable volume of merchandise.





# Creative Displays

**Creative Displays are perfect for those who want extra impact and more theatre but still make a highly effective use of available space.**

The creativity of Easypack's Design and Innovation Teams is at the centre of the process, delivering creative displays from the most complex structural designs to the simplest and most straightforward of displays.

The Design Team ensure your displays meet your objectives and adhere to your budgets without compromising the creativity and design that are so essential to the success of your temporary displays.

The creativity of the Structural Design Team ensures your displays benefit from the most effective balance of materials and form, whilst the Graphic Design Team makes certain that it attracts customers and helps educate them to the value of the products being offered. Making the two work together is what makes your displays fit for purpose.

The high definition digital print technology we employ, guarantees superb quality print, consistently, so that your displays speak volumes about your products.

The Packaging Design Team can consistently deliver visually stunning and cost effective, brand supporting, temporary display designs to enable you to achieve your objectives in the most resource effective ways possible.



# An Ethos of Adding Practical Value

Adding value in a practical way just makes good sense. It's the ethos of the Group. It may be that we add value by creating full colour mock-ups that you can use in your presentations, transit testing new products through the entire supply chain or simply helping you to attain Retailer Design Approval.

**Whatever it is, we know that it makes good commercial sense to go the extra mile for you. It makes everybody feel good and that's a bonus.**

# Brands That Trust Us to Help

There are numerous reasons why brands such as those below continue to trust us but the biggest reason is that we deliver on time, on budget and with the minimum amount of stress.



ASDA

Iceland



Sainsbury's

Cadbury



P&G

TESCO



DIAGEO

Morrisons  
SINCE 1927



# Get in Touch

To find out more about the services we have to offer or to see more examples of our work, take a look at our website - [easypack.uk.com](http://easypack.uk.com).

If you already have a project in mind please feel free to **get in touch**. We'd be more than happy to help with any queries you might have and, if you're new to POP displays, help guide you through the process. We look forward to hearing from you!

## Contact Us

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[www.easypack.uk.com](http://www.easypack.uk.com)