



# Black Friday Endcap Promo

Personal safety at your fingertips.



Available in the Pharmacy section.

A client launching their product in Walmart Stores needed a trusted supplier who could engineer an impactful display per retailer guidelines and manage it logistically through Walmart Distribution Centers.

## PROJECT ENGINEERING:

- Richardson's point-of-purchase and design experts consulted with the client on display specifications that would not only support their branding initiatives but also, effectively display the product units on shelf.
- We worked closely with the client's agency and produced several rounds of mockups for approvals internally and from the Walmart buyer.
- Since Richardson handled all facets of production, color was consistent between the offset, screen and flexo processes that were required to produce all items on appropriate substrates.

## SUCCESS POINTS:

- We were able to keep the price point of the display down with a full litho labeled base, for maximum graphic real estate, and direct printing the step insert.
- 300,000 offset-printed product brochures were produced in-house and included in the display units.
- Our fulfillment department assembled 4,000 displays, packed them with brochures and product units, and prepped them for shipment to 42 DC locations.
- To support cross merchandising efforts pre-launch, Richardson produced kits containing peg-hook talkers, shelf talkers, and beanflips. These were mailed to stores prior to the event.

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