



Blitz Event Temp Displays

The client was approved to liquidate year-end product and needed various sized counter top and floor displays in a short amount of time.

PROJECT ENGINEERING:

- Richardson's structural engineers developed several versions of displays that accommodated various product counts and produced mockups for approvals by client and retail buyer.
- Richardson's design team was able to set artwork per retailer's branding specifications for Blitz programs, so the client was compliant with all guidelines and did not lose valuable time on the rush project.
- Richardson performed ship tests on all displays and provided custom pallet samples for the 1/8 pallet configuration.

SUCCESS POINTS:

- In the span of 4 weeks, Richardson produced (2,000) 18 count PDQs, (1,000) 56 count endcaps, and (2,000) 96 count 1/8 pallets for a total of 5,000 displays.
- Richardson produced all displays in a highly sustainable manufacturing facility, insuring the client would earn high marks on retailers score card requirements for production.
- Displays shipped KDF to client's fulfillment center for assembly and pack-out. Richardson prepped a total of 126 skids to move to client's facility.



KANSAS CITY

1490 Southern Road
Kansas City, MO 64120

816-421-2100
888-421-2103

BENTONVILLE

1401 NE McClain Road, Suite 7
Bentonville, AR 72712

479-464-8057
877-271-0470

RichardsonRetail.com

