

# Medical Bracelet Permanent Display



The client was just starting to launch their product in the retail environment and needed high-end custom displays, rather than generic stock units, to make a positive impression on their retail clientele and secure valuable shelf space.

## PROJECT ENGINEERING:

- Richardson point-of-purchase experts consulted with the client and discussed material options, signage needs and product planogram sets
- Two sizes of displays were developed – 2-sided and 4-sided pegged acrylic revolving displays
- Prototypes were produced, adjustments were made and client is ready to secure large, full-run orders from their retailers!

## SUCCESS POINTS:

- The client's product planogram was not static – it changed based on the retailer – so Richardson's structural engineers incorporated sliding peg hooks into the units so spacing could be adjusted with ease.
- Richardson also produced product packaging cards and point-of-purchase signing for this display program.
- Client was very happy they had a turnkey solution in Richardson – from conceptual design and structural engineering to producing the packaging, signing and display units, the entire process was efficient and successful!

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